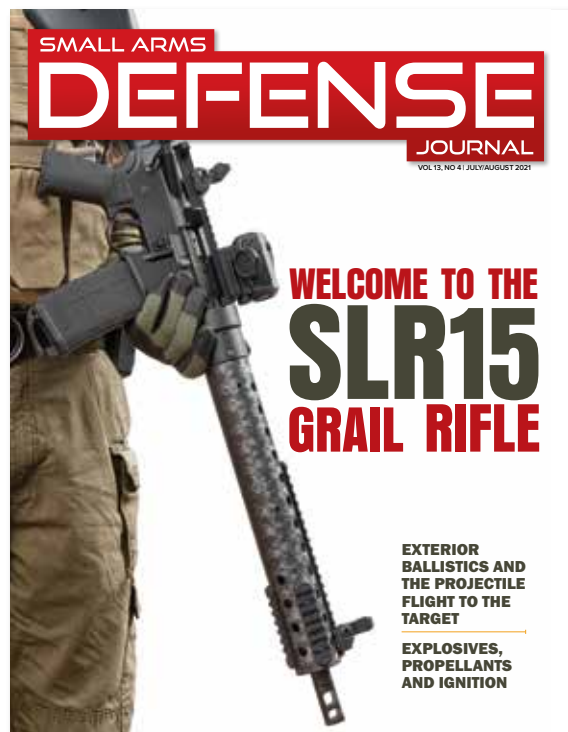


SMALL ARMS

DEFENSE

JOURNAL

MEDIA KIT 2022





ABOUT SMALL ARMS DEFENSE JOURNAL

PUBLICATION	Small Arms Defense Journal
PUBLISHER	Chipotle Publishing, LLC
FREQUENCY	Bimonthly
AUDIENCE	35,921 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 most of the legwork for you!
- Our content, audience and distribution have been carefully cultivated over the past 13 years to ensure 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 dedicated to small arms.
- We have been producing firearms magazines for over 25 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.

Small Arms Defense Journal 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 2022, you'll find *SADJ* at shows in North America, Eastern & Western Europe, the Middle East 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.

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



2022 PRINT ADVERTISING RATES

AD SIZE	1x PRICE	2x PRICE	3x PRICE	6x PRICE
PREMIUM¹	\$5,035	\$4,783	\$4,532	\$4,280
Full Page	\$4,195	\$3,985	\$3,776	\$3,566
2/3 Page	\$3,145	\$2,987	\$2,831	\$2,673
1/2 Page²	\$2,305	\$2,189	\$2,075	\$1,959
1/3 Page³	\$1,838	\$1,746	\$1,654	\$1,562
1/4 Page⁴	\$1,150	\$1,092	\$1,035	\$978
1/6 Page	\$625	\$593	\$563	\$531

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.

2022 PRINT DISTRIBUTION*

ISSUE	COVER DATE	EDITORIAL SPECIAL	RESERVE SPACE BY	MATERIALS DUE	RELEASE DATE	BONUS DISTRIBUTION
Vol. 14 #1	January/February 2022	Feeding Weapons	11/11/2021	11/18/2021	12/20/2021	SHOT Show (January 18-21) Las Vegas, NV, USA Marine West (February 2-3) Camp Pendleton, CA, USA
Vol. 14 #2	March/April 2022	Sniper Topics	1/19/2022	1/26/2022	2/20/2022	IWA OutdoorClassics (March 3-6) Nuremberg, Germany DSA (March 28-31) Kuala Lumpur, Malaysia Marine South (March 30-31) Camp Lejeune, NC, USA
Vol. 14 #3	May/June 2022	Night Vision & Thermal Imaging	3/16/2022	3/23/2022	4/20/2022	SOFIC (May 16-19) Tampa, FL, USA Milipol Asia-Pacific (May 18-20) Singapore NRA Annual Meeting & Exhibits (May 20-22) Louisville, KY, USA Modern Day Marine (May TBD) MCB Quantico, VA, USA
Vol. 14 #4	July/August 2022	Weaponized Drones	5/11/2022	5/18/2022	6/13/2022	Eurosatory (June 13-17) Paris, France Shrivenham Close Combat Symposium (July 5-7) Shrivenham, UK
Vol. 14 #5	September/October 2022	Nontoxic Ammunition	7/13/2022	7/20/2022	8/20/2022	MSPO (September 6-9) Kielce, Poland Arms & Security (September 27-30) Kiev, Ukraine AUSA (October 10-12) Washington, DC
Vol. 14 #6	November/December 2022	Submachine Guns	9/14/2022	9/21/2022	10/20/2022	SOFEX (October 31-November 3) Aqaba, Jordan INDO DEFENCE (November 2-5) Jakarta, Indonesia SAR West (December 2-4) Phoenix, AZ, USA

*This distribution schedule is subject to change.



