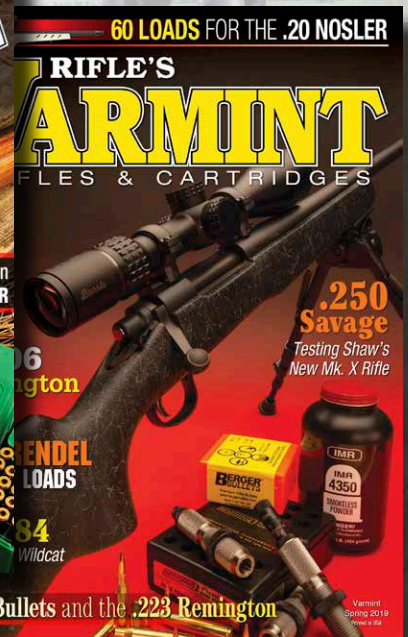
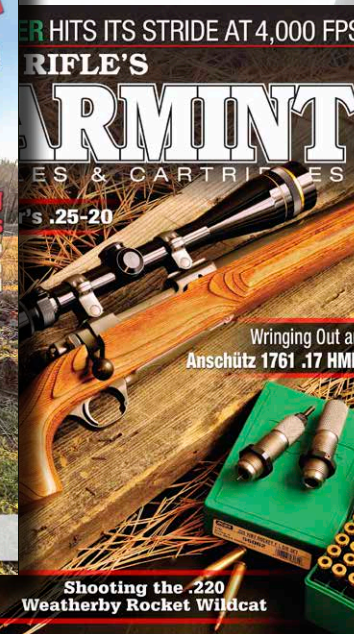
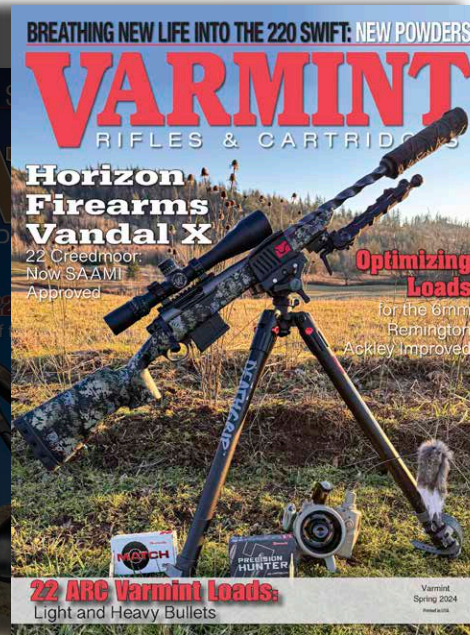
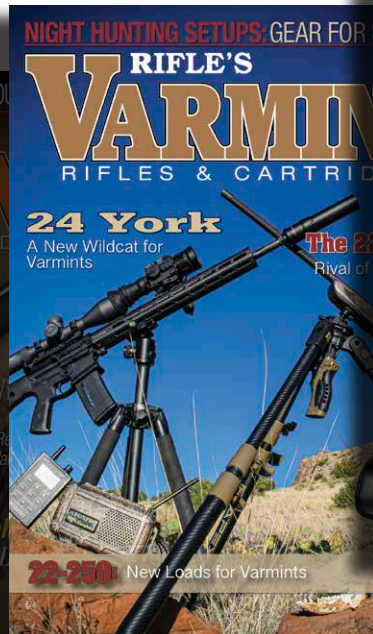


VARMINT

RIFLES & CARTRIDGES

2025 MEDIA KIT

www.varmintriflesandcartridges.com



VARMINT

RIFLES & CARTRIDGES

100% of our readers have responded to at least 7 ads with 97% purchasing from them!

