

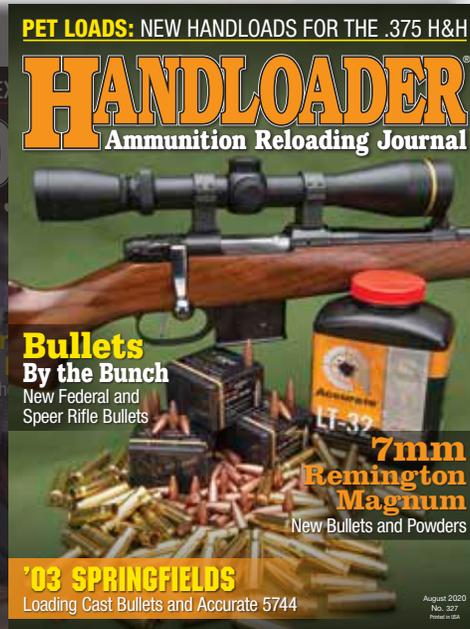
100% of our readers have responded to at least 7 ads with 97% purchasing from them!

# HANDLOADER<sup>®</sup>

Ammunition Reloading Journal

## 2021 Media Kit

[www.handloadermagazine.com](http://www.handloadermagazine.com)



# HANDLOADER<sup>®</sup>

Ammunition Reloading Journal

## Our Readers

**Average Household  
Income**  
\$123,000

**Attended College**  
67%

**Median Age**  
57.0

**Military/Law Enforcement**  
10%



**81%  
Shoot  
Handguns  
Recreationally**

**90%  
Hunt**

**100%  
Reload**

**99%  
Reload  
Metallic  
Loads**

**95%  
Excellent  
Tech  
Level**

**HANDLOADER  
HAS BEEN IN PRINT  
FOR OVER HALF  
A CENTURY**

## In Every Issue

- Reloader's Press
- Cartridge Board
- Practical Handloading
- Bullets & Brass
- Wildcat Cartridges



4-Color	1x	3x	6x	12x
1 Page	\$4,861.00	\$4,588.00	\$4,190.00	\$3,970.00
2/3 Page	\$3,901.00	\$3,701.00	\$3,438.00	\$3,320.00
1/2 Page	\$3,392.00	\$3,230.00	\$3,021.00	\$2,917.00
1/3 Page	\$2,863.00	\$2,743.00	\$2,600.00	\$2,513.00
1/4 Page	\$2,598.00	\$2,500.00	\$2,384.00	\$2,308.00
1/6 Page	\$2,147.00	\$2,056.00	\$1,953.00	\$1,887.00
B&W Size				
1 Page	\$3,987.00	\$3,697.00	\$3,268.00	\$2,988.00
2/3 Page	\$2,956.00	\$2,742.00	\$2,460.00	\$2,230.00
1/2 Page	\$2,408.00	\$2,235.00	\$2,009.00	\$1,899.00
1/3 Page	\$1,395.00	\$1,317.00	\$1,135.00	\$1,099.00
1/4 Page	\$1,107.00	\$1,019.00	\$903.00	\$876.00
1/6 Page	\$725.00	\$632.00	\$529.00	\$510.00
Black and One Color				
<b>Add \$275.00 to a black and white space rate.</b>				
Covers				
Cover 4	\$5,436.00	\$5,017.00	\$4,395.00	\$4,250.00
Cover 3	\$4,867.00	\$4,596.00	\$4,205.00	\$4,061.00
Cover 2	\$5,149.00	\$4,753.00	\$4,249.00	\$4,102.00

B&W	1x	3x	6x	12x
1 Inch	\$126.00	\$122.00	\$111.00	\$96.00
1 1/2 Inches	\$189.00	\$184.00	\$166.00	\$145.00
2 Inches	\$250.00	\$244.00	\$218.00	\$193.00
2 1/2 Inches	\$316.00	\$305.00	\$275.00	\$241.00
3 Inches	\$377.00	\$365.00	\$328.00	\$289.00
3 1/2 Inches	\$439.00	\$427.00	\$384.00	\$335.00
4 Inches	\$502.00	\$487.00	\$438.00	\$384.00

**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, The Black Powder Cartridge News and The Upland Almanac magazines. Contract to run in every issue of two of the magazines and receive the special rate on each advertisement.





