

# GUN MART

42 YEARS AS THE UK'S BIGGEST & BEST SHOOTING MAGAZINE

THE LARGEST GUN & SHOOTING KIT REVIEW SITE ON THE WEB **GUNMART.NET**

# GUN MART

42 YEARS AS THE UK'S BIGGEST & BEST SHOOTING MAGAZINE

## SCALED DOWN

We look at

# 10

airguns  
for juniors

UNIQUE ALPINE JPR-1 HIGHLAND

# ONE TO TRY

Reliable and accurate

### MILITARIA

The Canadian Juno Beach Centre, South Africa WWII, Diary Dates and Antique Guns!

## Short N Sweet

A capable PCP with unique styling and sound build quality

### THE WEBLEY & SCOTT 912B

A great over and under for the money

The Stoeger XM1 Bullpup

INCORPORATING: **Shooting SPORTS**

32-PAGES INSIDE: HUNTING, FIREARMS, AMMO TESTS, RELOADING & MORE!

£4.99  
Volume 42 Jan. 2023  
9 177095 468016 0

## ADVERTISING INFORMATION 2023

Established for over 40 years, Gun Mart is the broadest based and most popular general shooting magazine in the UK, covering all forms of shooting sports and gun related hobbies.

- Over ten gun tests in every issue
- More expert reviews than any other magazine
- Through our extensive advertising pages, we provide up to date prices for guns and associated equipment
- Essential reading for anybody wishing to make a new purchase

Each issue contains separate sections dedicated to each major field of shooting or gun collecting:

- **NEWS & PRODUCTS** ▪ **COUNTRY & SHOTGUN** ▪ **FIREARMS** ▪ **AIRGUNS**
- **FIELD CUTLERY & KNIVES** ▪ **MILITARIA MART**

### MONTHLY ADVERTISEMENT RATES

#### COLOUR NEWSPRINT

| Size | 1 Issue | 6 Issues | 12 Issues |
|------|---------|----------|-----------|
| 1/8  | £205    | £185     | £165      |
| 1/4  | £315    | £285     | £245      |
| 1/2  | £470    | £430     | £385      |
| Page | £825    | £770     | £720      |
| DPS  | £1,470  | £1,365   | £1,260    |

#### COLOUR GLOSS

| Size | 1 Issue | 6 Issues | 12 Issues |
|------|---------|----------|-----------|
| 1/4  | £420    | £390     | £355      |
| 1/2  | £585    | £535     | £485      |
| Page | £945    | £895     | £840      |
| DPS  | £1,785  | £1,680   | £1,575    |

#### COVERS

| Size | 1 Issue | 6 Issues | 12 Issues |
|------|---------|----------|-----------|
| ifc  | £1,210  | £1,145   | £975      |
| ibc  | £1,180  | £1,120   | £1,055    |
| obc  | £1,260  | £1,200   | £1,135    |

### ISSUE

### ONSALE

### COPY DEADLINE

|               |                    |                    |
|---------------|--------------------|--------------------|
| January '23   | 15th December '22  | 24th November '22  |
| February '23  | 19th January '23   | 22nd December '22  |
| March '23     | 16th February '23  | 26th January '23   |
| April '23     | 16th March '23     | 23rd February '23  |
| May '23       | 20th April '23     | 30th March '23     |
| June '23      | 18th May '23       | 27th April '23     |
| July '23      | 15th June '23      | 25th May '23       |
| August '23    | 20th July '23      | 29th June '23      |
| September '23 | 17th August '23    | 27th July '23      |
| October '23   | 21st September '23 | 31st August '23    |
| November '23  | 19th October '23   | 28th September '23 |
| December '23  | 19th November '23  | 26th October '23   |
| January '24   | 21st December '23  | 30th November '23  |

### PAGE DIMENSIONS

|                        | width x height |
|------------------------|----------------|
| Bleed Size             | 220mm x 311mm  |
| Trim Size              | 210mm x 301mm  |
| DPS (with bleed)       | 430mm x 311mm  |
| DPS (within type area) | 400mm x 270mm  |
| Full page A4           | 190mm x 270mm  |
| Half page upright      | 93mm x 270mm   |
| Half page horizontal   | 190mm x 133mm  |

|                           | width x height |
|---------------------------|----------------|
| Quarter page              | 93mm x 133mm   |
| Quarter page horizontal   | 190mm x 65mm   |
| Eighth page horizontal    | 93mm x 65mm    |
| Eighth page vertical      | 44mm x 133mm   |
| Sixteenth page vertical   | 44mm x 65mm    |
| Sixteenth page horizontal | 93mm x 31mm    |
| Classified column width   | 44mm           |

Acceptable file formats - PDF (fonts embedded, not compressed), Hi-res (min 300dpi) Tiff, EPS, Jpeg, Adobe CS

