



FROM THE PUBLISHERS OF



# THE SPORTING THE BEST OF AIRGUN SPORTS Airgun HANDBOOK

The Sporting Airgun Handbook encompasses hundreds of sporting air rifles and pistols, including hunting and target sports

## WHY ADVERTISE?

- » Promoted at all exhibitions attended by the *Gun Mart* team, throughout 2023 & 2024
- » Available to purchase all year – via our website & mail order, plus on sale in the shops all year
- » Competitive rates – one price for a whole 12 months worth of advertising
- » 164 pages on high quality gloss paper

## EDITORIAL COVERAGE

- » Over 30 individual reviews
- » Listings of every air rifle available in the UK
- » Features on Field Target, HFT and Hunting
- » PLUS specialist guides on scopes, ammunition & accessories
- » Features on CO<sub>2</sub> + Air Pistols

## ADVERTISING RATES

Outside Back Cover	£1250	Full page	£1000
Inside Front Cover	£1225	Half page	£650
Inside Back Cover	£1200	Quarter page	£490
Double Page Spread	£1850	Eighth page	£320

## MECHANICAL DATA

BLEED (5mm Incl)	Width	Height
» Double Page Spread	430mm	x 307mm
» Full Page	220mm	x 307mm

TRIM SIZE	Width	Height
» Double Page Spread	420mm	x 297mm
» Full Page	210mm	x 297mm

TYPE AREA	Width	Height
» Double Page Spread	404mm	x 270mm
» Full Page	190mm	x 270mm
» Half Page - LANDSCAPE	190mm	x 133mm
» Half Page - PORTRAIT	93mm	x 270mm
» Quarter Page	93mm	x 133mm

## APPLICATIONS ACCEPTED

Adobe Creative Suite

## ACCEPTABLE FILES (But not amendable)

TIFF, EPS, JPEG (minimum 300 dpi), PDF\*.

## TEXT ONLY APPLICATION

**Microsoft Word:** Please send text only in this application, ie with a .txt extension.

**Please DO NOT make up ads in this application.**

## NOT ACCEPTABLE:

Microsoft Powerpoint and Publisher files.

## PDF FORMAT

\*PDF files should be supplied at 2400 dpi with a screen value of 175 lpi. Data format should be set to binary, postscript levels 1, 2, and 3 and all fonts included.

## DEADLINES

**Final setting:** Friday 15th September 2023

**Complete Artwork:** Friday 22nd September 2023

**On Sale:** Thursday 12th October 2023

**SPACE IS STRICTLY LIMITED, DON'T MISS OUT AND CALL ONE OF OUR TEAM NOW**

» **Vanessa English**

01206 506247

vanessa.english@gunmart.co.uk

» **Sarah Collins**

01206 506242

sarah.collins@gunmart.co.uk