

CONCEALED CARRY HANDGUNS



MEDIA KIT
2020

CONCEALED CARRY HANDGUNS

More than 11 million strong.

That's approximately how many CCW holders there are now in the United States. Statistics show that more and more law-abiding citizens are making the decision to carry to ensure their home, property and loved ones are safe.

More and more people are also turning to Concealed Carry Handguns. This 132-page magazine features informative, in-depth stories on firearm selection, best gear choices, the importance of a strong mindset, training drills and ammo selection.

But that's not all. Each and every issue is packed with buyer's guides on guns, accessories, ammunition and gear.

Concealed Carry Handguns is the perfect target for the novice shooter or seasoned pro.

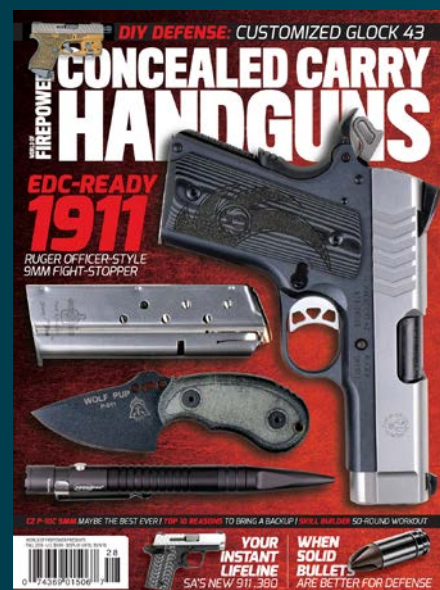
Stories Include

- Holster Positions
- Trends In Concealed Carry (Many are opting toward lighter guns)
- Popular Calibers for Concealed Carry (compact, sub-compact and larger guns)
- Concealed Carry: Knives
- Right Ammo, Right Now
- Combat Tactics



Publishing Information

- From the Outdoors Division of Engaged Media
- 132 color pages packed with products and information
- On newsstands for three months



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2020 EDITORIAL CALENDAR

SPRING '20

- 4 to 6 new gun reviews, including at least 1 revolver
- Tactical: On the Move: shooting/moving to cover; moving targets
- Tactical: Bumps in the night – low-light tactics
- Training: Tactical targets – set up your own tactical courses of fire
- Training: Quick on the draw – training tips for accessing your gun quickly
- Customize/Accessorize: More than a gun – ultimate EDC gear
- Buyer's Guide: After-market sights
- Ammo Test: 9mm defense loads
- Expert's Corner – tips from a pro
- EDC Blades – knife review
- The Armory – new products section

SUMMER '20

- 4 to 6 new gun reviews, including at least 1 revolver
- Tactical: Extreme Places – how to handle threats in urban and rural environments
- Training: New high-tech training aids
- Customize/Accessorize: To Red Dot or Not – Should you put a reflex sight on your carry gun?
- Buyer's Guide: Special Section: 4-article section on new guns, holsters, ammo and other gear (flashlights, knives, ammo, etc.) from 2020 SHOT show
- Ammo Test: .357 Magnum defense loads
- Expert's Corner – tips from a pro
- EDC Blades – knife review
- The Armory – new products section

FALL '20

- 4 to 6 new gun reviews, including at least 1 revolver
- Tactical: On foreign soil – defense options when traveling
- Tactical: Single-actions revolvers for defense, really?
- Training: Try it Dry, how to get the most out of dry-fire training
- Training: Pressed for Time – One-hour training session drills

- Customize/Accessorize: Bargain to Beast – update that old inexpensive gun for EDC
- Buyer's Guide: Weapon-mounted lights
- Ammo Test: .45 ACP defense loads
- Expert's Corner – tips from a pro
- EDC Blades – knife review
- The Armory – new products section

WINTER '20

- 4 to 6 new gun reviews, including at least 1 revolver
- Tactical: Laser sights – their best uses for defense
- Tactical: Getting physical – defensive tactics from a martial arts expert
- Training: Back to School – the best concealed carry courses in the U.S.
- Customize/Accessorize: Make your own holsters
- Buyer's Guide: Laser sights
- Ammo Test: 10mm (including .40 S&W) defense loads
- Expert's Corner – tips from a pro
- EDC Blades – knife review
- The Armory – new products section

BUYER'S GUIDE '21

- Firearms
- Holsters
- Ammo
- Accessories

**Editorial subject to change.*

DISTRIBUTION

Our retail partners as shown below. Major retailers such as Safeway, Albertsons, Vons, Wal-Mart, Krogers, and PX Military Stores. Engaged Media's circulation business model is designed to aggressively and strategically acquire the most influential and esteemed readership in all key niche markets.



Engaged Media Retail Partners



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2020 CLOSING/ON SALE DATES

Issue Name	Ad Close	Materials Due	On Sale Date
Spring '20	11/20/19	11/28/19	01/14/20
Summer '20	02/26/20	03/05/20	04/21/20
Fall '20	06/10/20	06/18/20	08/04/20
Winter '20	08/12/20	08/20/20	10/06/20
Buyer's Guide '21	10/23/20	10/31/20	12/07/20

**Dates subject to change.*

2020 RATE CARD

	1x (\$)	2x (\$)	4x (\$)
Full Page	4,072	3,461	3,258
1/2 Page	2,912	2,475	2,330
1/3 Page	2,624	2,230	2,099
1/4 Page	2,377	2,020	1,902
Cover 2	4,471	4,175	4,084
Cover 3	4,431	4,140	4,084
Cover 4	4,960	4,650	4,559



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AD SIZES AND SPECIFICATIONS

Mechanical Requirements

- Printing: Web Offset
- Binding: Perfect Bound
- Trim Size: 7.75" x 10.5"

Material Requirements

- Digital Files—PDF 300 DPI
- Total maximum dot densities—180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date. This includes ad copy, photographs, logo, etc. needed to build the ad. Engaged Media Inc. will supply a price quote for authorization based on the amount of work necessary to complete the ad. Alteration and correction request to the finished product will be billed to the advertiser.

Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy and ad material before the ad material due date.

Please note: Unless specified through prior written agreement with the Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

Final Trim: 7.75" x 10.5"

Standard Units	Width & Depth
Full page (live area)*	7" x 9.75" deep
2/3 page (vertical)	4.5" x 9.625" deep
1/2 page (horizontal)	6.75" x 4.75" deep
1/2 page (vertical)	4.5" x 7.25" deep
1/3 page (horizontal)	4.5" x 4.75" deep
1/3 page (vertical)	2.125" x 9.625" deep
1/4 page (vertical)	3.25" x 4.75" deep

*Live Area: Type and other image not intended to bleed must be kept 1/4" from final trim.

Magazine Trim Size:

7.75" x 10.5" deep

Full-Page Bleed (all 4 sides):

8" x 10.75" deep

Non-Bleed Spread:

14.75" x 9.75" deep

Full-Bleed Spread (all 4 sides):

15.75" x 10.75" deep

(keep live matter centered to 14.75" x 9.75")