



GunTrade^{World}

DEDICATED TO GROWING YOUR BUSINESS

MEDIA KIT

20
23



WHO WE ARE

Gun Trade World is THE global media platform for the hunting, shooting, law enforcement and tactical sectors – reaching over 50,000 business professionals worldwide. We help to build companies export business with impactful editorial across a variety of print and digital medias. From the world's largest brands, to small garage start-ups, *Gun Trade World* has a history of delivering quantifiable results, time and time again.

Every month, *Gun Trade World* magazine is read by key businesses within the global firearms, hunting/shooting sports and law enforcement/tactical industries in more than 120 countries. In addition to our printed magazine we also produce the publication in digital format, as well as a fast-growing and active LinkedIn presence, *The Gun Trade World Podcast*, weekly E-newsletters and more. **If your aim is to grow your international business, *Gun Trade World* is the only B2B marketing tool you'll need.**

WHO GETS THE MAGAZINE?



5,542
RETAILERS



2,219
WHOLESALERS/
DISTRIBUTORS



1,126
AGENTS (SALES &
IMPORT/EXPORT)



1,050
MANUFACTURERS/
OEMS



27,062
MILITARY/LAW
ENFORCEMENT



331
INDUSTRY
AFFILIATES

Gun Trade World

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STW DOING BUSINESS WITH

CZECH REPUBLIC

Company in focus

CZ
THE QUEEN OF THE CZECH MARKET

DOING BUSINESS WITH CZECH REPUBLIC

The industrial central European nation of the Czech Republic boasts a strong mix of culture, history and a fantastic location for hunting. Gun Trade World provides what to expect from this potentially fruitful market.

Capital Page
Subscribe to CZ
Available on iOS
Available on Android
Available on Kindle
Available on Amazon

Although only a relatively new country, the area in which the Czech Republic lies is steeped in hunting and sporting history. Located in the heart of Europe, it would be larger and important than most nations of Europe with the Czech Republic in the center. The Czech Republic is a country situated on the eastern edge of Europe, with a population of 14.1 million citizens. The nation would rank 45th in size and area through the world's largest nations.

Despite its being a part of the EU, the Czech Republic is not a member of the Schengen area. It is not a member of the Eurozone, and it is not a member of the NATO. It is a member of the Visegrad Group, a group of four Central European countries: Poland, Hungary, Slovakia and the Czech Republic. It is also a member of the Organization for Security and Co-operation in Europe (OSCE).

In fact, the American publisher *Gun Trade World* has reported in the past that the Czech Republic is one of the most gun-friendly nations in Europe. It is a member of the European Union, and it is a member of the NATO. It is also a member of the OSCE.

IN THE LATEST OF OUR SPECIAL INVESTIGATIONS, GUN TRADE WORLD DIPS INTO THE POTENTIALLY PROFITABLE SUBJECT OF CONCEALED CARRY, DESPITE BEING BANNED IN SOME REGIONS IN MANY COUNTRIES, THOSE COUNTRIES WHERE IT IS ALLOWED ARE THRIVING AND THEIR OWNERS ARE PASSIONATE ABOUT THEIR RIGHTS TO BEAR ARMS.

www.guntradeworld.com

INDUSTRY INSIGHT

IN ASSOCIATION WITH CZ

CONCEALED CARRY

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INDUSTRY INVESTIGATION

IN ASSOCIATION WITH VORTEX

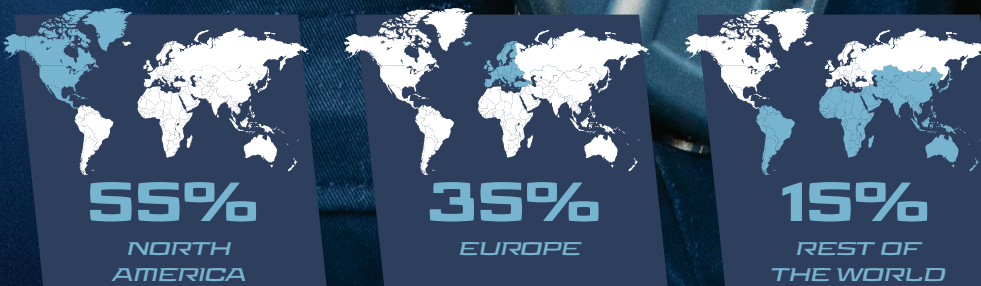
PRECISION RIFLES

THIS MONTH GUN TRADE WORLD TAKES A DEEP DIVE INTO THE WORLD OF PRECISION RIFLES, IN THE LATEST OF OUR INDUSTRY INVESTIGATIONS.

The first time the English word "precision" was used in a technical sense was in 1775, when it was used to describe the accuracy of a rifle. The word "precision" was first used in a technical sense in 1775, when it was used to describe the accuracy of a rifle. The word "precision" was first used in a technical sense in 1775, when it was used to describe the accuracy of a rifle.