Our Readers

Average Household Income
\$163,000

Median Age
57.0

Attended College
67%

Military/Law Enforcement
10%



81%
Hunt
Predators

100%
Hunt

95%
Reload

95%
Reload
Metallic
Loads

95%
Excellent
Tech Level

Featured in every issue:

- Load data for various varmint cartridges
- Technical information on varmint rifles and cartridges
- Informative stories about hunting varmints and predators
- Coverage of the latest rifles and cartridges
- Stories on tactics and techniques for varmint and predator hunting
- Informative stories and articles on rimfire rifles and cartridges



4-Color	1x	3x	6x	12x
1 Page	\$5,434.00	\$5,136.00	\$4,690.00	\$4,444.00
2/3 Page	\$4,366.00	\$4,142.00	\$3,849.00	\$3,716.00
1/2 Page	\$3,797.00	\$3,616.00	\$3,382.00	\$3,266.00
1/3 Page	\$3,205.00	\$3,070.00	\$2,910.00	\$2,811.00
1/4 Page	\$2,908.00	\$2,799.00	\$2,669.00	\$2,583.00
1/6 Page	\$2,403.00	\$2,301.00	\$2,186.00	\$2,112.00
B&W Size				
1 Page	\$4,463.00	\$4,138.00	\$3,658.00	\$3,345.00
2/3 Page	\$3,309.00	\$3,069.00	\$2,754.00	\$2,496.00
1/2 Page	\$2,695.00	\$2,502.00	\$2,248.00	\$2,126.00
1/3 Page	\$1,561.00	\$1,475.00	\$1,270.00	\$1,230.00
1/4 Page	\$1,270.00	\$1,173.00	\$1,042.00	\$1,012.00
1/6 Page	\$833.00	\$728.00	\$613.00	\$592.00
Covers				
Cover 4	\$6,084.00	\$5,616.00	\$4,920.00	\$4,757.00
Cover 3	\$5,448.00	\$5,145.00	\$4,686.00	\$4,546.00
Cover 2	\$5,763.00	\$5,320.00	\$4,756.00	\$4,592.00

B&W	1x	3x	6x	12x
1 Inch	\$146.00	\$141.00	\$130.00	\$113.00
1 1/2 Inches	\$216.00	\$209.00	\$191.00	\$166.00
2 Inches	\$287.00	\$274.00	\$254.00	\$221.00
2 1/2 Inches	\$365.00	\$352.00	\$323.00	\$281.00
3 Inches	\$436.00	\$418.00	\$386.00	\$336.00
3 1/2 Inches	\$493.00	\$472.00	\$435.00	\$376.00
4 Inches	\$564.00	\$540.00	\$497.00	\$431.00

B&W, standard size, one column wide or proportion two column width.

Premium Placement

Premium placement is available at an additional cost. Inquire for details.

Agency Commission

A 15% commission is allowed to recognized agencies.
Commission to be figured on net space rate plus color (when used).

Special Discount Rates

We now offer a Special Advertising Combination Rate for those who want to advertise in Handloader, Rifle and The Black Powder Cartridge News. Contract to run in every issue of two of the magazines and receive the special rate on each advertisement.