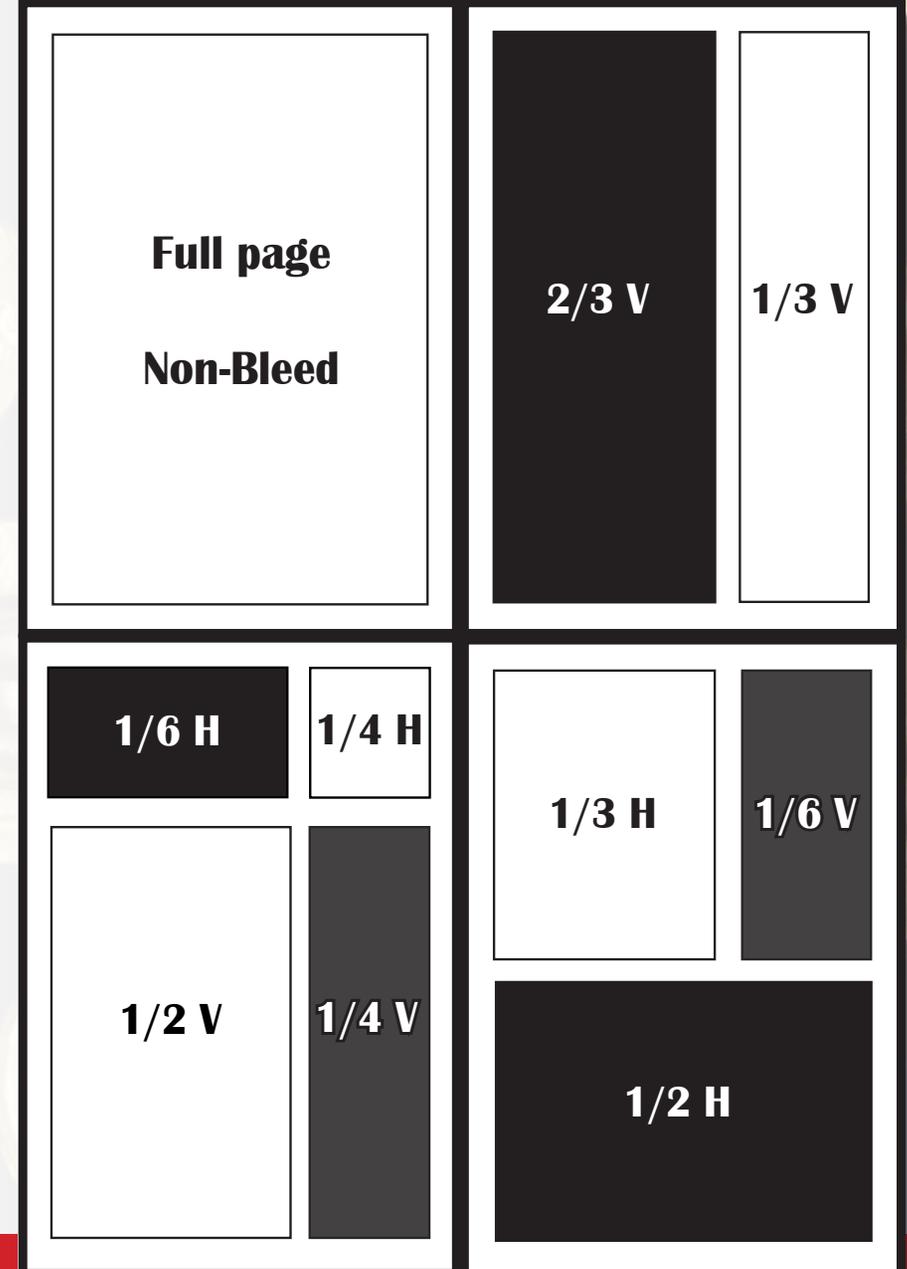
### Ad Specifications

Magazine Issue	Magazine Space Order	Deadline for Ad Material	Magazine ON SALE Date
February/March	November 6, 2020	November 20, 2020	January 1, 2021
April/May	January 6, 2021	January 20, 2021	March 1, 2021
June/July	March 6, 2021	March 20, 2021	May 1, 2021
August/September	May 6, 2021	May 20, 2021	July 1, 2021
October/November	July 6, 2021	July 20, 2021	September 1, 2021
December/January	September 6, 2021	September 20, 2021	November 1, 2021

