

GunTrade^{World}

MEDIA PACK 2027

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.

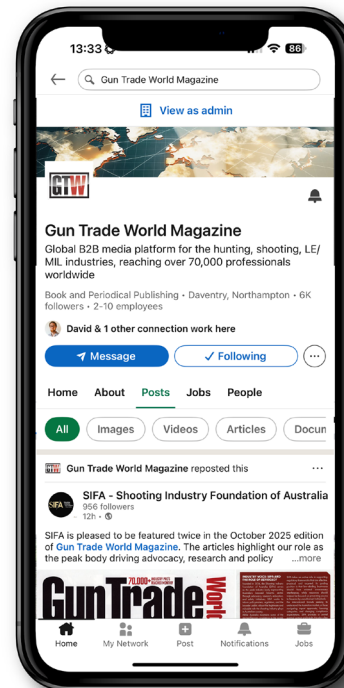
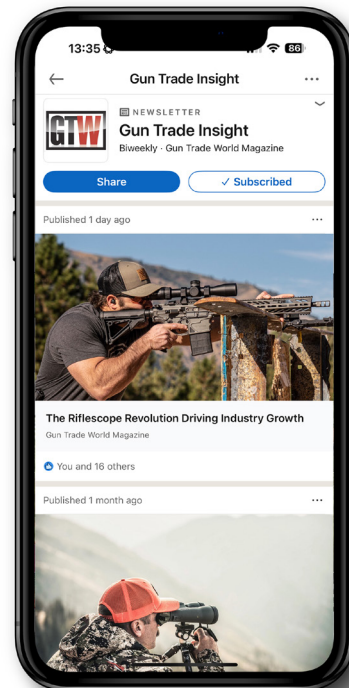


SOCIAL MEDIA



6,710
FOLLOWERS

4292
LINKEDIN NEWSLETTER SUBSCRIBERS



MONTHLY EDITORIAL THEMES (SPOTLIGHT ON / DOING BUSINESS WITH)

SPOTLIGHT ON

RIFLES



RIFLES STRADDLE NOSTALGIA AND INNOVATION

The hunting and sporting rifle sector continues to demonstrate resilience and adaptability, emerging as one of the most dynamic segments within the broader firearms industry.

After a decade of challenges, the hunting and sporting rifle industry has emerged as one of the most dynamic segments within the broader firearms industry. The sector has shown remarkable resilience, adapting to changing market conditions and technological advancements. This month's spotlight focuses on the industry's ability to balance nostalgia with innovation, a key factor in its continued growth.

EXPANDING THE HUNTING FRONTIER

The industry is expanding its reach into new markets, including urban and suburban areas. This is driven by a growing interest in recreational shooting and the development of new rifle models that cater to a wider audience. Manufacturers are also focusing on sustainability and ethical sourcing, which are becoming increasingly important to consumers.

MARKET LANDSCAPE

The market is characterized by a mix of established brands and emerging players. Established brands are leveraging their heritage and reputation, while new entrants are bringing fresh perspectives and innovative designs. The overall trend is towards specialization and customization, with consumers seeking rifles that meet their specific needs and preferences.

the industry. These come when the market is in a state of flux, and the industry is looking for new opportunities to grow. The industry is also looking for ways to improve its efficiency and reduce costs, which will help it to remain competitive in a global market.

TECHNOLOGICAL INNOVATIONS

The industry is embracing new technologies, such as carbon fiber and advanced optics, to create more powerful and accurate rifles. These innovations are not only improving the performance of the rifles but also making them more reliable and easier to use. The industry is also investing in research and development to create new materials and designs that will further enhance the performance of its products.

REGULATORY CHALLENGES

The industry is facing a variety of regulatory challenges, including restrictions on the sale and use of firearms. These challenges are being met with a combination of lobbying and public relations efforts. The industry is also working to educate the public on the benefits of responsible gun ownership and the importance of safety.

IF NO TREND HAS

REMOVED MANUFACTURING

PRECEDENT ABOUT THIS

MODULAR DESIGN

SPOTLIGHT **by** **by**

REACTING OVER YEARS INDUSTRY PROFESSIONALS EVERY MONTH

ISSUE	THEME
JANUARY	USA: NORTHEAST
FEBRUARY	ITALY
MARCH	USA: SOUTHEAST
APRIL	GERMANY
MAY	TURKEY
JUNE	SPAIN
JULY	AUSTRIA
AUGUST	USA: MIDWEST
SEPTEMBER	SOUTH KOREA
OCTOBER	BELGIUM
NOVEMBER	FINLAND
DECEMBER	USA: WEST

by

BUSINESS

DOING BUSINESS WITH

NEW ZEALAND



New Zealand is a country that is known for its stunning natural beauty and its friendly people. It is a country that is full of opportunities for businesses looking to expand their reach. The country is a member of the World Trade Organization and has a strong reputation for its commitment to free trade. This makes it an attractive destination for businesses looking to do business with New Zealand.