## CONTACT

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We are always pleased to feature press releases and news items, or carry out full tests on any gun or shooting related product.  
Please email to, editorialpr@gunmart.net

# GUNMART.NET DIGITAL ADVERTISING

### BILLBOARD

970 x 250 PX WITH BACKGROUND 2000 x 250

### TOP LEADER BOARD

970 x 90 PX

### BACK PLATE LEFT

500 x 1080 PX

### SKYSCRAPER

300 x 600 PX

### BACK PLATE RIGHT

500 x 1080 PX

### SPONSORSHIP BANNER

700 x 400 PX

CATFISH

1060 x 120 PX

### WEBSITE ADVERTISING RATES

|                                      |           |
|--------------------------------------|-----------|
| Billboard 970 x 90 px                | £600      |
| Backplate left & right 500 x 1080 px | £900      |
| Top Leader Board 970 x 90 px         | £450      |
| Middle Leader board 970 x 90 px      | £400      |
| Review banner 600 x 300 px           | £700      |
| Top Skyscraper 300 x 600 px          | £500      |
| Middle Skyscraper 300 x 600 px       | £450      |
| Bottom Skyscraper 300 x 600 px       | £400      |
| Catfish 1060 x 120 px                | £800      |
| Pop Up                               | £750      |
| Dealer Directories                   | from £60  |
| Club Directories                     | from £60  |
| Sponsorship banners 700 x 400 px     | from £250 |

# THE WEB'S LARGEST GUN AND SHOOTING ACCESSORY REVIEW SITE!

Engage with over 140,000 shooting enthusiasts visiting Gunmart.net each month.



**1,452**  
FOLLOWERS



**900**  
FOLLOWERS



**3,665**  
FOLLOWERS



**22,000**  
SUBSCRIBERS

youtube subscribers  
**29.8%**

eshot newsletter  
**46.8%**

facebook  
**6.2%**

twitter  
**1.3%**

Apps  
**9.8%**

Subscribers  
**3.9%**

Instagram  
**2.3%**

Digital  
Monthly  
Users

**13.7** million  
VIDEO VIEWS

**2,000**  
APP SUBSCRIBERS

OVER  
**150,000**  
APP PAGE VIEWS EVERY MONTH

ALL OF THE ABOVE PLUS

**138,000**  
WEBSITE UNIQUE VISITORS PER MONTH

OVER

**472,000**  
ON GUNMART.NET

- **1,100** readers of our apps, installed on **5,025** devices, over **1,400** downloads in last year
- **14,000** regularly receive our monthly newsletters & eshots
- Plus our print versions, **1** monthly and **3** annuals are a regular "Must Buy" purchase in newsagents and selected supermarkets
- If you want to reach the dedicated country sports enthusiast our shooting portfolio both on & off line is the most comprehensive range of promotional vehicles to use

**Backed up with over 40 years of experience in the shooting press we can provide a direct line to a relevant buying audience with money to spend**

Speak to a member of the team today for all digital banner packages especially catered for all varied budgets!

## E-SHOTS

**Themed Monthly Newsletter**  
Reach 14,000 subscribers on our shooting consumer database

Perfect to promote

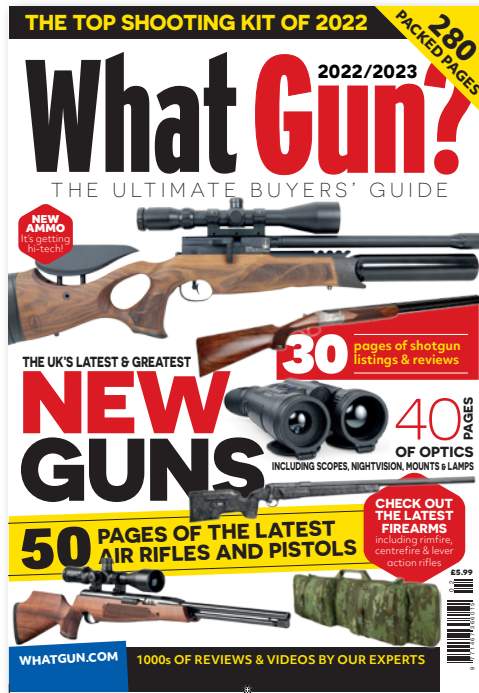
- Sales ▪ Videos ▪ Events ▪ Websites
- News ▪ Raise company profile from £200 per month

## SOLUS EMAIL

An email dedicated to one advertiser  
Our most desirable email opportunity, delivering maximum exposure to our entire database from £800 per send



OTHER TITLES FROM OUR SHOOTING PORTFOLIO



PROUDLY WORKING WITH



alanrhone



Together ahead. RUAG