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

Ad Dimensions	
<b>*Page trim size is 8 1/8" x 10 7/8". Live area is 1/4" inside the trim.</b>	
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 Publishing E-Newsletter

100,000 SUBSCRIBERS

20% OPEN RATE

4.8% CTR



## Ad Rates and Sizes

- Leaderboard Banner \$400 Net 2x | \$600 Net 4x (728x90)
- Anchor Banner \$400 Net 2x | \$600 Net 4x (728x90)
- Sponsored Post \$500 Net 1x (345x225)
- Sponsored Video \$750 Net 1x

## Website

[www.handloadermagazine.com](http://www.handloadermagazine.com)

30,000+ MONTHLY PAGE VIEWS

## Ad Rates and Sizes

- Leaderboard Banner\* \$25/M (728x90)
  - Medium Rectangle\* \$25/M (300x250)
  - Anchor Banner\* \$25/M (728x90)
  - Sponsored Video \$500 Net 1x
- \* Minimum impressions may apply.

Ask how  
to get your  
product  
featured!

## Handloader TV

Inquire  
within  
for details!

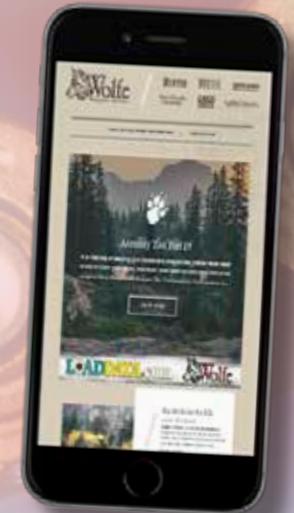


## Custom E-Blasts

100,000 SUBSCRIBERS

## Ad Rate and Size

- Sponsored content \$3,500 Net 1x
- Must provide prepared HTML file



Sponsorships and discounts available with print ads.



@handloadermagazine



Handloader Magazine



Handloader TV



## WOLFE PUBLISHING'S LARGEST DIGITAL AUDIENCE

The screenshot shows the Load Data website interface. At the top, there are navigation links for HUNTER, RIFLE, HANDLOADER, Black Powder Cartridge, and The Upland Almanac. The main header features the Load Data logo and the tagline 'THE ULTIMATE RELOADING MANUAL'. Below the header, there is a search bar with fields for Email Address and Password, and a 'GO' button. A red banner in the center reads 'Your Leaderboard Banner Ad Here'. To the left, there is a search section with 'METALLIC SEARCH' and 'SHOTGUN SEARCH' tabs. The 'Metallic' search form includes fields for Caliber, Powder Type, Projectile Weight, Powder Manufacturer, and Cast or Jacketed. A 'SEARCH LOAD DATA' button is at the bottom of the form. To the right of the search form, there are several promotional boxes: 'Become a Load Data member, access over 321,671 load recipes', 'LOAD RECORD SHEET FREE DOWNLOAD', 'SHOTSHEET RECORD SHEET FREE DOWNLOAD', and 'CARTRIDGE OF THE MONTH TAKE A PEEK'. Below the search form, there is a 'Browse all' section with links for 'METALLIC CALIBERS' and 'SHOTGUN GAUGES'. At the bottom, there is a featured article titled 'HANDLOADS FOR THE 7.62X39' with a 'READ MORE' link. The footer of the page states 'LoadData.com is a powerful search engine'.

**400,000+ MONTHLY PAGE VIEWS**

**OVER 35,000 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 321,000 LOADS AVAILABLE**

**WWW.LOADDATA.COM**