MARKET LANDSCAPE

The market in New Zealand is characterized by a mix of established and emerging businesses. Established businesses are leveraging their experience and reputation, while emerging businesses are bringing new ideas and perspectives. The overall trend is towards innovation and growth, with businesses seeking to expand their market share and improve their efficiency.

DOING BUSINESS WITH

Doing business with New Zealand can be a rewarding experience. The country offers a high quality of life and a strong commitment to environmental sustainability. Businesses looking to do business with New Zealand should focus on building strong relationships and understanding the local market. This will help them to succeed in this dynamic and growing market.

BUSINESS **by** **by**

REACTING OVER YEARS INDUSTRY PROFESSIONALS EVERY MONTH

by

SPOTLIGHT



HANDGUNS

ADAPTING TO A TRANSFORMING HANDGUN MARKET

The global handgun industry enters 2026 amid rapid innovation, shifting consumer demographics, and digital transformation, demanding agility, compliance and forward-thinking strategies from every level of the trade.

After a decade of challenges, the handgun industry has emerged as one of the most dynamic segments within the broader firearms industry. The sector has shown remarkable resilience, adapting to changing market conditions and technological advancements. This month's spotlight focuses on the industry's ability to balance nostalgia with innovation, a key factor in its continued growth.

EXPANDING THE HUNTING FRONTIER

The industry is expanding its reach into new markets, including urban and suburban areas. This is driven by a growing interest in recreational shooting and the development of new handgun models that cater to a wider audience. Manufacturers are also focusing on sustainability and ethical sourcing, which are becoming increasingly important to consumers.

MARKET LANDSCAPE

The market is characterized by a mix of established brands and emerging players. Established brands are leveraging their heritage and reputation, while new entrants are bringing fresh perspectives and innovative designs. The overall trend is towards specialization and customization, with consumers seeking handguns that meet their specific needs and preferences.

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TECHNOLOGICAL INNOVATIONS

The industry is embracing new technologies, such as carbon fiber and advanced optics, to create more powerful and accurate handguns. These innovations are not only improving the performance of the handguns but also making them more reliable and easier to use. The industry is also investing in research and development to create new materials and designs that will further enhance the performance of its products.

REGULATORY CHALLENGES

The industry is facing a variety of regulatory challenges, including restrictions on the sale and use of handguns. These challenges are being met with a combination of lobbying and public relations efforts. The industry is also working to educate the public on the benefits of responsible gun ownership and the importance of safety.

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REACTING OVER YEARS INDUSTRY PROFESSIONALS EVERY MONTH

by

GREAT GEAR

THE SUPPRESSOR MARKET TRANSFORMS



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GREAT GEAR **by** **by**

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PRINT ADVERTISING



FRONT COVER AD

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



INSIDE FRONT/BACK COVER AD

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



OUTSIDE BACK COVER AD

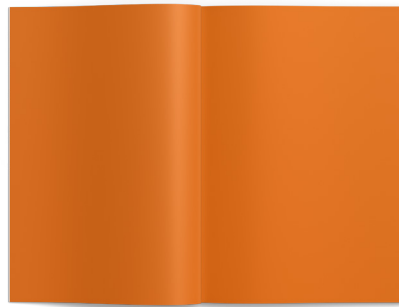
210mm x 220mm
(plus 5mm bleed to each edge)



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

182mm x 126mm



QUARTER PAGE AD

90mm x 126mm

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	22 ND OCT 2026
FEBRUARY	26 TH NOV 2026
MARCH	7 TH JAN 2027
APRIL	4 TH FEB 2027
MAY	4 TH MAR 2027
JUNE	1 ST APR 2027
JULY	29 TH APR 2027
AUGUST	27 TH MAY 2027
SEPTEMBER	24 TH JUNE 2027
OCTOBER	22 ND JUL 2027
NOVEMBER	19 TH AUG 2027
DECEMBER	16 TH SEPT 2027
JANUARY	28 TH OCT 2027

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.



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)	£563.65 + 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 25% vs. B2B average of 20%.
- Trusted environment – your message delivered in a respected industry context.
- Multi-channel distribution – print, web, email, podcast and LinkedIn combined.

CONTACT

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