

SMALL ARMS

REVIEW

MAY 2020 | VOL 24 NO 5

SPECIAL

AR-15

**SAR LOOKS AT NEW ARS
FROM ARMALITE, SIG SAUER,
MOSSBERG AND OTHERS**

**EUGENE STONER AND HIS
CURIOUSLY VERSATILE
BLACK RIFLE**



**U.S. MUNITIONS LIST REG CHANGES—WHAT YOU NEED TO KNOW
SHOT SHOW 2020—TRENDS IN OPTICS AND BRACES**

MEDIA KIT 2021



ABOUT SMALL ARMS REVIEW

PUBLICATION	Small Arms Review
PUBLISHER	Chipotle Publishing, LLC
FREQUENCY	10x per year
AUDIENCE	40,137 per issue

WHY ADVERTISE IN SMALL ARMS REVIEW?

- *Small Arms Review* (SAR) caters to the U.S. small arms enthusiast, military, law enforcement and the small arms industry.
- Our readers have high expendable income and a deep passion for our subject matter.
- SAR reaches your target market through a large subscriber base, distribution on newsstands and at U.S. defense expos, gun shows and machine gun shoots.
- We have been producing firearms magazines for over 20 years, so we know the best ways to inspire and reach your ideal customers.

AUDIENCE

- U.S. consumers
- NFA collectors and historians
- NFA leisure and competition shooters
- Military (active and retired)
- Law enforcement personnel
- Defense and small arms industry professionals

EDITORIAL CONTENT

Small Arms Review authoritatively covers the world of small arms, including development history, optics, ammunition, accessories, suppressors, rangefinders, gear, clothing, news, trends and more.

DIGITAL ADVERTISING OPTIONS

Digital advertising is available, see the last page of this media kit for details. Subscribers have access to our extensive back catalog of articles from *Small Arms Review* on smallarmsreview.com. Editorial is released online after the print edition is published. Between issues we also provide value-added content online, such as weekly archive updates, new product announcements and industry news.



2021 PRINT ADVERTISING RATES

AD SIZE	1x PRICE	3x PRICE	6x PRICE	10x PRICE
PREMIUM¹	\$3,145	\$2,988	\$2,838	\$2,696
Full Page	\$2,515	\$2,389	\$2,270	\$2,156
2/3 Page	\$1,780	\$1,691	\$1,606	\$1,526
1/2 Page²	\$1,465	\$1,392	\$1,322	\$1,256
1/3 Page³	\$1,045	\$993	\$943	\$896
1/4 Page⁴	\$835	\$793	\$753	\$716
1/6 Page	\$625	\$594	\$564	\$536

