

*Shooting Sports Retailer* — is the “voice of the independent retailer.” It’s the only magazine where you can advertise directly to sporting goods and gun store owners — the ones deciding which products appear on store shelves. Our knowledgeable and experienced stable of writers review and test the latest in gear, guns, ammo, and everything else shooting sports related, to deliver the most up-to-date and trusted information possible. There’s no other B2B magazine that can put you in front of gun shop owners, whether individually owned, internet based or big-box-store dealers, like Shooting Sports Retailer can.

ShootingSportsRetailer.com

GrandViewOutdoors

@GVOutdoors

16,100+  
 QUALIFIED  
 SUBSCRIBERS

DID YOU  
 KNOW?

99.4%  
 DIRECTLY REQUESTED

99.4% of our audience directly requested SSR — proving the trust and confidence our loyal readership has in our quality content.

|   | ISSUE FOCUS                  | GEAR FOCUS                                 | FEATURE   | ONLINE EXCLUSIVE        | SOCIAL                                 |
|---|------------------------------|--|---|-------------------------|--|
| <b>JANUARY/<br/>                     FEBRUARY</b><br>Print Ad Close:<br>11/28/16  | <b>SHOT Show Preview</b>     | New Product Announcements                  | // New Rifles, Pistols & Accessories // Gun Rights // New Administration                            | Live SHOT Show Coverage | SHOT Show Coverage                     |
| <b>MARCH/APRIL</b><br>Print Ad Close:<br>2/13/17                                  | <b>SHOT Show Issue</b>       | New Firearms and Gear Releases             | 2017 Big Sellers // New Year Trends // Guns For New Shooters // Best Training Schools               | Shooting Competitions   | Defensive Training                     |
| <b>MAY/JUNE</b><br>Print Ad Close:<br>4/18/17                                     | <b>Target &amp; Training</b> | Shooting Ranges // Equipment For The Range | Home Ranges // NRA Show Coverage // Competition Guns  | NRA Show Coverage       | Increase Ammo Sales                    |
| <b>JULY/AUGUST</b><br>Print Ad Close:<br>6/12/17                                  | <b>Hunting</b>               | Top Hunting Gear                           | Top Hunting Rifles // Best Hunting Rounds // How To Sell To Hunters                                 | Concealed Carry Weapons | Gearing Up For Hunting Season          |
| <b>SEPTEMBER/<br/>                     OCTOBER</b><br>Print Ad Close:<br>8/14/17  | <b>Self Defense</b>          | Concealed Carry Handguns                   | Handguns For Self Defense // Top Carry Guns // Self Defense Ammo // ATF Sales Stats                 | Hunting Products        | Concealed Carry Handguns & Accessories |
| <b>NOVEMBER/<br/>                     DECEMBER</b><br>Print Ad Close:<br>10/19/17 | <b>Holiday Issue</b>         | Gifts For The Holidays                     | Customer Service // Black Friday Sales // Top Christmas Gifts // Top Used Guns // New Shooting Gear | Gift For The Holidays   | Capitalize On The Holiday Seasons      |

## FEATURED EVERY MONTH

### DEPARTMENTS

**IN FOCUS** // An in-depth look at a new product that retailers might consider to add to their inventory.

**PRODUCT PREVIEW** // Hot new products to consider for your store

**COUNTER TECH** // How-to gunsmithing projects that retailers can use to boost profits and customer service.

**THE CORNER OFFICE** // A Q&A format with industry/multiplier executives that shed light on products, sales, marketing and other business aspects of the shooting industry.

**THE BENCH** // Professional gunsmithing tips and advice that can provide extra business for the shooting sports retailer.

**INSIGHTS** // A look at politics, business and other behind-the-scenes information that affect the shooting industry.

## YEARLY SPECIAL PACKAGES

**HOT PRODUCT GUIDE** // Your go-to guide for the hottest new products customers want to buy.

**HOT NEW PRODUCTS** // Make sure to take advantage of the product preview section in each issue of SSR. 76% of our subscribers are owners of shooting sports related businesses. So, this is cost effective way to get your new products some publicity.

## KEY PERSONNEL

**DERRICK NAWROCKI**  
 VICE PRESIDENT – PUBLISHER  
 205.408.3732 • derrickn@grandviewmedia.com

**TREY CROSSNO**  
 ADVERTISING SALES EXECUTIVE  
 205.408.3774 • tcrossno@grandviewmedia.com

**DON HARRIS**  
 ADVERTISING SALES MANAGER  
 205.980.5609 • don@grandviewmedia.com

**MIKE KIZZIRE**  
 ADVERTISING SALES MANAGER  
 205.408.3716 • mike@grandviewmedia.com

**JARED PFEIFER**  
 GROUP PUBLISHER  
 763.710.4735 • jared@grandviewmedia.com

**TOBY SHAW**  
 NATIONAL SALES REPRESENTATIVE  
 866.831.2338 • info@byersmedia.com

**KEN BYERS**  
 NATIONAL SALES REPRESENTATIVE  
 866.831.2338 • info@byersmedia.com

