

# Shotgun Sports

America's Leading Shotgun Magazine

Covering trapshooting, sporting clays, skeet, gun tests, mental training, reloading, ballistics, upland & waterfowl hunting and product news.

**MEDIA KIT**



**2025**

*Shotgun Sports* readers are affluent, dedicated shotgun enthusiasts. They are active physically in the outdoors, enjoying RVing, camping and other activities such as tennis, golf and waterfowl & upland bird hunting. They like to participate in clay target shooting events in trap, skeet and sporting clays.

### ***Shotgun Sports* Nationwide Distribution**

*Shotgun Sports* magazine is distributed nationwide via four different channels.

### **Paid Subscribers**

The largest segment of *Shotgun Sports* issues is mailed to paid subscribers nationwide.

### **Dealer Distribution**

Increasing numbers of sporting goods dealers nationally are selling *Shotgun Sports*.

### **Promotional Distribution**

Free issues of *Shotgun Sports* are distributed at major clay target events, sporting clays events and sportsmen's clubs across the nation.

### **Digital Versions**

Available online each month at: [www.shotgunsportsmagazine.com](http://www.shotgunsportsmagazine.com)



# Editorial Calendar

## January

Southern Grand Giveaway  
Late Season Hunting

## February

Spring Grand Giveaway

## March

Great Lakes Grand Giveaway  
NSSA Masters Giveaway

## April

NSCA U.S. Open Giveaway

## May

NSCA Northeast Regional Giveaway

## June

Ohio State Giveaway  
PITA Grand Pacific Giveaway

## July

NSCA Western Regional Giveaway  
NSCA South Central Regional Giveaway

## August

Grand American Giveaway

## September

World Skeet Championships Giveaway

## October

NSCA Nationals Giveaway

## November

Upland Bird & Waterfowl Hunting  
Autumn Grand Giveaway

## December

S.H.O.T. Show Giveaway

# Ad Material Deadlines

	Space	Live Art
JANUARY	October 18	November 4
FEBRUARY	November 14	December 3
MARCH	January 2	January 9
APRIL	January 23	February 5
MAY	February 26	March 5
JUNE	March 26	April 8
JULY	April 23	May 6
AUGUST	May 21	June 4
SEPTEMBER	June 25	July 8
OCTOBER	July 23	July 30
NOVEMBER	August 20	September 3
DECEMBER	September 24	October 2

# Shotgun Sports

## Advertising Information

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## Printing Specifications

- *Shotgun Sports* is created 100% digitally with Adobe InDesign CC
- Ads may be e-mailed or sent via WeTransfer or Dropbox to:  
[advertising@shotgunsportsmagazine.com](mailto:advertising@shotgunsportsmagazine.com)
- Acceptable formats include:  
PDF files created for print (minimum 133-line screen, CMYK or grayscale), tiff, EPS or packaged InDesign files.
- All fonts and linked images should be included. Please call with any specific questions or concerns.
- Bleed size: 7 3/4" x 10 3/4" -- Live matter allowance is 1/4" from trim
- Trim size: 7 1/2" x 10 1/2"
- Bleed spread: 15 1/4" x 10 3/4" -- Live matter allowance is 1/4" from trim
- Spread trim: 15" x 10 1/2"

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## Ad Dimensions

<b>Full Page</b> 7" x 10"		
	<b>1/4 Page</b> 3.375" x 4.875"	
		<b>2/3 Page</b> 4.583" x 9.875"
		<b>1/3 Page</b> 2.167" x 9.875"

<b>1/6 Page</b> 4.583" x 2.375"	<b>1/12 Page</b> 2.167" x 2.375"		
		<b>1/3 Page</b> 4.583" x 4.875"	<b>1/6 Page</b> 2.167" x 4.875"
<b>1/2 Page</b> 4.583" x 7.375"	<b>1/4 Page</b> 2.167" x 7.375"		
		<b>1/2 Page</b> 7" x 4.875"	