1. Premium Space: inside front / inside back / back cover

2. Horizontal or Vertical

3. Horizontal, Vertical or Square

4. Horizontal or Square

WE OFFER DESIGN SERVICES

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

2021 PRINT DISTRIBUTION*

ISSUE	COVER DATE	EDITORIAL SPECIAL	RESERVE SPACE BY	MATERIALS DUE	RELEASE DATE	BONUS DISTRIBUTION
Vol. 25 #1	January 2021	AK Innovations	10/5/2020	10/15/2020	12/1/2020	SAR WEST Gun Show (December 6-8, 2020) Phoenix, AZ, USA
Vol. 25 #2	February 2021	SHOT Show Guide to Las Vegas AR Innovations	11/2/2020	11/12/2020	12/29/2020	SHOT Show (January 19-22) Las Vegas, NV, USA
Vol. 25 #3	March 2021	Precision Rifle Optics & Rangefinders	12/7/2020	12/15/2020	2/2/2021	Marine West (February 11-12) Camp Pendleton, CA, USA IWA OutdoorClassics (March 12-15) Nuremberg, Germany
Vol. 25 #4	April 2021	Suppressors	1/4/2021	1/14/2021	3/2/2021	Knob Creek Machine Gun Shoot (April 9-10) West Point, KY, USA
Vol. 25 #5	May 2021	PDWs	2/8/2021	2/18/2021	4/6/2021	Modern Day Marine (May 4-6) MCB Quantico, VA, USA
Vol. 25 #6	June/July 2021	FAL Innovations	3/8/2021	3/18/2021	5/4/2021	NRA Annual Meeting & Exhibits (May 14-16) Houston, TX, USA SOFIC (May 17-20) Tampa, FL, USA
Vol. 25 #7	August/September 2021	Concealed Carry Gear	5/3/2021	5/13/2021	6/29/2021	NDIA Joint Armaments & Robotics (June TBD) Location TBD
Vol. 25 #8	October 2021	The Annual FrankenGun Challenge Optoelectronics: Blended Technologies	7/5/2021	7/15/2021	8/31/2021	Marine South (September 29-30) Camp Lejeune, NC, USA
Vol. 25 #9	November 2021	Precision Rifles	8/9/2021	8/19/2021	10/5/2021	Knob Creek Machine Gun Shoot (October 8-9) West Point, KY, USA AUSA (October 11-13) Washington, DC, USA
Vol. 25 #10	December 2021	Holiday Gift Guide Apps for Shooters	9/6/2021	9/19/2021	11/2/2021	Navy SEAL Annual Muster (November TBD) Ft. Pierce, FL, USA

*This distribution schedule is subject to change.

To advertise in *Small Arms Review*, send an email to adv@smallarmsreview.com or call +1 (702) 565-0746.



PRINT AD ARTWORK SPECIFICATIONS

Bleed dimensions include .125" bleed.



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"



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"



1/3 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 (SQUARE)

Non-Bleed 3.8" x 6.5"



1/4 PAGE (SQUARE)

Non-Bleed 3.8" x 5.1"



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 (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 (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"



1/4 PAGE (HORIZONTAL)

Non-Bleed 7.725" x 2.5"

Bleed 8.625" x 3.25"

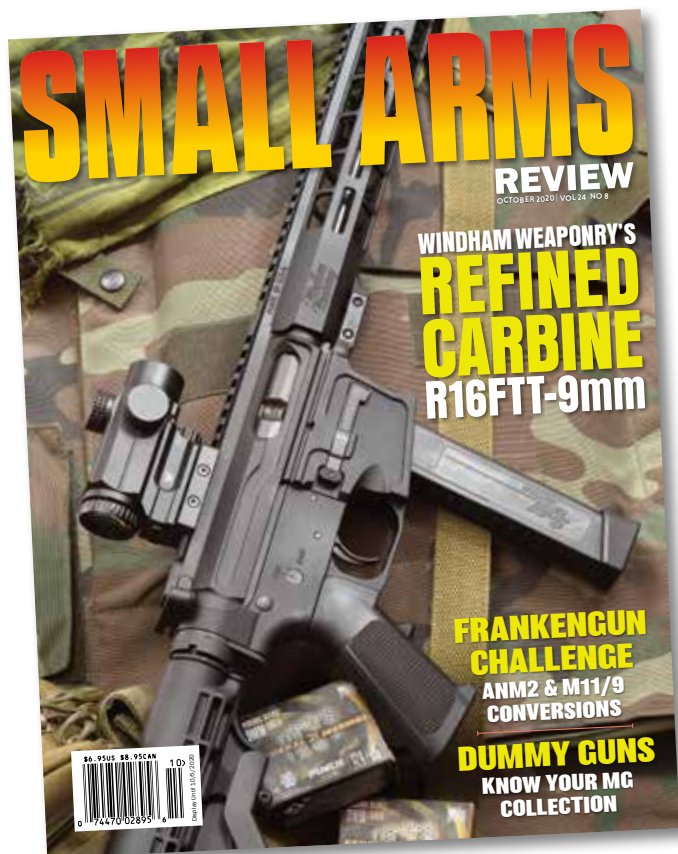
Trim 8.375" x 3.0"

Live 7.875" x 2.5"



1/6 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@smallarmsreview.com and copy your advertising representative. In the subject line, please type "**SAR 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 20MB, please contact your advertising representative for alternate submission instructions.

