

CALIFORNIA FIRING LINE

OFFICIAL MAGAZINE OF THE CALIFORNIA RIFLE & PISTOL ASSOCIATION



MEDIA KIT

2020

ABOUT CFL

***California Firing Line* is the official publication of the California Rifle & Pistol Association (CRPA).**

When you advertise in *California Firing Line*, your ad reaches a statewide readership of 30,000 strong with specific interest in your products. Additionally, your ad spend helps the California Rifle & Pistol Association (CRPA) fight back! Your advertising dollars assist in offsetting the production costs of our magazine and enable the CRPA to put more funding toward the fight in Sacramento and pro Second Amendment lawsuits in the courts. Advertise and join the fight today!

FREQUENCY

CFL is published bimonthly (6x per year).

CIRCULATION

Avg. 28,628 printed copies per issue.

AUDIENCE

California Firing Line readership is comprised primarily of CRPA members across the state of CA with limited readership in the surrounding states of AZ, NV and OR. Membership includes recreational shooters, hunters, marksmen and Second Amendment supporters.

OUR MAILING LIST ALSO INCLUDES: Legislators and staffers, from the CA Governor's Office to every office of the Assembly, Senate and Attorney General. Leaders and influencers from state agencies from the CA Department of Fish and Wildlife to CA Department of Justice. Law enforcement agencies in every California county. Many order extra copies for their leadership, CCW classes, department stations and local government officials.

California Firing Line issues and articles are distributed through the CRPA Business Affiliate Program, which connects to over 2,500 businesses (gun stores, ranges, taxidermists, retail, medical offices, etc.). CFL is distributed at major events, trade shows, competitions and gun shows across the state of CA every weekend.

All print issues (except the most current) are archived online at crpa.org for secondary readership.

EDITORIAL FOCUS

CFL editorial focuses on firearm, Second Amendment and political news with an angle of interest to California gun owners.



ABOUT THE CRPA

The California Rifle & Pistol Association, Inc. (CRPA) is a nonprofit association governed by an independent Board of Directors. CRPA's mission is to promote civilian marksmanship and qualifying state championship competitions; educate the public about firearms and the right to keep and bear arms; protect the right to choose to own a gun to hunt, for sport and to defend yourself and your family; and promote the shooting sports.

To advertise in *California Firing Line*, please call Chipotle Publishing, LLC at **702-565-0746** or email CFL@chipotlepublishing.com.

PRICING AND ISSUE SCHEDULE

PRINT CIRCULATION: 28,628

2020 PRINT ADVERTISING RATES

AD SIZE	1x	2x	3x	6x
PREMIUM (Back Cover)	\$1,950	\$1,852	\$1,755	\$1,657
PREMIUM (Inside Front / Inside Back)	\$1,800	\$1,710	\$1,620	\$1,530
Full Page	\$1,500	\$1,425	\$1,350	\$1,275
2/3 Page	\$1,200	\$1,140	\$1,080	\$1,020
1/2 Page	\$975	\$926	\$877	\$829
1/3 Page	\$720	\$684	\$648	\$612
1/4 Page	\$525	\$499	\$472	\$446
1/6 Page	\$405	\$385	\$364	\$344
1/8 Page	\$300	\$285	\$270	\$255

2020 PRINT DISTRIBUTION SCHEDULE

ISSUE NUMBER	COVER DATE	RESERVE SPACE BY	MATERIALS DUE	APPROX. IN-HOME DATE
1045	Jan/Feb 2020	10/31/2019	11/24/2019	1/1/2020
1046	March/April 2020	12/29/2019	1/22/2020	3/1/2020
1047	May/Jun 2020	2/28/2020	3/23/2020	5/1/2020
1048	July/Aug 2020	4/30/2020	5/24/2020	7/1/2020
1049	Sept/Oct 2020	7/1/2020	7/25/2020	9/1/2020
1050	Nov/Dec 2020	8/30/2020	9/23/2020	11/1/2020

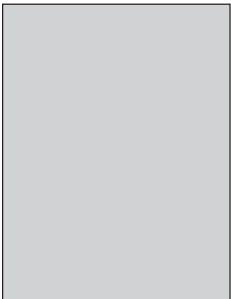
PRINT AD ARTWORK SPECIFICATIONS



Two-Page Spread

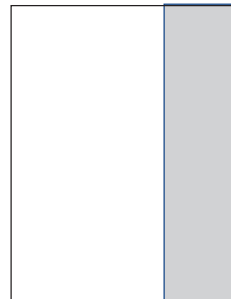
Full bleed: 17" x 11.125"
Page trim area: 16.75" x 10.875"
Live area: 15.75" x 9.875"

Ad Artwork Submission Process: Please send ad artwork only after confirmation of placement with an advertising representative. Files may be submitted via CD, DVD, FTP or email. Email ads to **CFL@chipotlepublishing.com** and copy your advertising representative. In the email subject line, please type "CFL AD" and indicate the issue cover dates or number. *For ads over 11MB in size, please contact your advertising representative for alternate submission instructions.*



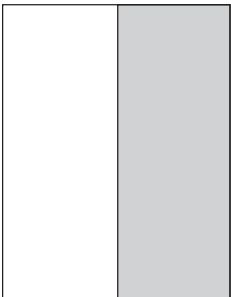
Full Page

Non-bleed: 7.375" x 9.875"
Full bleed: 8.625" x 11.125"
Page trim area:
8.375" x 10.875"
Live area:
7.375" x 9.875"



1/3 Page Vertical

Non-bleed: 2.25" x 9.875"
Full bleed: 2.875" x 11.125"
Page trim area:
2.75" x 10.875"



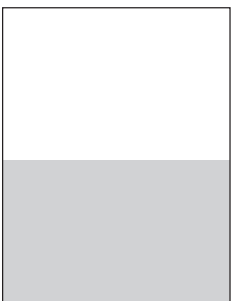
1/2 Page Vertical

Non-bleed: 3.6875" x 9.875"
Full bleed: 4.25" x 11.125"
Page trim area:
4.125" x 10.875"



1/3 Page Horizontal

Non-bleed: 7.375" x 3.0833"
Full bleed: 8.625" x 3.7083"
Page trim area:
8.375" x 3.5833"



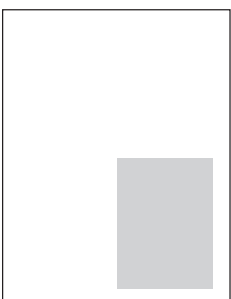
1/2 Page Horizontal

Non-bleed: 7.375" x 4.9445"
Full bleed: 8.625" x 5.5"
Page trim area:
8.375" x 5.375"



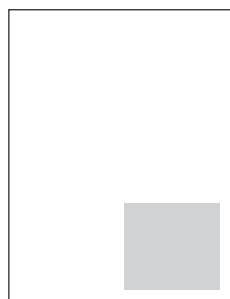
1/4 Page Horizontal

Non-bleed: 7.375" x 2.1562"
Full bleed: 8.625" x 2.7812"
Page trim area: 8.375" x 2.7812"



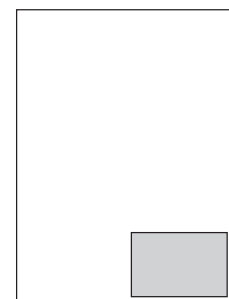
1/4 Page Square

Ad size:
3.6875"
x 4.9375"



1/6 Page

Ad size:
3.6875"
x 3.2917"



1/8 Page

Ad size:
3.6875"
x 2.4688"