GunTrade World

COVERING THE SHOOTING BUSINESS GLOBALLY

MEDIA KIT 2021

EDITORIAL | ADVERTISING | PRINT | DIGITAL | E-SHOTS | SOCIAL MEDIA | VIDEO

MISSION

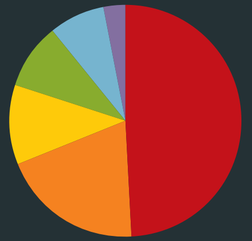
"**Gun Trade World** is THE global media platform for the hunting, shooting, tactical and police industries – reaching over 22,000 business professionals worldwide. We help to build companies' export business with impactful editorial across a variety of print and digital media. We have a history of working with the world's largest brands to deliver quantifiable results, time and time again."

Rob Smith
Gun Trade World Editor

PRINT BREAKDOWN

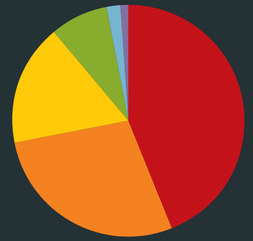
Gun Trade World is a truly global operation, read by all the key players, making it the perfect platform to transform your export business.

WHO GETS THE MAGAZINE?



RETAILERS	**5,542**
WHOLESALERS/DISTRIBUTORS	**2,219**
AGENTS (SALES & IMPORT/EXPORT)	**1,226**
MANUFACTURERS/OEMS	**1,050**
MILITARY/LAW ENFORCEMENT/SECURITY	**861**
INDUSTRY AFFILIATES	**331**

KEY MARKET BREAKDOWN:



EUROPE	44%
NORTH AMERICA	28%
ASIA	17%
OCEANIA	8%
SOUTH AMERICA	2%
AFRICA	1%

11,229 TOTAL ACROSS 125 COUNTRIES

EDITORIAL CALENDAR

ISSUE	AD COPY	MAILING	SPOTLIGHT ON...	DOING BUSINESS WITH...
January:	NOV 25	DEC 14	HANDGUNS	CANADA
February:	DEC 16	JAN 4	SOFTAIR	BRAZIL
March:	JAN 15	FEB 3	AIRGUNS	SWEDEN
April:	FEB 26	MAR 17	AMMUNITION	FRANCE
May:	MAR 26	APR 14	CLOTHING	SPAIN
June:	APR 23	MAY 12	KNIVES	SLOVENIA
July:	MAY 28	JUN 16	OPTICS/BINOCULARS	ROMANIA
August:	JUL 2	JUL 21	RIFLESCOPES	NORWAY
September:	JUL 30	AUG 18	NIGHT VISION	NETHERLANDS
October:	AUG 27	SEP 15	SHOTGUNS	ICELAND
November:	SEP 24	OCT 13	RIFLES	AUSTRIA
December:	OCT 22	NOV 10	BOWS/ARCHERY	BELGIUM

QUARTERLY SPECIAL INVESTIGATIONS:

BIO AMMO **SPRING** (March 2021)	PISTOL CALIBRE CARBINES **SUMMER** (June 2021)	NV & THERMAL CLIP ON DEVICES **AUTUMN** (September 2021)	BINOCULARS **WINTER** (December 2021)

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ADVERTISING RATES

ADVERTISING INFORMATION

	STERLING	EUROS	US DOLLARS
FRONT COVER	£1,625	€2.275	$2,595
OTHER COVER POSITIONS	£1,355	€1.595	$1,820
DOUBLE PAGE	£1,625	€2.275	$2,595
FULL PAGE	£1,080	€1.510	$1,720
HALF PAGE	£670	€940	$1,070
QUARTER PAGE	£395	€550	$625

SERIES DISCOUNTS:

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

CLASSIFIED (12 months – per box) . £715 | €850 | $980

DIGITAL ADVERTISING:

ADVERT HYPERLINK IN E-MAG	+15% OF PRINT RATES
WEB BANNER ON www.guntradeworld.com (12 months)	£650 / €770 / $890
E-NEWSLETTER SPONSORSHIP (monthly)	£370 / €515 / $590

GEAR GUIDE

Start the year strongly – showcase your latest products to key buyers around the world.

