



# GunTrade <sup>World</sup>

DEDICATED TO GROWING YOUR BUSINESS

MEDIA KIT

20  
24





# GunTrade World

DEDICATED TO GROWING YOUR BUSINESS

## WHO WE ARE

*Gun Trade World* is THE global media platform for the hunting, shooting, law enforcement and tactical sectors, reaching over 70,000 business professionals worldwide. We help to build companies' global business with impactful editorial, across a variety of print and digital media. From the world's largest brands, to small garage start-ups, *Gun Trade World* has a history of delivering quantifiable results, time and time again.

Every month, *Gun Trade World* magazine is read by key businesses within the global firearms, hunting/shooting sports and law enforcement/tactical industries in more than 120 countries. In addition to our printed magazine we also produce the publication in digital format, as well as a fast-growing and active LinkedIn presence, *The Gun Trade World Podcast*, weekly e-newsletters and more.

If your aim is to grow your international business, *Gun Trade World* is the only B2B marketing tool you'll need.

## WHO GETS THE MAGAZINE? (PRINT & DIGITAL)



**5,542**  
RETAILERS



**2,219**  
WHOLESALERS/  
DISTRIBUTORS



**1,126**  
AGENTS  
(SALES & IMPORT/EXPORT)



**1,050**  
MANUFACTURERS/  
OEMs



**20,051**  
MILITARY/LAW  
ENFORCEMENT



**331**  
INDUSTRY  
AFFILIATES



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## HOW WE HELP

Partner with *Gun Trade World* to unlock your global potential. *Gun Trade World's* team of experts will tailor your marketing package to reflect your individual needs, all with a vision designed to help your business grow across the globe.

Our 'Content First' approach is a proven winning formula that has helped hundreds of businesses expand internationally since *GTW's* inception in 2011.

# 70,000+

## TOTAL MONTHLY REACH

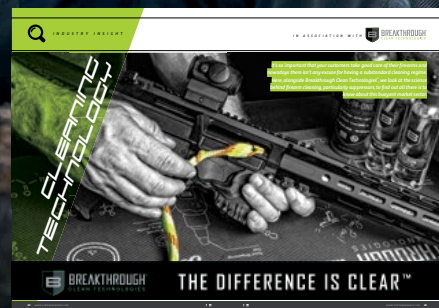
**30,000+** MAGAZINE CIRCULATION (PRINT & DIGITAL)

**5,000+** UNIQUE MONTHLY WEB USERS

**9,000+** SOCIAL MEDIA FOLLOWERS

**24,000+** E-NEWSLETTER SUBSCRIBERS

**3,000+** LINKEDIN INSIGHT NEWSLETTER SUBSCRIBERS



## MAGAZINE DISTRIBUTION





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**MORE THAN JUST A  
MAGAZINE...**

## LinkedIn

Partnering with *Gun Trade World* will unlock the use of our fast-growing LinkedIn network, followed by thousands of key trade individuals and companies. The global trade uses our LinkedIn platform to find out the latest news, first. Our monthly *Gun Trade Insight* newsletter, detailing the latest product trends, has over 3,000 subscribers.



## The GTW Podcast

Use *The Gun Trade World Podcast* to discuss your company, products and current business topics. Use our podcast to allow key trade decision makers to see the people behind your company and build trust in your brand.



## Email newsletters

Our targeted email newsletters feature the latest news, views, products and research from across the global marketplace. With a 20-25 per cent open rate our mailers are often above the industry average rate of 21 per cent.



**3,937**  
FOLLOWERS

**18.2K**  
MONTHLY IMPRESSIONS



**5,331**  
FOLLOWERS

**60K+**  
MONTHLY IMPRESSIONS

## MAGAZINE RATECARD



FRONT COVER  
210mmx220mm  
8¼" x 8.66"

FULL PAGE  
210mmx297mm  
8¼" x 11¾"

HALF PAGE  
210mmx142mm  
8¼" x 5.59"

QUARTER PAGE  
210mmx77mm  
8¼" x 3"

To see the full range of advertising size options visit  
[www.guntradeworld.com/advertise](http://www.guntradeworld.com/advertise)