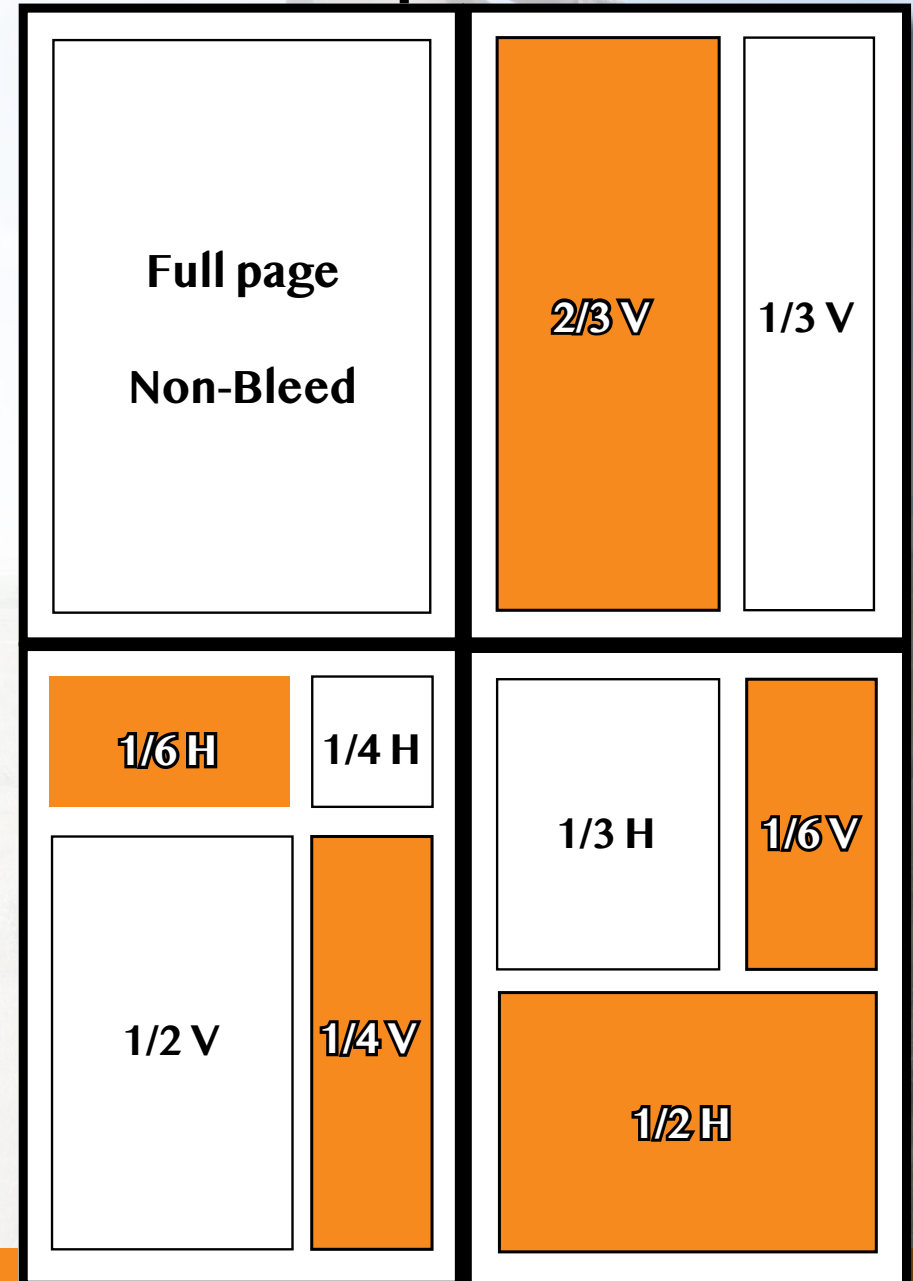
Ad Specifications

Magazine Issue	Magazine Space Order	Deadline for Ad Material	Magazine ON SALE Date
Spring	April 1, 2025	April 20, 2025	May 1, 2025
Fall	October 1, 2025	October 20, 2025	November 1, 2025

Cancellations not accepted after deadline for space order. *Dates are subject to change.

Ad Dimensions	
*Page trim size is 8 1/8" x 10 7/8". Live area is 1/4" inside the trim.	
1 Page	7" x 10"
2/3 Page	4 9/16" x 10"
1/2 Page (2 Column)	4 9/16" x 7 1/2"
1/2 Page (3 Column)	7" x 5"
1/3 Page (2 Column)	4 9/16" x 5"
1/3 Page (1 Column)	2 5/32" x 10"
1/4 Page (2 Column)	4 9/16" x 3 3/4"
1/4 Page (1 Column)	2 5/32" x 7 1/2"
1/6 Page (2 Column)	4 9/16" x 2 1/2"
1/6 Page (1 Column)	2 5/32" x 5"

***1/2-page bleed size (2 sides and gutter) is 8 1/4" x 5 5/8".
Full page bleed size (3 sides and gutter) is 8 1/4" x 11 1/8".**



Wolfe Tracks E-Newsletter

100,000 Subscribers
33% Open Rate
20% CTR



Ad Rates and Sizes

- Leaderboard Banner \$1,500 (728x90)
- Mid Scroll or Anchor Banner \$1,200 (700x300)
- Sponsored Post \$1,000 (345x225)
- Sponsored Video \$1,750

Inquire
within
for details!

