

SMALL ARMS

# DEFENSE

JOURNAL



# MEDIA KIT 2020





# ABOUT SMALL ARMS DEFENSE JOURNAL

PUBLICATION	Small Arms Defense Journal
PUBLISHER	Chipotle Publishing, LLC
FREQUENCY	Bimonthly
AUDIENCE	36,677 per issue

## WHY ADVERTISE IN SMALL ARMS DEFENSE JOURNAL?

- Advertising in a niche publication like *Small Arms Defense Journal* makes your job easier. We've already done a lot of the legwork for you! Our content, audience and distribution have been carefully cultivated over the past 11 years so your ad reaches engaged customers who are ready to see what you have in store for them!
- *SADJ* is the only international trade show publication specifically about small arms.
- We have been producing firearms magazines for over 20 years, so we know the best ways to inspire and reach your ideal customer.
- **Authoritative. Focused. Informative.** These 3 words are regularly used to describe *Small Arms Defense Journal*, and our team works hard to make sure these words ring true with every issue.

## READERSHIP & DISTRIBUTION

Our primary readership consists of high-quality decision makers who attend international defense exhibitions. We tailor our content for our audience of military, law enforcement and defense industry professionals worldwide.

*SADJ* is distributed at select expos around the world (specifically those with a strong small arms component). Most readers keep their copies for later reference! In 2020, you'll find *SADJ* at shows in North America, the Middle East, Eastern and Western Europe, Australia and Asia.

## EDITORIAL CONTENT

*Small Arms Defense Journal* editorial content thoroughly covers the subject of small arms, including related history, optics, night

vision, ammunition, accessories, suppressors, rangefinders, gear, clothing, technologies, news, trends and more.





# 2020 PRINT ADVERTISING RATES

AD SIZE	1x PRICE	2x PRICE	3x PRICE	6x PRICE
<b>PREMIUM*</b>	\$5,035	\$4,783	\$4,532	\$4,280
<b>Full Page</b>	\$4,195	\$3,985	\$3,776	\$3,566
<b>2/3 Page</b>	\$3,145	\$2,987	\$2,831	\$2,673
<b>1/2 Page</b>	\$2,305	\$2,189	\$2,075	\$1,959
<b>1/3 Page</b>	\$1,838	\$1,746	\$1,654	\$1,562
<b>1/4 Page</b>	\$1,150	\$1,092	\$1,035	\$978
<b>1/6 Page</b>	\$625	\$593	\$563	\$531

\*Premium Space: inside front / inside back / back cover

## WE OFFER DESIGN SERVICES

Artwork design will be charged at an hourly rate. If interested, please contact your advertising representative for details.

# 2020 PRINT DISTRIBUTION\*

ISSUE	COVER DATE	EDITORIAL SPECIAL	RESERVE SPACE BY	MATERIALS DUE	RELEASE DATE	BONUS DISTRIBUTION
Vol. 12 #1	January/February 2020	Polymer-Cased Ammunition	11/18/19	11/25/19	12/20/19	<b>SHOT Show</b> (January 21-24) Las Vegas, NV, USA <b>Marine West</b> (February 6-7) Camp Pendleton, CA, USA <b>DSA</b> (April 20-23) Kuala Lumpur, Malaysia
Vol. 12 #2	March/April 2020	Gatling Guns: Historical & Modern	12/23/19	1/2/20	2/15/20	<b>IWA Outdoor Classics</b> (March 6-9) Nuremberg, Germany <b>SOFEX</b> (March 31-April 2) Amman, Jordan <b>Marine South</b> (April 2-3) Camp Lejeune, NC, USA
Vol. 12 #3	May/June 2020	New Ammunition Calibers	2/27/20	3/5/20	4/15/20	<b>NRA Annual Meeting &amp; Exhibits</b> (April 17-19) Nashville, TN, USA <b>NDIA Armament Systems Forum</b> (April 27-30) Columbus, GA, USA <b>SOFIC</b> (May 12-14) Tampa, FL, USA <b>BSDA</b> (May 20-22) Bucharest, Romania
Vol. 12 #4	July/August 2020	Night Vision & Thermal Imaging	3/29/20	4/5/20	6/8/20	<b>Eurosatory</b> (June 8-12) Paris, France <b>Shrivenham Close Combat Symposium</b> (July 7-9) Shrivenham, UK <b>Land Forces</b> (September 1-3) Adelaide, Australia
Vol. 12 #5	September/October 2020	Machine Guns / Special Ops Knives	6/25/20	7/2/20	8/15/20	<b>MSPO</b> (September 8-11) Kielce, Poland <b>Modern Day Marine</b> (September 22-24) MCB Quantico, VA, USA
Vol. 12 #6	November/December 2020	Long-Range Optics: Stretching a Mile	8/28/20	9/4/20	10/12/20	<b>AUSA</b> (October 12-14) Washington, DC, USA <b>INDO DEFENCE</b> (November 4-7) Jakarta, Indonesia <b>IDEAS</b> (November 19-22) Karachi, Pakistan <b>SAR West</b> (December 6-8) Phoenix, AZ, USA

