



SaR

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CHIPOTLE PUBLISHING, LLC

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FREQUENTLY ASKED QUESTIONS

Small Arms Review is Published 10 x / yr
Audience - 41,584 / issue

WHY SHOULD I ADVERTISE WITH SAR?

SAR reaches your target market through a large subscriber base and distribution on Newsstands, at US defense shows, and machine gun shoots. Our purpose is to provide a forum for Class 3 interests as well as the military and small arms industry.

WHO IS YOUR AUDIENCE?

NFA collectors and historians • NFA leisure and competition shooters • military users • law enforcement personnel • and defense industry professionals

Our readers have high expendable income (many of them have ammunition budgets of \$10,000 or more) and a deep passion for our subject matter.

WHAT ABOUT ONLINE OPTIONS?

Our website is www.smallarmsreview.com. Subscribers have access to our extensive back catalog of articles from *Small Arms Review*. 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.

DO YOU OFFER AD DESIGN?

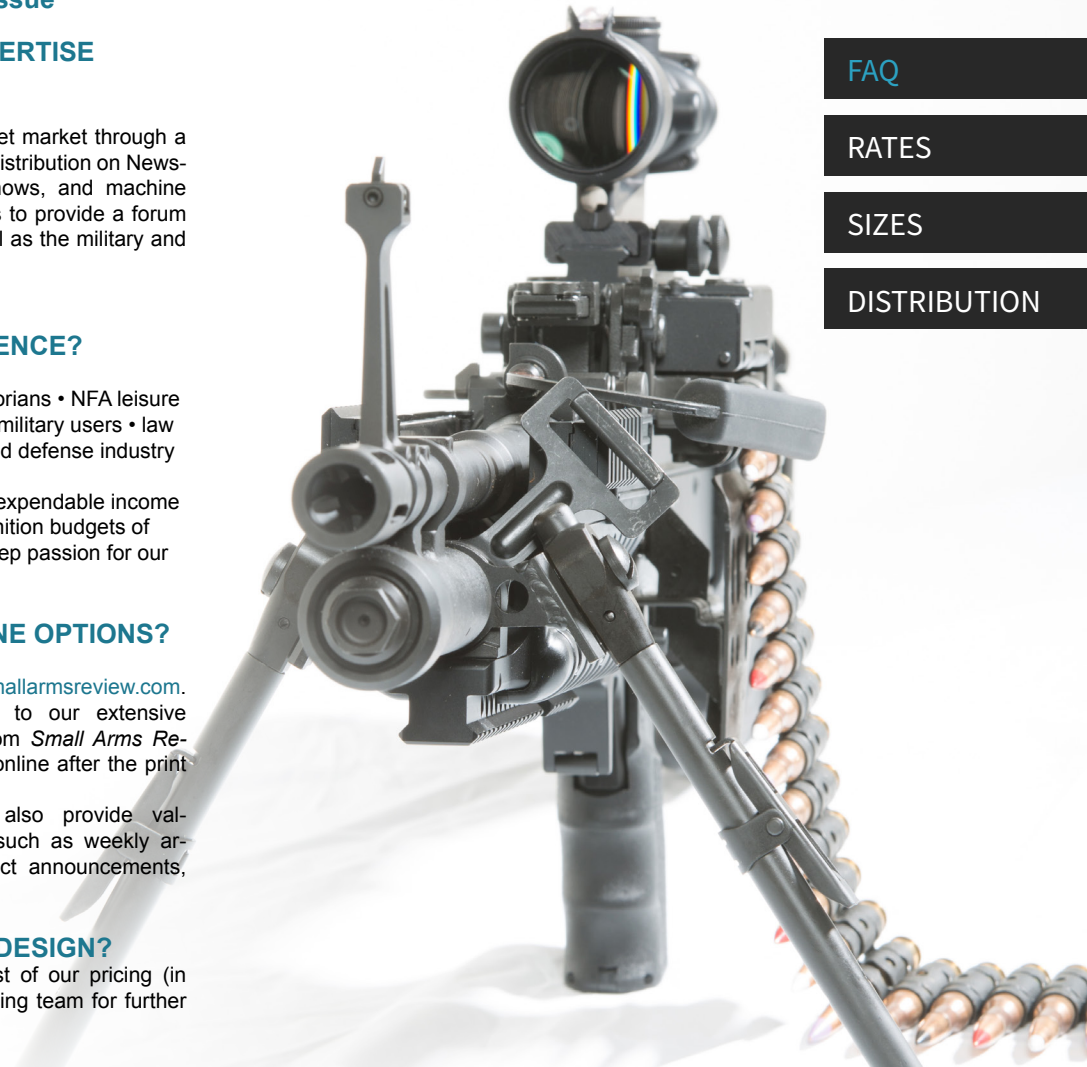
Yes, we do! Below is a list of our pricing (in USD). Contact our advertising team for further details.