PRINT AD ARTWORK SPECIFICATIONS



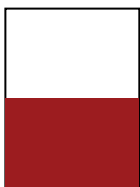
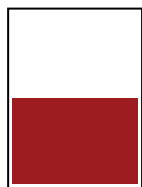
FULL PAGE

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"



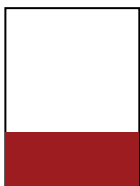
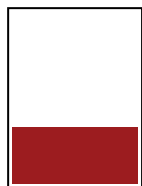
1/2 PAGE (HORIZONTAL)

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"



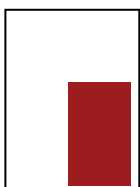
1/3 PAGE (HORIZONTAL)

Non-Bleed 7.725" x 3.35"

Bleed 8.625" x 4.25"

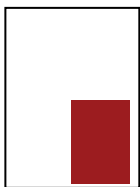
Trim 8.375" x 4.0"

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"



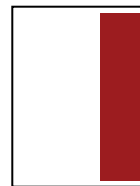
1/2 PAGE (VERTICAL)

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"



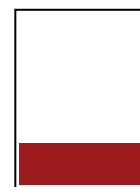
1/3 PAGE (VERTICAL)

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"



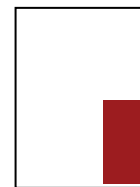
1/4 PAGE (HORIZONTAL)

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"

Bleed
dimensions
include .125"
bleed



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 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 20MB, please contact your advertising representative for alternate submission instructions.

AD FILE GUIDELINES

- Submit PDF-X1a FILES to 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.
- Do not use illegal characters such as (“()*&^%\$#@!'}[]\';,: in file names.
- Ads should be built at 100% 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 (c100, m100, y100, k100) 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.

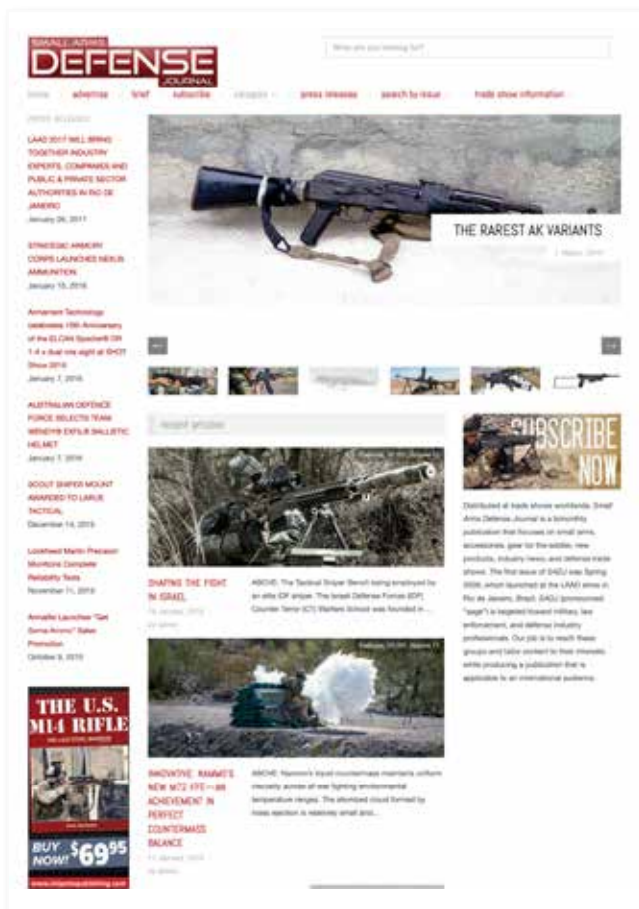
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DIGITAL AD RATES & INFORMATION

SADEFENSEJOURNAL.COM AVERAGES

24,687

UNIQUE VISITORS PER MONTH

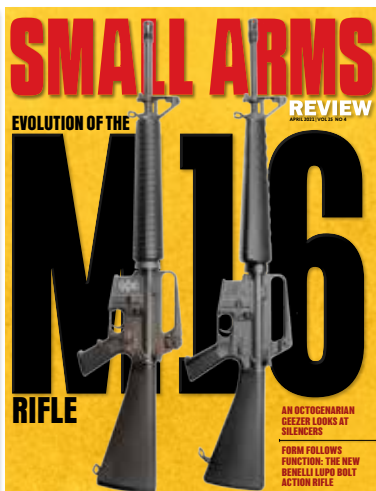


DIGITAL AD SUBMISSION PROCESS

- 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
LEADERBOARD Fixed: 728 x 90	\$375	\$356	\$338	\$319
SKYSCRAPER Fixed: 160 x 600 Left or Right Side	\$356	\$338	\$321	\$303
SQUARE Fixed: 250 x 250	\$321	\$305	\$289	\$273
FULL BANNER 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.

chipotlepublishing.com

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



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