\*This distribution schedule is subject to change.

To advertise in *Small Arms Defense Journal*, send an email to [adv@sadefensejournal.com](mailto:adv@sadefensejournal.com) or call +1 (702) 565-0746.





# PRINT AD ARTWORK SPECIFICATIONS



## FULL PAGE

Non-Bleed 7.725" x 10.075"  
Bleed 8.625" x 11.125"  
Trim 8.375" x 10.875"  
Live 7.875" x 10.375"



## 2/3 PAGE (VERTICAL)

Non-Bleed 5.1" x 10.075"  
Bleed 5.65" x 11.125"  
Trim 5.4" x 10.875"  
Live 4.9" x 10.375"



## 1/2 PAGE (HORIZONTAL)

Non-Bleed 7.725" x 5.1"  
Bleed 8.625" x 5.85"  
Trim 8.375" x 5.6"  
Live 7.875" x 5.1"



## 1/2 PAGE (VERTICAL)

Non-Bleed 3.8" x 10.075"  
Bleed 4.325" x 11.125"  
Trim 4.075" x 10.875"  
Live 3.575" x 10.375"



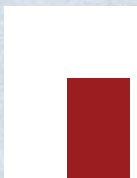
## 1/3 PAGE (HORIZONTAL)

Non-Bleed 7.725" x 3.35"  
Bleed 8.625" x 4.25"  
Trim 8.375" x 4.0"  
Live 7.875" x 3.5"



## 1/3 PAGE (VERTICAL)

Non-Bleed 2.5" x 10.075"  
Bleed 3.0" x 11.125"  
Trim 2.75" x 10.875"  
Live 2.25" x 10.375"



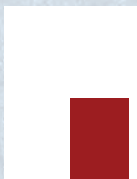
## 1/3 PAGE (SQUARE)

Non-Bleed 3.8" x 6.5"



## 1/4 PAGE (HORIZONTAL)

Non-Bleed 7.725" x 2.5"  
Bleed 8.625" x 3.25"  
Trim 8.375" x 3.0"  
Live 7.875" x 2.5"



