

# Knives

ILLUSTRATED<sup>®</sup>



2020  
MEDIA KIT

# Knives<sup>®</sup>

## ILLUSTRATED

**PREPARATION** Whether it's survivalists, hunters, campers, law enforcement or the military, knife enthusiasts understand the importance of being prepared so they can do their job or hobby more efficiently.

Which is why readers rely on Knives Illustrated.

In this 84 page magazine - which features special themes on tactical, survival, camping and more - enthusiasts read about the newest knives to hit the market, the best ways to maintain their knives, the latest knifemakers to enter the industry, the results of the rigorous tests and evaluations our experts conduct on the knives and more.

But that's not all. New gear and accessories are showcased in each and every issue.

Readers rely on Knives Illustrated... because they want to be prepared and on the cutting edge of knife news.

### Stories Include

- Hot Shots: The Best Knives at SHOT Show
- Anything but Typical: Browning's Non-Typical Stag Hunter
- Cas Hanwei: Innovative Designs, Quality at a Fair Price
- Stunning to Look at, a Joy to Hold: The Knives of Terry Vandeventer
- Knives for the Bug-In: Our Top 7 Picks when Catastrophe Hits
- Knives for the Indoorsman
- Hot Gear for the Knife Enthusiast



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KNIVESILLUSTRATED.COM

### 2020 EDITORIAL CALENDAR

#### MARCH/APRIL

- Tactical Knives Issue
- Meet the Indy Makers You Should Know
- Father & Son - Handing Down the Craft
- EJ "Skullcrusher" Snyder's Edge of Survival!

#### MAY/JUNE

- SHOT Show Issue
- Knife-Collector's Edition
- Introducing: Cooking Knives!
- Amber Hargrove on the Road

#### JULY/AUGUST

- Military Issue
- Blade Makers that Served Our Country
- How the Bayonet Made History
- Military Knives in Military Lives

#### SEPTEMBER/OCTOBER

- Family Outdoorsman Issue
- Knives for Survival in the Outdoors
- Gearing Up for BLADE
- BLADE and BLADE West

#### NOVEMBER

- Knife History Issue
- The Origins of the Blade
- Worldwide Knives
- Giving Thanks to the Knife Community

#### DECEMBER

- Holiday Gift Guide
- Year-End Wrap-Up
- The Hottest Trends in Knifemaking
- Can't-Miss EDC Gear

#### BUYER'S GUIDE '21

- More than 250 New Knives
- Bushcraft/Hunting
- Tactical/Survival
- EDC/Pocketknives
- Multi-tools
- Sharpening
- Knifemaking and more...

\*Editorial subject to change.



### DISTRIBUTION

Our retail partners as shown on right. 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
Mar/Apr '20	12/04/19	12/12/19	01/28/20
May/June '20	01/29/19	02/06/20	03/24/20
Jul/Aug '20	05/13/20	05/21/20	07/07/20
Sep/Oct '20	06/17/20	06/25/20	08/11/20
Nov '20	07/29/20	08/06/20	09/22/20
Dec '20	09/09/20	09/17/20	11/03/20
Buyer's Guide '21	10/21/20	10/29/20	12/15/20

*\*Dates subject to change.*

## 2020 RATE CARD

	1x (\$)	6x (\$)	12x (\$)
Full Page	3,541	3,364	3,154
2/3 Page	2,870	2,814	2,587
1/2 Page	2,532	2,476	2,282
1/3 Page	2,282	2,235	2,055
1/4 Page	2,067	1,999	1,824
Cover 2	3,971	3,808	3,584
Cover 3	3,931	3,650	3,584
Cover 4	4,210	4,134	3,809

### Gabe Frimmel

Advertising Sales Director

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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")