	Sterling	Euros	US Dollars
FRONT COVER	£1,796	€2,510	\$2,861
OTHER COVER POSITIONS	£1,494	€1,759	\$2,007
DOUBLE PAGE	£1,796	€2,510	\$2,861
FULL PAGE	£1,191	€1,665	\$1,896
HALF PAGE	£739	€1,036	\$1,180
QUARTER PAGE	£330	€607	\$689

### SERIES DISCOUNTS (Applies to print and digital):

3 adverts: 5% | 4-6 adverts: 7.5% | 7-11 adverts: 10% | 12 adverts: 15%

## ONLINE RATECARD

WEBSITE/DIGITAL ADS	Sterling	Euros	US Dollars
Top banner* (1,000pxW x 90pxH)	£689	€772	\$892
Large side banner* (336pxW x 280pxH)	£629	€744	\$814
Medium side banner* (336pxW x 131pxH)	£579	€689	\$761
Small side banner* (336pxW x 73pxH)	£524	€634	\$709

\* for 12 months

E-NEWSLETTER	Sterling	Euros	US Dollars
<b>GTW</b> e-newsletter banner** (600pxw x 150pxh)	£551	€662	\$735
Dedicated bespoke e-newsletter**	£739	€1,036	\$1,108

\*\* per mailer

Advertisers have the opportunity to send a stand-alone bespoke email direct to over 24,000 industry professionals.

SOCIAL MEDIA CONTENT	Sterling	Euros	US Dollars
Curated LinkedIn Post†	£424	€474	\$546
Curated Facebook Post†	£318	€355	\$409

†per post

Advertorial or native content is seamlessly integrated within our social media feed, to allow your message to be digested from a position of authority, within newsworthy content.

## EDITORIAL SUPPORT:

With all of our advertising packages and methods editorial support by our team is included.

We can build a bespoke editorial plan to run alongside your advertising for a more impactful delivery.



## MAGAZINE SCHEDULE



Issue:	Copy deadline:	Mailed:	Spotlight On...	Doing Business With...	Additional editorial
January 2024	3 Nov '23	22 Nov '23	Handguns	North East USA	SHOT Show preview issue ( <i>January 23rd - 26th</i> )
February 2024	1 Dec '23	20 Dec '23	Mounting Systems	Canada	
March 2024	12 Jan '24	31 Jan '24	Clothing	Finland	IWA/EnforceTac preview issue ( <i>February 26th - March 3rd</i> )
April 2024	9 Feb '24	28 Feb '24	Ammunition	Baltic States	SHOT Show review issue
May 2024	22 Mar '24	10 Apr '24	Airguns	Italy	IWA/EnforceTac review issue / 2024 Gear Guide
June 2024	19 Apr '24	9 May '24	Knives	Switzerland	
July 2024	17 May '24	5 Jun '24	Optics/Binoculars	Denmark	
August 2024	14 Jun '24	3 Jul '24	Riflescopes	Slovakia	
September 2024	12 Jul '24	31 Jul '24	Night Vision	Taiwan	
October 2024	9 Aug '24	29 Aug '24	Shotguns	Poland	
November 2024	6 Sep '24	25 Sep '24	Rifles	Sweden	
December 2024	4 Oct '24	23 Oct '24	Bows/Archery	Norway	

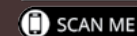
## INDUSTRY INSIGHT

A special feature available for exclusive sponsorship. We have opportunities available throughout 2024 on a wide variety of subjects. Please contact us for more information.

January 2024	March 2024
Thermal & Digital Optics (Pulsar)	Long Range Rifles (Barrett)

*All dates and magazine information are for planning purposes and subject to change.*

Scan to view  
the January  
2024 Industry  
Insight >>







**GunTrade** World  
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## **US LAW ENFORCEMENT**

Your gateway to the US law enforcement market.

*Gun Trade World* is sent to key industry professionals within the US law enforcement sector. From law enforcement training academies and County Sheriffs to Airport and Harbour Police departments – *Gun Trade World* puts your law enforcement products in front of those that matter, across the entirety of the USA.

Each month, our online magazine will be sent direct to **20,051** important decision makers, making *Gun Trade World* your key B2B partner for US law enforcement growth.



**20,051**

MILITARY/LAW  
ENFORCEMENT PERSONNEL

## ADVERTISING PARTNERS INCLUDE:



# GunTradeWorld

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## CONTACTS

Talk to us about how we help to grow your business

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Talk to the Editor:

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[guntradeworld.com](http://guntradeworld.com)