

# GunTradeWorld

MEDIA PACK 2026

# GUN TRADE WORLD

## WHO WE ARE

*Gun Trade World* is the global B2B media platform for the hunting, shooting, law enforcement, and tactical sectors.

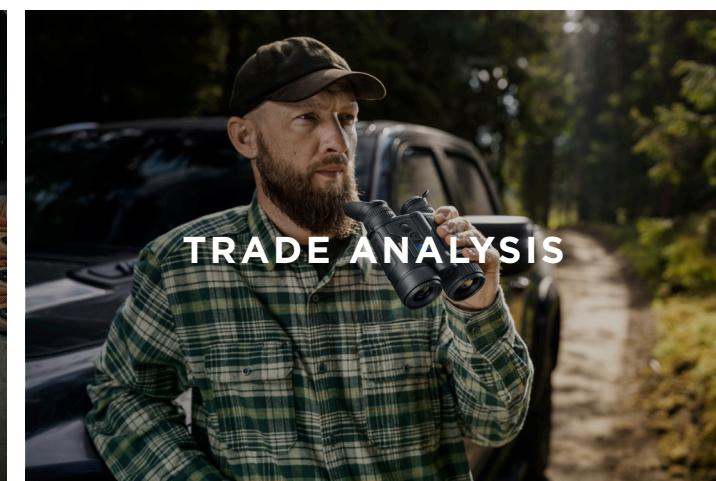
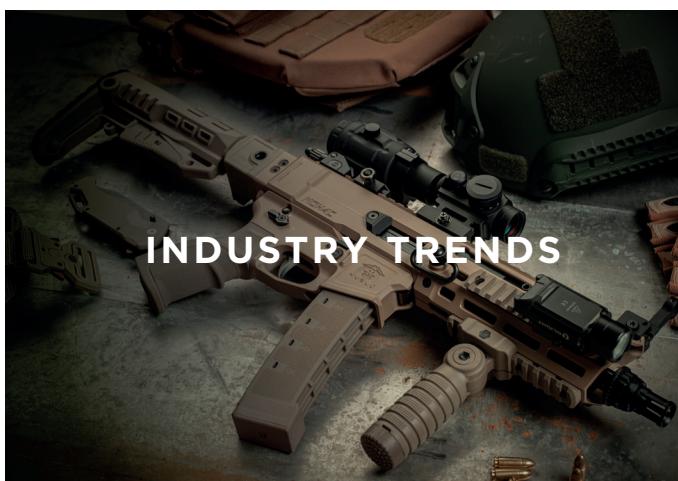
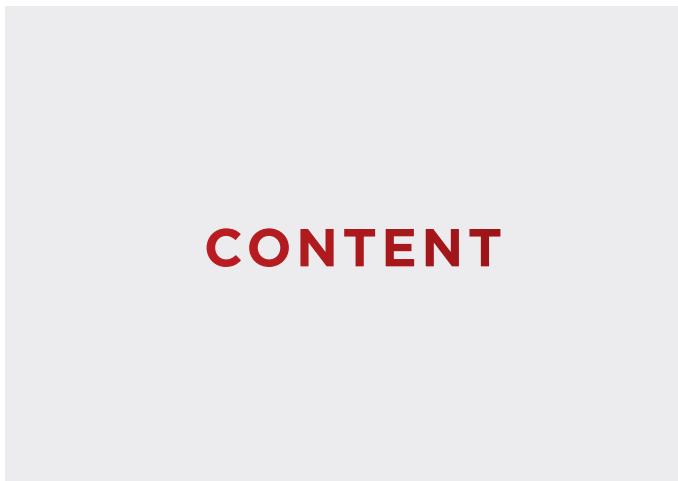
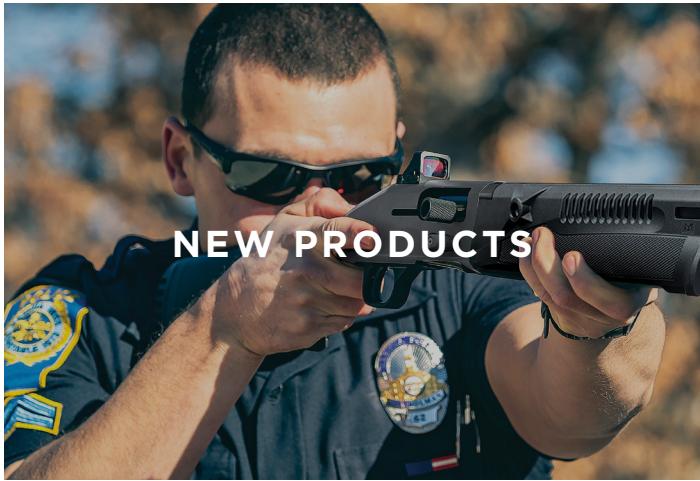
Reaching over **70,000** professionals worldwide

