

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



2026

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



Editorial Calendar

January

Southern Grand Giveaway
Late Season Hunting

February

Spring Grand Giveaway

March

NSCA Western Regionals Giveaway

April

World English Sporting Clays Giveaway

May

NSCA Northeast Regional Giveaway

June

Ohio State Giveaway
PITA Grand Pacific Giveaway

July

NSCA U.S. Open 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 22	November 3
FEBRUARY	November 13	December 3
MARCH	January 2	January 8
APRIL	January 22	February 5
MAY	February 25	March 4
JUNE	March 25	April 8
JULY	April 22	May 6
AUGUST	May 20	June 4
SEPTEMBER	June 24	July 8
OCTOBER	July 22	August 10
NOVEMBER	August 20	September 3
DECEMBER	September 23	October 1

Shotgun Sports

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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
- 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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1/2 Page 4.583" x 7.375"	1/4 Page 2.167" x 7.375"	1/2 Page 7" x 4.875"	