## 1/4 PAGE (SQUARE)

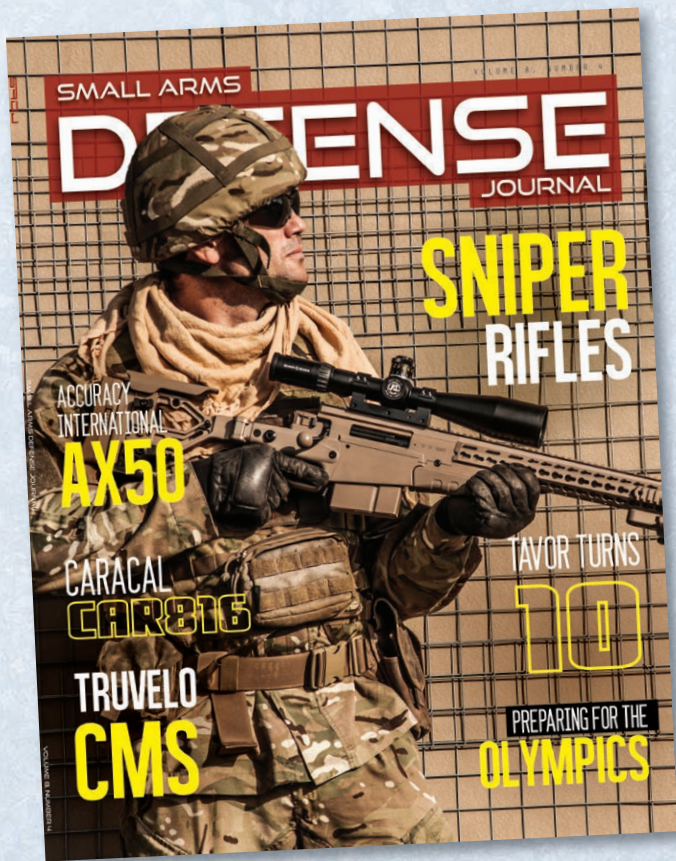
Non-Bleed 3.8" x 5.1"



## 1/6 PAGE

Non-Bleed 2.5" x 5.1"





# ARTWORK SUBMISSION & FILE GUIDELINES

## ACCEPTABLE FILE FORMATS

PDF at proper output size, CMYK color space and 300+ dpi resolution.

## ARTWORK SUBMISSION INSTRUCTIONS

- Please send ad artwork only after confirmation of space reservation with an advertising representative.
- Email artwork to [adv@sadefensejournal.com](mailto:adv@sadefensejournal.com) and copy your advertising representative. In the subject line, please type "SADJ AD" and indicate the issue cover date or volume/issue number. Specify the ad information (size, color, placement suggestions, etc.) in the message body.
- If your artwork file is over 11MB, please contact your advertising representative for alternate submission instructions.

## AD FILE GUIDELINES

- Submit PDF-X1a FILES to [adv@sadefensejournal.com](mailto:adv@sadefensejournal.com).
- Include/embed all fonts and artwork.
- Image resolution is 300 dpi. Line illustration is 2400 dpi.
- CMYK or Grayscale only. Convert any spot into CMYK. RGB elements must be converted to CMYK.
- Files must be properly trapped.
- Files must be single pages, no multipage files.
- Do not nest PDF files in other PDFs, EPS files in other EPSs.
- Do not use illegal characters such as ("()\*&^%\$#@'{}[]\,;: in file names.
- Ads should be built at 100% trim size.
- Our bleed dimensions include an extension of 0.125" beyond the page trim on all sides.
- Keep live matter 0.25" inside trim dimensions on all sides.
- Registration and crop marks not required. If provided, registration black (100,100,100,100) should be limited to these marks only and must not exist inside the document trim or bleed. Offset marks 0.1875" so not to touch live image or bleed areas.
- Non-Adobe typekit fonts should not be used. If used, they must be outlined.
- To avoid low-res (soft type) or 4-color black type, type should be set in InDesign or Illustrator and not in Photoshop.

