



FROM THE PUBLISHERS OF **GUN MART**

Welcome to the 24th Edition of

What Gun?

Hundreds of pages packed full of informative and expertly written buyers guides, fully revised and updated, providing essential reading for gun owners and enthusiasts everywhere!

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



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WHY ADVERTISE?

- » **Competitive Rates**
From display advertisements to lineage entries within the Directory, our rates are extremely cost effective. A whole year's advertising can cost you from as little as £60.
- » **Fantastic Value For Money**
For any gun owner or enthusiast out there What Gun remains a "must buy" purchase, containing over 250 pages of all the latest information they require.
- » **What Gun - The Annual**
is available all year round, initially published in August, it's on sale for eight weeks through quality newsagents nationwide. It's also available to purchase on subscription all year round. Plus, we promote the publication at every show we attend from December 2023 - November 2024

EDITORIAL COVERAGE

- » **Airguns**
Spring, Gas Ram, Pneumatics, Pistols, CO2
- » **Rifles**
Bolt Actions Centrefire, Rimfire, Lever Action, Section 1, Muzzle Loading Rifles & Pistols
- » **Shotguns**
Pump Action, Semi Auto, Double & Single
- » **Plus specialist guides on:**
Scopes, Camo, Pellets, Cartridges, Ammunition, Reloading, Moderators, Country Clothing & Footwear, Multi Tools, Knives, Night Vision, Security & Lamping, Accessories

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	400mm	x 270mm
» Full Page	190mm	x 270mm
» Half Page - LANDSCAPE	190mm	x 133mm
» Half Page - PORTRAIT	93mm	x 270mm
» Quarter Page	93mm	x 133mm
» Eighth Page	93mm	x 65mm

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.



SPECIALIST DIRECTORIES

New to What Gun are our specialist directories which will appear in 5 different sections:

- » Shotgun
- » Firearms
- » Airgun
- » Accessories & Kit
- » Antiques & Militaria

RATES:

1x Box* in 1 section	£60
1x Box* in 2 sections	£100
1x Box* in 3 sections	£120
1x Box* in 4 Sections	£140
1x Box* in 5 Sections	£150

*Each box will be 6cm x 6cm



COVER ADVERTISING RATES

Outside Back Cover	£1140
Inside Front Cover	£1090
Inside Back Cover	£1060

GLOSS ADVERTISING RATES

Double Page Spread	£1650
Full page	£885
Half page	£530
Quarter page	£360
Eighth page	£195

NEWSPRINT ADVERTISING RATES

Double Page Spread	£1420
Full page	£800
Half page	£465
Quarter page	£280
Eighth page	£170