With the 2021 international trade scene likely to be disrupted by the ongoing Covid-19 crisis don't let your hard work developing new products go to waste.

Gun Trade World understands that this is a blow to your 2021 plans and aspirations, nevertheless we'd like to offer our assistance to you in promoting your products that will now not been seen at international trade shows.

Gun Trade World's special Gear Guide is a unique and powerful way to display your new key releases. The Gear Guide is distributed with **GTW**'s March issue to our full mailing list via our printed magazine and digital channels.

Advert or advertorial – you decide!

Choose either a double page advert or editorial/advertorial to communicate your key messages in the most effective way.

Rates: £1,500 / €1.750 / $2,000 per double-page spread

DIGITAL BREAKDOWN

FACEBOOK
Followers:
3,864
Average reach (monthly):
3,624

INSTAGRAM
Followers:
224
Impressions (monthly):
1,852

LINKEDIN
Followers:
504
Post Impressions (monthly):
15,100

TWITTER
Followers:
2,144
Impressions:
5,545

WEBSITE
Site sessions:
1,038
Unique Visitors:
867

(Figures current at November 2020)

E-NEWSLETTERS

OPTION 1:

Simply supply the HTML of an existing campaign and **GTW** sends that content to our own mailing list – furthering your reach in the simplest of ways.
Rates per e-shot: $500 / €437.50 / £375

OPTION 2:

Gun Trade World creates your e-shot using your brief with all text and images and our team will do the rest. Rates per e-shot: $600 / €537.50 / £475

OPTION 3:

Gun Trade World creates the complete e-shot – text, images and design – to get across exactly what you'd like to say. You will receive a proof and the opportunity to make amendments before delivery. Rates per e-shot: Starting from $700 / €637.50 / £575*

**Please note, each project will be priced according to its specific requirements.*

Series discount: 3 e-shots 5%; 4-6 e-shots 7.5%; 7-11 e-shots 10%; 12 e-shots 15%.

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CONTACT

Gun Trade World offers affordable packages tailored to your needs to bring the best results possible.

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TESTIMONIALS

"Barrett has been a partner with **Gun Trade World** for the past four years because they have worldwide coverage, an easy to read format and are simply the best in the industry to work with."
Bryan K. James | Senior Vice President, Sales | Barrett Firearms Manufacturing, Inc.

"For Fiocchi Munizioni, **Gun Trade World** is an open window to the globe. It gives us the opportunity to successfully expand our brand awareness all around the world in a very simple way."
Mara Lanfranchi | Marketing Executive | Fiocchi Munizioni S.p.A.

"Thanks to a good reputation and professional comprehensive coverage of shooting and hunting industry events, **Gun Trade World** magazine is an excellent place for advertising and communicating all important messages to key business players around the globe as well as a great source of latest market news and events."
Maksim Burak | Marketing And Promotions Manager | Yukon Advanced Optics Worldwide

"Essential and necessary to feel the global market temperature."
Ramon A. Castellà Fitó | Senior Product Manager | Gamo Outdoor

"With international markets opening up to the reloading / handloading business, **Gun Trade World** has been a great asset to our business model at Redding Reloading Equipment. We track response and have determined a number of new international accounts are directly attributable to our advertising in the publication. Its reach and rich diversity give us an excellent platform to showcase reloading in general and our products in particular. **GTW** is unique in our industry and provides a great international resource for our 100% American-Made Company."
Robin L. Sharpless | Executive Vice President | Redding Reloading Equipment

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www.guntradeworld.com
FOR THE BUSINESS THAT WANTS TO GROW INTERNATIONALLY