Handloader TV



Ad Rates and Sizes

- Custom Video (15+ minutes) \$5,000 Net 1x
- Commercial Ad (30 seconds) \$2,000 Net 1x
(video must be provided)
- Sponsorship (post-roll) \$1,000 Net 1x

Website

www.varmintriflesandcartridges.com

50,000+ Monthly Page Views

Ask how
to get your
product
featured!

Ad Rates and Sizes

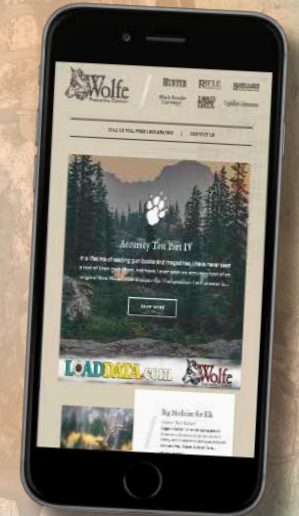
- Leaderboard Banner* \$50/M (728x90)
 - Medium Rectangle* \$35/M (300x250)
 - Anchor Banner* \$30/M (728x90)
 - Sponsored Video \$500 Net 1x
- * Minimum impressions may apply.

Custom E-Blasts

100,000 Subscribers

Ad Rate and Size

- Sponsored content \$4,500



Discounts available with print ads.



@varmintmagazine



Varmint Magazine



Handloader TV

Wolfe
PUBLISHING COMPANY

Wolfe Publishing's largest digital audience

300,000+ Monthly Page Views

Over 61,000 Dedicated Subscribers

Ad Rates and Sizes

- Leaderboard Banner* \$25/M (728x90)
- Medium Rectangle* \$25/M (300x250)
- Wide Skyscraper* \$25/M (160x600)
- Anchor Banner* \$25/M (728x90)

* Minimum impressions may apply

Discount pricing available with print ads.

Over 311,500 Loads Available

www.loaddata.com

The screenshot displays the LoadData.com website. At the top, it features logos for 'RIFLE', 'HANDLOADER', and 'Black Powder Cartridge' under the 'Wolfe Publishing Group' banner. The main navigation includes 'LOAD DATA', 'THE ULTIMATE RELOADING MANUAL', and links for 'HOME', 'SEARCH LOADS', 'ARTICLES', and 'SHOP NOW!'. A search bar is present with fields for 'Email Address' and 'Password', and a 'GO' button. Below the navigation, there's a large orange banner that says 'Your Leaderboard Banner Ad Here'. The main content area has a search section with 'METALLIC SEARCH' and 'SHOTGUN SEARCH' tabs. The 'Metallic' search section includes input fields for 'Caliber', 'Powder Type', 'Projectile Weight', 'Powder Manufacturer', and 'Cast or Jacketed'. A 'SEARCH LOAD DATA' button is at the bottom of this section. To the right, there are several promotional boxes: 'Become a Load Data member, access over 311,644 load recipes', 'LOAD RECORD SHEET FREE DOWNLOAD', 'SHOTSHEET RECORD SHEET FREE DOWNLOAD', and 'CARTRIDGE OF THE MONTH TAKE A PEEK'. At the bottom, there's a 'TRENDING LOADDATA ARTICLES' section and a footer with the text 'For privacy, we are your best shot'.

LoadData.com is a powerful search engine that allows you to search an ever-expanding