AD FILE GUIDELINES

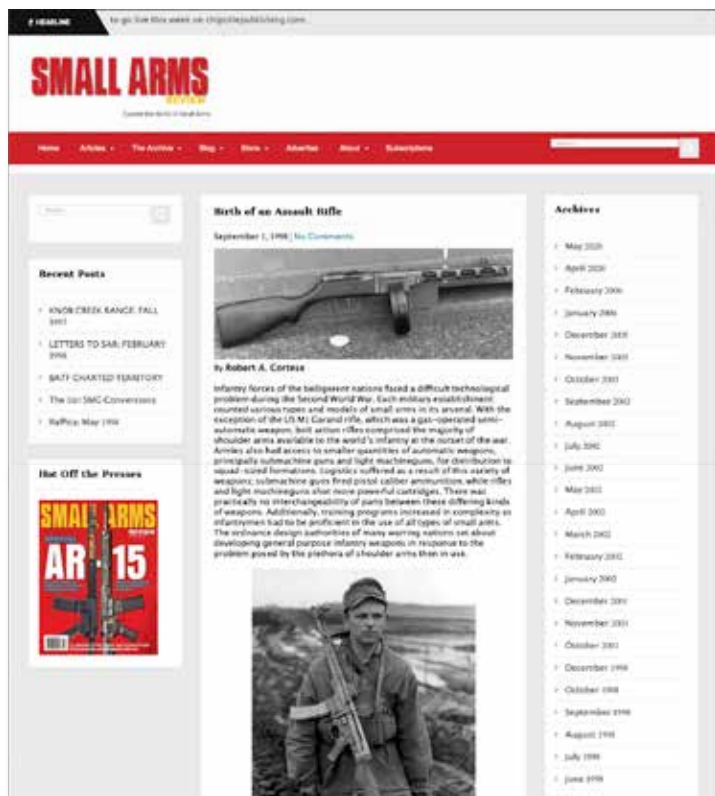
- Submit PDF-X1a FILES to adv@smallarmsreview.com.
- Include/embed all fonts and artwork.
- Image resolution is 300 dpi. Line illustration is 2400 dpi.
- CMYK or Grayscale only. Convert any spot into CMYK. RGB elements must be converted to CMYK.
- Files must be properly trapped.
- Files must be single pages, no multipage files.
- Do not nest PDF files in other PDFs.
- 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

SMALLARMSREVIEW.COM AVERAGES

48,689

UNIQUE VISITORS PER MONTH

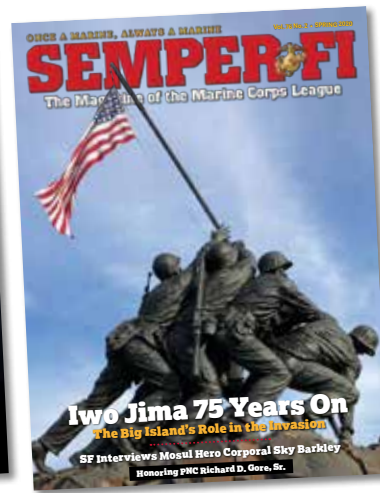


DIGITAL AD SUBMISSION PROCESS

- Email ads to adv@smallarmsreview.com and copy your advertising representative.
- Please send ads only after confirmation with an advertising representative.
- Please type **"SAR 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
LEADERBOARD	\$735	\$698	\$662	\$625
MEDIUM RECTANGLE	\$662	\$628	\$595	\$562
FULL BANNER	\$595	\$566	\$536	\$506

To advertise in *Small Arms Review*, send an email to adv@smallarmsreview.com or call +1 (702) 565-0746.



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

The Vickers Machine Gun: Pride of the Emma Gees

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



CHIPOTLE
PUBLISHING, LLC