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MAGAZINE DISTRIBUTION



HOW WE HELP

Partner with *Gun Trade World* to unlock your global potential. *Gun Trade World's* team of experts will tailor your marketing package to reflect your individual needs, all with a vision designed to help your business grow across the globe.

Our 'Content First' approach is a proven winning formula that has helped hundreds of businesses expand internationally over the past 12 years.

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MORE THAN JUST A MAGAZINE...



SCAN ME

LINKEDIN

Partnering with *Gun Trade World* will unlock the use of our fast-growing LinkedIn network, followed by thousands of key trade individuals and companies.



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SCAN ME

THE GTW PODCAST

Use *The Gun Trade World Podcast* to discuss your company, products and current business topics. Use our podcast to allow key trade decision makers to see the people behind your company and build trust in your brand.



EMAIL NEWSLETTERS

Our targeted email newsletters feature the latest news, views, products and research from across the global marketplace. With a 20-25 per cent open rate our mailers are often above the industry average rate of 21 per cent.



3,911
FOLLOWERS

18.2K
IMPRESSIONS
(MONTHLY)



4,284
FOLLOWERS

60K+
IMPRESSIONS
(MONTHLY)

ADVERTISING INFORMATION



FRONT COVER
210mmx220mm
8¼" x 8.66"

FULL PAGE
210mmx297mm
8¼" x 11¾"

HALF PAGE
210mmx142mm
8¼" x 5.59"

QUARTER PAGE
210mmx77mm
8¼" x 3"

To see the full range of advertising size options here www.guntradeworld.com/advertise

	Sterling	Euros	US Dollars
FRONT COVER	£1,710	€2,390	\$2,725
OTHER COVER POSITIONS	£1,423	€1,675	\$1,911
DOUBLE PAGE	£1,706	€2,390	\$2,725
FULL PAGE	£1,134	€1,586	\$1,806
HALF PAGE	£704	€987	\$1,124
QUARTER PAGE	£315	€578	\$656

SERIES DISCOUNTS:

3 adverts: 5% | 4-6 adverts: 7.5% | 7-11 adverts: 10% | 12 adverts: 15%

SUPPORT

With all of our advertising packages and methods editorial support by our team is included. We can build a bespoke editorial plan to run alongside your advertising for a more impactful delivery.

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DIGITAL ADVERTISING:

WEBSITE	Sterling	Euros	US Dollars
Top banner* (1,000pxW x 90pxH)	£656	€735	\$892
Large side banner* (336pxW x 280pxH)	£604	€709	\$814
Medium side banner* (336pxW x 131pxH)	£551	€656	\$761
Small side banner* (336pxW x 73pxH)	£499	€604	\$709

* for 12 months

MAILER	Sterling	Euros	US Dollars
MAILER banner** (600pxw x 150pxh)	£404	€451	\$546
CAMPAIGN**	£525	€630	\$735

** per mailer

PODCAST	Sterling	Euros	US Dollars
30 second advert***	£525	€714	\$616

*** host-read advert within Podcast

Social media campaign: price upon request

MAGAZINE SCHEDULE



Issue:	Copy deadline:	Mailed:	Spotlight On...	Doing Business With...	Shows:
January 2023	11 Nov '22	30 Nov '22	Handguns	Southwestern USA	SHOT Show, Las Vegas, USA 17-20 Jan
February 2023	2 Dec '22	21 Dec '22	Muzzleloading	Brazil	
March 2023	13 Jan '23	1 Feb '23	Clothing	DACH-countries	IWA/EnforceTac, Nuremberg, Germany 2-5 Mar
April 2023	10 Feb '23	1 Mar '23	Ammunition	Alaska USA	
May 2023	7 Apr '23	26 Apr '23	Airguns	Slovenia	Prohunt, Istanbul, Turkey 25 – 28 May
June 2023	21 Apr '23	10 May '23	Knives	Turkey	
July 2023	19 May '23	7 Jun '23	Optics/Binoculars	Midwestern USA	
August 2023	16 Jun '23	5 Jul '23	Riflescopes	France	
September 2023	14 Jul '23	2 Aug '23	Night Vision	Israel	
October 2023	11 Aug '23	30 Aug '23	Shotguns	Argentina	
November 2023	8 Sep '23	27 Sep '23	Rifles	Spain	
December 2023	6 Oct '23	25 Oct '23	Bows/Archery	Southeastern USA	

Special Investigations:

#1 March	#2 May	#3 July	#4 October
Thermal night vision	High power airguns	Silencers/Suppressors	Semi-automatic shotguns



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US LAW ENFORCEMENT

Your gateway to the US Law Enforcement market.

Gun Trade World is now sent to the key industry professionals within the US Law Enforcement sector. From law enforcement training academies and County Sheriffs to Airport and Harbour Police departments - *Gun Trade World* puts your key law enforcement products in front of those that matter, across the entirety of the USA.

Our online magazine will be sent direct to the inbox of **27,062** important decision-makers, making *Gun Trade World* your key B2B partner for US law enforcement growth.



27,062

MILITARY/LAW
ENFORCEMENT



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