

ballistic
WWW.BALLISTICMAG.COM

390K
UNIQUES/MO

583K
PAGE VIEWS/MO

1.17 PPS 1:51 AVG DUR

35% BOUNCE RATE

86% MALE 14% FEMALE

18-24: 6% 45-54: 21%

25-34: 25% 55-64: 16%

35-44: 23% 65+: 9%

155K
E-NEWSLETTER LIST

29.2K

18.3K

40.7K

TACTICAL LIFE
WWW.TACTICALIFE.COM

536K
UNIQUES/MO

879K
PAGE VIEWS/MO

1.24 PPS 2:03 AVG DUR

33% BOUNCE RATE

88% MALE 12% FEMALE

18-24: 7% 45-54: 21%

25-34: 25% 55-64: 16%

35-44: 21% 65+: 10%

185K
E-NEWSLETTER LIST

95.5K

85.2K

35.8K

GUNS
OF THE OLD WEST

37.5K

PERSONAL DEFENSE WORLD
WWW.PERSONALDEFENSEWORLD.COM

450K
UNIQUES/MO

721K
PAGE VIEWS/MO

1.23 PPS 2:06 AVG DUR

31% BOUNCE RATE

87% MALE 13% FEMALE

18-24: 6% 45-54: 21%

25-34: 24% 55-64: 17%

35-44: 21% 65+: 11%

120K
E-NEWSLETTER LIST

67.2K

19.6K

12.2K

COMBAT HANDGUNS

330.3K

REAL WORLD SURVIVOR
WWW.REALWORLDSURVIVOR.COM

53K
UNIQUES/MO

77K
PAGE VIEWS/MO

1.24 PPS 2:37 AVG DUR

29% BOUNCE RATE

76% MALE 24% FEMALE

18-24: 7% 45-54: 20%

25-34: 22% 55-64: 19%

35-44: 20% 65+: 12%

70K
E-NEWSLETTER LIST

41.4K

12.1K

1.85K

AMERICAN FRONTIERSMAN

18.8K

THE NEW Pioneer

23.5K

SKILLSET
WWW.SKILLSETMAG.COM

JUST LAUNCHED IN Q4 OF 2019. THIS SITE DOES NOT YET HAVE SHARABLE DATA.

PLEASE CHECK WITH YOUR REP ABOUT UPCOMING OPPORTUNITIES

55K
E-NEWSLETTER LIST

29.4K

10.3K

2.1K

PODCASTS

SKILLSET
MAGAZINE

20K DOWNLOADS/MO

CENTER MASS

5.8K DOWNLOADS/MO

ATHLON OUTDOORS

28.5K

6.9K

3.0K

GOOGLE ANALYTICS: JANUARY 1, 2019 – DECEMBER 31, 2019
ALL NUMBERS BASED UPON AN AVERAGE OF 12 MONTHS.

5
DIGITAL NETWORKS

21
SOCIAL CHANNELS

951K
MONTHLY SOCIAL MEDIA REACH

2.26M
MONTHLY DIGITAL PAGE VIEWS

1.43M
MONTHLY DIGITAL UNIQUES



AD NAME	AD SIZE(S)	CPM RATE
RUN OF SITE (ROS) - DISPLAY BANNERS STANDARD AND PREMIUM SIZES		
STANDARD DISPLAY BANNER	728x90/300x250	\$12
STANDARD DISPLAY BANNER MOBILE	300x250	\$12
PREMIUM DISPLAY BANNER	970x90/300x600/970x250	\$15
RICH MEDIA DISPLAY BANNER (:15 video)	728x90/300x250	\$22
PREMIUM RICH MEDIA DISPLAY BANNER (:15 video)	970x90/300x600/970x250	\$25
TARGETED DISPLAY BANNERS		
SITE CATEGORY SPONSORSHIPS	728x90/300x250	\$18
PREMIUM SITE CATEGORY SPONSORSHIPS	970x90/300x600/970x250	\$22
CONTEXTUAL- KEY WORD(S)	728x90/300x250	\$18
PREMIUM CONTEXTUAL- KEY WORD(S)	970x90/300x600/970x250	\$22
RICH MEDIA BANNERS		
RICH MEDIA BANNER (:15 video)	728x90/300x250	\$25
PREMIUM RICH MEDIA DISPLAY BANNER (:15 video)	970x90/300x600/970x250	\$30
NATIVE ADS - ADVERTORIAL CONTENT (AO content creation not included in CPM pricing)		
NATIVE ARTICLE	Headline + article (images + video in article)	\$35
NATIVE VIDEO AD (no article)	Video ad - will expand to play video	\$35
NATIVE AD - CLICK OUT DIRECT	Headline click out to client URL	\$35
NATIVE AD CAMPAIGNS WITH AN ARTICLE PAGE INCLUDE THE DISPLAY ADS ON THE ARTICLE PAGE 300x250 &/or 300x600 AS ADDED VALUE		
E-NEWSLETTERS – LIST SIZE EDITORIAL/DEDICATED		
TACTICAL-LIFE.COM	300x250/dedicated full e-mail	\$25/\$35
BALLISTICMAG.COM	300x250/dedicated full e-mail	\$25/\$35
PERSONALDEFENSEWORLD.COM	300x250/dedicated full e-mail	\$25/\$35
REALWORLDSURVIVOR.COM	300x250/dedicated full e-mail	\$25/\$35