Read in **120+** countries every month

Connecting manufacturers, distributors, and retailers across the entire supply chain

We combine print, digital, social and podcast platforms to give your brand measurable international exposure.





# WHO GETS THE MAGAZINE?

## PRINT & DIGITAL CIRCULATION

**5,542** retailers

**2,219** wholesalers/distributors

**1,126** agents (sales & import/export)

**1,050** manufacturers/OEMs

**20,051** military/law enforcement contacts

**331** industry affiliates



# ONLINE

## GUNTRADEWORLD.COM

Gun Trade World is the digital meeting point for the international firearms trade, connecting manufacturers, distributors, wholesalers and retailers across every major market. The website delivers global industry news, product launches, market intelligence and business insight, helping trade professionals stay informed, discover new partners and identify opportunities for growth. With a highly targeted audience of decision-makers and buyers, GTW online offers brands a trusted environment to build awareness, support launches and generate serious B2B enquiries.

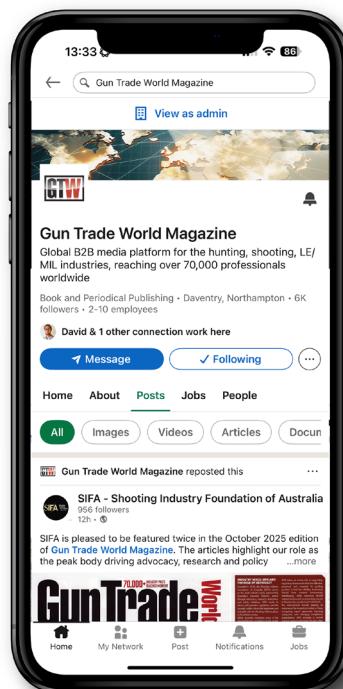
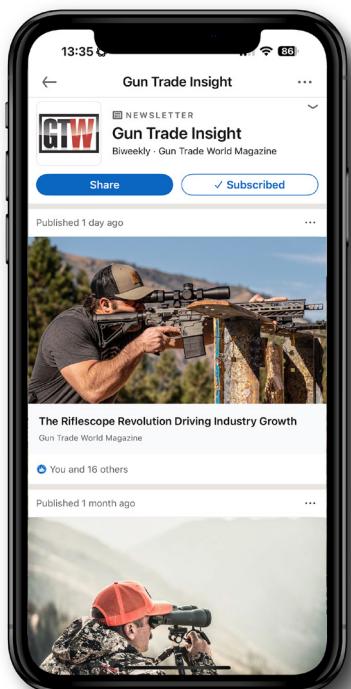


# SOCIAL MEDIA



**6,356**  
FOLLOWERS

**4,078**  
LINKEDIN NEWSLETTER SUBSCRIBERS



# PRINT ADVERTISING



## INSIDE FRONT COVER AD

210mm x 220mm (8¼" x 8.66")  
(plus 5mm bleed to each edge)