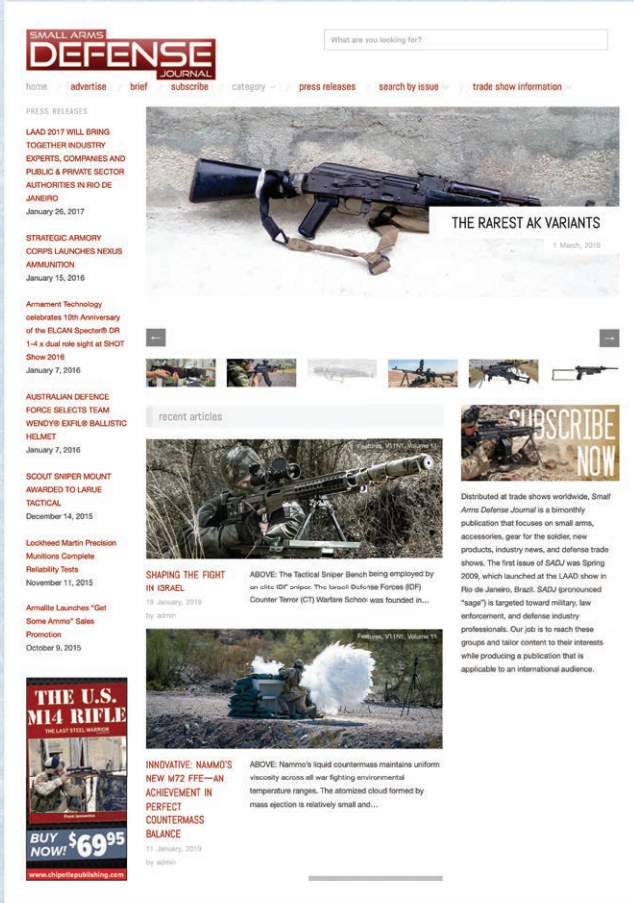


# DIGITAL AD RATES & INFORMATION

SADEFENSEJOURNAL.COM AVERAGES

# 24,687

UNIQUE VISITORS PER MONTH



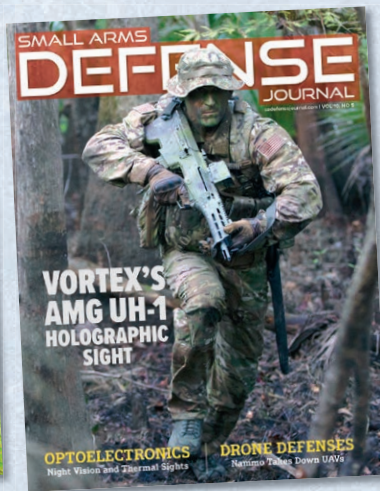
## DIGITAL AD SUBMISSION PROCESS

- Email ads to **adv@sadefensejournal.com** and copy your advertising representative.
- Please send ads only after confirmation with an advertising representative.
- Please type **"SADJ DIGITAL AD"** and indicate the digital ad start date in the subject line.
- Files may be JPG, PNG or GIF.
- Files must be built to exact size they are to appear.
- Files must be 150 dpi.

ONLINE BANNER TYPE / SIZE	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
<b>LEADERBOARD</b> Fixed: 728 x 90	\$375	\$356	\$338	\$319
<b>SKYSCRAPER</b> Fixed: 160 x 600 Left or Right Side	\$356	\$338	\$321	\$303
<b>SQUARE</b> Fixed: 250 x 250	\$321	\$305	\$289	\$273
<b>FULL BANNER</b> Fixed: 728 x 90	\$289	\$274	\$260	\$245

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## ABOUT CHIPOTLE PUBLISHING

Chipotle Publishing, LLC, is a family-owned niche publishing company specializing in magazines and books pertaining to subjects within the defense and firearms industries. Chipotle Publishing also provides a full range of publishing services including advertising sales, magazine and book layout design, ad design, editing, print production and project management.

### OUR PUBLICATIONS

*California Firing Line*  
(for the California Rifle & Pistol Association, Inc.)

*Semper Fi*  
(for the Marine Corps League, Inc.)

*Small Arms Defense Journal*

*Small Arms Review*

### SOME OF OUR BOOK TITLES

*AK-47: The Grim Reaper*

*The Smith & Wesson Model 76 Submachine Gun*

*The U.S. M14 Rifle: The Last Steel Warrior*

*American Thunder: Military Thompson Submachine Guns*

*The Mac Man: Gordon B. Ingram and His Submachine Guns*

