

GunTrade^{World}

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.





NEW PRODUCTS



EXPERT OPINION



INDUSTRY NEWS



BUSINESS INSIGHT



CONTENT



IN-DEPTH DISCUSSION



PRODUCT INNOVATION



INDUSTRY TRENDS



TRADE ANALYSIS

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.

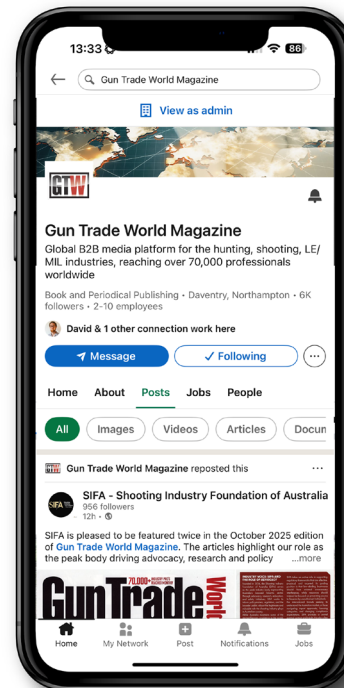
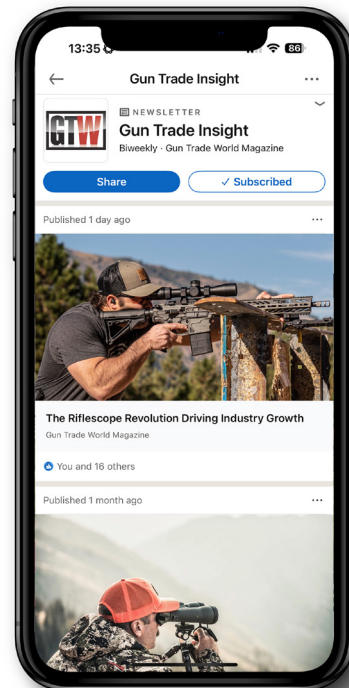


SOCIAL MEDIA



6,356
FOLLOWERS

4,078
LINKEDIN NEWSLETTER SUBSCRIBERS

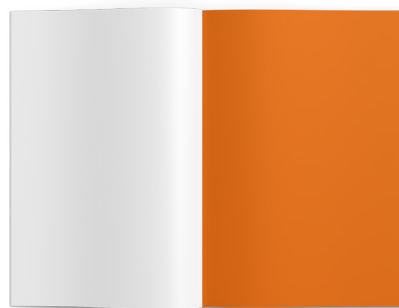


PRINT ADVERTISING



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

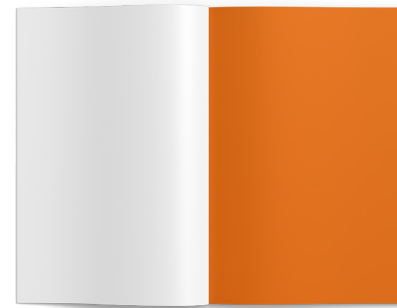
ADS	STERLING	EUROS	US DOLLARS
FRONT COVER	£2,065.40 + VAT	€2,635.50 + VAT	\$2,861+ VAT
INSIDE FRONT COVER	£1,718.10 + VAT	€1,846.95 + VAT	\$2,007 + VAT
INSIDE BACK COVER	£1,718.10 + VAT	€1,846.95 + VAT	\$2,007 + VAT
OUTSIDE BACK COVER	£1,718.10 + VAT	€1,846.95 + VAT	\$2,007 + VAT

PRINT ADVERTISING



DPS AD

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



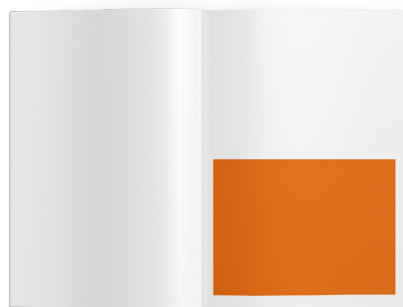
FULL PAGE AD

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

EXAMPLE 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.



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) 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 (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:

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REST OF WORLD

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