## INSIDE BACK COVER AD

210mm x 220mm (8¼" x 8.66")  
(plus 5mm bleed to each edge)



## OUTSIDE BACK COVER AD

210mm x 220mm (8¼" x 8.66")  
(plus 5mm bleed to each edge)

| PRINT ADS INVESTMENT OPPORTUNITIES |                 |                 |               |
|------------------------------------|-----------------|-----------------|---------------|
| ADS                                | STERLING        | EUROS           | US DOLLARS    |
| FRONT COVER                        | £2,065.40 + VAT | €2,635.50 + VAT | \$2,861+ VAT  |
| INSIDE FRONT COVER                 | £1,718.10 + VAT | €1,846.95 + VAT | \$2,007 + VAT |
| INSIDE BACK COVER                  | £1,718.10 + VAT | €1,846.95 + VAT | \$2,007 + VAT |
| OUTSIDE BACK COVER                 | £1,718.10 + VAT | €1,846.95 + VAT | \$2,007 + VAT |

# PRINT ADVERTISING



## DPS AD

420mm x 297mm  
(plus 3mm bleed to each edge)



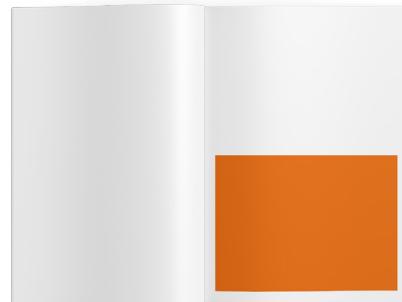
## FULL PAGE AD

210mm x 297mm  
(plus 5mm bleed to each edge)

### PRINT ADS INVESTMENT OPPORTUNITIES

| ADS          | STERLING        | EUROS           | US DOLLARS    |
|--------------|-----------------|-----------------|---------------|
| DPS AD       | £2,065.40 + VAT | €2,635.50 + VAT | \$2,861 + VAT |
| FULL PAGE AD | £1,369.65 + VAT | €1,748.25 + VAT | \$1,896 + VAT |

# PRINT ADVERTISING



## HALF PAGE AD

210mm x 142mm (8¼" x 5.59")



## QUARTER PAGE AD

210mm x 77mm (8¼" x 3")

### PRINT ADS INVESTMENT OPPORTUNITIES

| ADS             | STERLING      | EUROS           | US DOLLARS    |
|-----------------|---------------|-----------------|---------------|
| HALF PAGE AD    | £849.85 + VAT | €1,087.80 + VAT | \$1,180 + VAT |
| QUARTER PAGE AD | £379.50 + VAT | €637.35 + VAT   | \$689 + VAT   |