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AD RATES (USD)



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AD SIZE	1x PRICE	3x PRICE	6x PRICE	10x PRICE
PREMIUM*	\$3,145	\$2988	\$2,838	\$2,696
2 Page Spread	\$4,395	\$4,175	\$3,995	\$3,795
Full Page	\$2,515	\$2,389	\$2,270	\$2,156
2/3 Page	\$1,780	\$1,691	\$1,606	\$1,526
1/2 Page	\$1,465	\$1,392	\$1,322	\$1,256
1/3 Page	\$1,045	\$993	\$943	\$896
1/4 Page	\$835	\$ 793	\$753	\$716
1/6 Page	\$625	\$ 594	\$564	\$536

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Acceptable File Formats:

TIF, EPS, PDF or JPEG (at proper output size, CMYK color space, and 300+ dpi resolution).

Ad Artwork Submission Process:

Please send ads only after confirmation with an advertising representative. Files may be submitted via CD, DVD, FTP or email.

Email ads to adv@smallarmsreview.com.

Please type "SAR AD" and indicate the issue cover dates in the subject line. Specify the ad information (size, color, placement suggestions, etc.) in the message body.

*Premium Space: inside front / inside back / outside back



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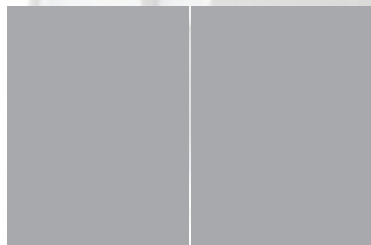
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2 Page Spread

Full Bleed:

17" x 11.125"

Trim Area: 16.75" x 10.875"

Live Area: 16.25" x 10.375"



Full Page

Full Bleed:

8.625" x 11.125"

Trim Area: 8.375" x 10.875"

Live Area: 7.875" x 10.375"

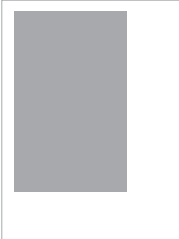


2/3 Page

Full Bleed:

5.25" x 11.125"

Trim Area: 5.125" x 10.875"



1/2 Page (vertical)

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Trim Area: 5.375" x 8.375"



1/2 Page (horizontal)

Full Bleed:

8.5" x 5.5"

Trim Area: 8.375" x 5.25"

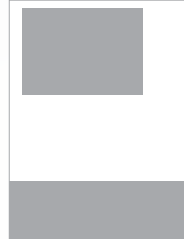


1/3 Page (vertical)

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Trim Area: 2.75" x 10.875"



1/4 Page

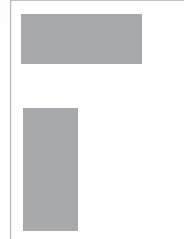
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1/4 Page (horizontal)

Full Bleed:

8.625" x 2.875"

Trim Area: 8.375" x 2.75"



1/6 Page (horizontal)

4.75" x 2.375"

1/6 Page (vertical)

2.25" x 4.875"

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ISSUE	EDITORIAL SPECIAL	AD DUE DATES / ON SALE DATE	ADDITIONAL DISTRIBUTION
V20 # 1 Jan. / Feb. 2016	Las Vegas SHOT Guide	IOs & Materials Due: Oct. 15, 2015 On Sale: Dec.	SAR WEST SHOT SHOW
V20 # 2 March 2016	Concealed Carry Bags	IOs & Materials Due: Dec. 15, 2015 On Sale: Feb.	
V20 # 3 April 2016	Suppressors	IOs & Materials Due: Jan. 15, 2016 On Sale: March	
V20 # 4 May 2016	AR-15 Special Firearms Directory	IOs & Materials Due: Feb. 15, 2016 On Sale: April	NRA ANNUAL MEETING & EXHIBITS
V20 # 5 June 2016	Knives	IOs & Materials Due: March 15, 2016 On Sale: May	
V20 # 6 July / Aug. 2016	Concealed Carry Weapons	IOs & Materials Due: April 15, 2016 On Sale: June	
V20 # 7 Sept. 2016	At the Range	IOs & Materials Due: June 15, 2016 On Sale: Aug.	
V20 # 8 Oct. 2016	Machine Gun Repairs Firearms Directory	IOs & Materials Due: July 15, 2016 On Sale: Sept.	
V20 # 9 Nov. 2016	Sniper Optics	IOs & Materials Due: Aug. 15, 2016 On Sale: Oct.	NASGW
V20 # 10 Dec. 2016	Lightweight Special Holiday Gift Guide	IOs & Materials Due: Sept. 15, 2016 On Sale: Nov.	UDT SEAL MUSTER

Schedule is tentative and may change without notice.

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