STANDARD AND PREMIUM DIGITAL AD BANNER SPECIFICATIONS

CREATIVE UNIT NAME	INITIAL DIMENSIONS (W x H in px)	MAXIMUM EXPANDED DIMENSIONS (W x H in px)	MAX INITIAL FILE LOAD SIZE	MAXIMUM ANIMATION LENGTH (i.e. Flash)	AUDIO INITIATION	SUBMISSION LEAD-TIME
Medium Rectangle (IMU)	300x250	600x250	60 KB	15 seconds 3x loops max No Flash for tablet	Must be user initiated (on click: mute/un-mute); default state is muted	Min 5 business days before campaign start
Leaderboard	728x90	728x180	60 KB	15 seconds 3x loops max No Flash for tablet	Must be user initiated (on click: mute/un-mute); default state is muted	Min 5 business days before campaign start
Film Strip	300x600	Expansion not allowed for this unit	60 KB	15 seconds 3x loops max No Flash for tablet	Must be user initiated (on click: mute/un-mute); default state is muted	Min 5 business days before campaign start
Super Leaderboard	970x90	Expansion not allowed for this unit	75 KB	15 seconds 3x loops max No Flash for tablet	Must be user initiated (on click: mute/un-mute); default state is muted	Min 5 business days before campaign start
Billboard	970x250	Expansion not allowed for this unit	100 KB	15 seconds 3x loops max No Flash for tablet	Must be user initiated (on click: mute/un-mute); default state is muted	Min 5 business days before campaign start
Mobile	300x250	N/A	30 KB	No Flash	N/A	Min 5 business days before campaign start

NEWSLETTER BANNER SPECIFICATIONS

SIZES	CREATIVE ACCEPTED	MAX INITIAL FILE LOAD SIZE
300x250	JPG, Static GIF, or PNG	60 KB

NATIVE SPECIFICATIONS

Native specifications are available upon request. Native campaigns include logo, description copy, images, videos, links and social channels.

Creative is due 1 week prior to the campaign start date. Native campaigns can be rescheduled 1 time 30 days in advance.

DEDICATED NEWSLETTER SPECIFICATIONS

DESIGN REQUIREMENTS	DELIVERY CHECKLIST	SIZES	CREATIVE ACCEPTED	FILE SIZE
<ul style="list-style-type: none"> Maximum width: 600 pixels Recommended length: 800 pixels Maximum collective images size: 300 kb Use in-line CSS styles No image maps; slice the image, put into tables 	<ul style="list-style-type: none"> JPG or .HTML file Subject line Zipped folder containing all images (required). We upload the images from your email to our server. 	600x800	JPG, Static GIF, PNG, or HTML	<300K

Full HTML guidelines, recommendations and tips available. Please ask your rep for the dedicated E-newsletter full specifications.

Note: All digital ad creative is due by the client minimally 1 week prior to the start of a campaign. Any changes or cancellations to digital campaigns need to occur prior to 30 days from the campaign start date.

Note: E-newsletters will be charged in full if creative is not received 1 week prior to publish date, even if they do not run. E-newsletters can be rescheduled 1 time up to 30 days in advance.