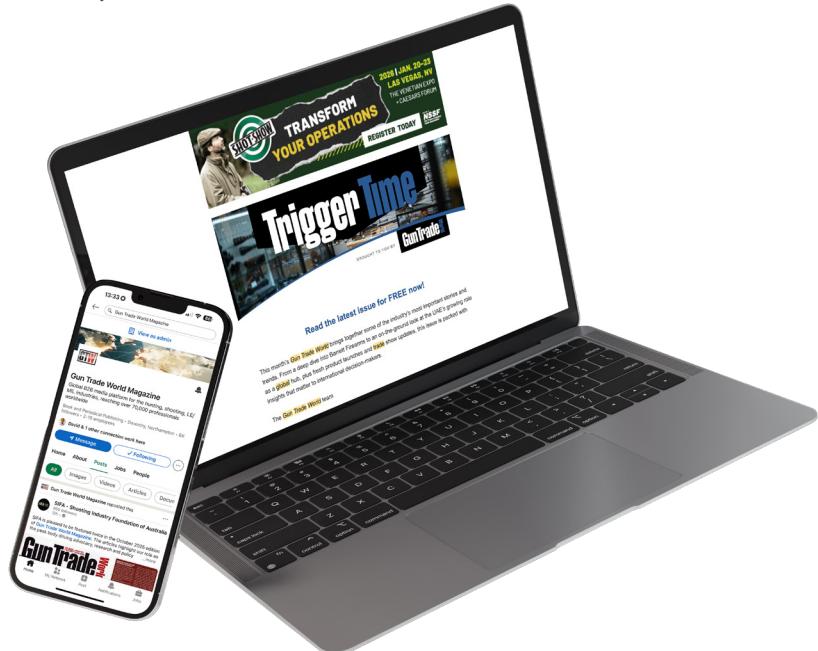
# PUBLISHING SCHEDULE

| ISSUE     | COPY DEADLINE  |
|-----------|----------------|
| JANUARY   | 24TH OCT 2025  |
| FEBRUARY  | 21ST NOV 2025  |
| MARCH     | 2ND JAN 2026   |
| APRIL     | 29TH JAN 2026  |
| MAY       | 26TH FEB 2026  |
| JUNE      | 26TH MAR 2026  |
| JULY      | 23RD APR 2026  |
| AUGUST    | 21ST MAY 2026  |
| SEPTEMBER | 18TH JUNE 2026 |
| OCTOBER   | 16TH JUL 2026  |
| NOVEMBER  | 13TH AUG 2026  |
| DECEMBER  | 10TH SEPT 2026 |

# DIGITAL ADVERTISING

## NEWSLETTER

Gun Trade World delivers a global B2B audience across multiple digital platforms. We offer a range of options to help your brand reach decision-makers wherever they consume content.



EXAMPLE NEWSLETTER 



Scan the QR code  
above for an example  
of our newsletter

**25%**

Open rates

**2.08%**

Average  
CTR

**15k**

Newsletters sent  
every month



# DIGITAL ADVERTISING SPEC

| WEBSITE ADVERTISING |               |               |             |
|---------------------|---------------|---------------|-------------|
| ADS                 | STERLING      | EUROS         | US DOLLARS  |
| TOP BANNER          | £792.35 + VAT | €810.60 + VAT | \$892 + VAT |
| LARGE SIDE BANNER   | £723.35 + VAT | €781.20 + VAT | \$814 + VAT |
| MEDIUM SIDE BANNER  | £665.85 + VAT | €723.45 + VAT | \$761 + VAT |
| SMALL SIDE BANNER   | £602.60 + VAT | €665.70 + VAT | \$709 + VAT |

| E-NEWSLETTERS ADVERTISING   |                      |                      |                      |
|---|----------------------|----------------------|----------------------|
| ADS   | STERLING             | EUROS                | US DOLLARS           |
| E-NEWSLETTER BANNER (600PX W X 150PX H)   | £5633.65 + VAT       | €695.10 + VAT        | \$735 + VAT          |
| DEDICATED BESPOKE E-NEWSLETTER (per mailer)<br>Sent direct to verified trade professionals worldwide. | £849.85 + VAT        | €1,087.80 + VAT      | \$1,108 + VAT        |
| CURATED LINKEDIN POST   | £487.60 + VAT        | €497.70 + VAT        | \$546 + VAT          |
| GTW LINKEDIN NEWSLETTER FEATURE   | £595 + VAT           | €610 + VAT           | \$665 + VAT          |
| SPONSORED NEWSLETTER ISSUE<br>(exclusive takeover)  | Price on application | Price on application | Price on application |

## WHY GTW DIGITAL?

- Global reach – thousands of trade professionals across 100+ countries.
- High engagement – newsletter open rates of 34% vs. B2B average of 20%.
- Trusted environment – your message delivered in a respected industry context.
- Multi-channel distribution – web, email, podcast and LinkedIn combined.

# CONTACT

For more information or to book your advert in our magazine or online, please contact:

## USA

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## REST OF WORLD

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[GUNTRADEWORLD.COM](http://GUNTRADEWORLD.COM)



