



### Media Group

Outdoor Pursuits Media Group celebrates the vibrant lifestyle of outdoor enthusiasts through four distinctive magazines, each tailored to specific interests within the shooting community. No matter your firearm of choice or the specific sport you enjoy, Outdoor Pursuits Media Group has a magazine to meet your interests and needs. In addition to shooting-related content, our magazines encompass a wide range of topics, including culinary delights, gear reviews, upcoming events, vacation destinations, clothing recommendations, wellness tips, and all the other subjects you love to explore. Join our community of passionate outdoor enthusiasts and immerse yourself in the lifestyle you cherish!

## 2025 Package Pricing

Advertising for entire year

Advertorials (3-6 pages)

Marketing (Website/Social Media/Blog)

Podcast & Enewsletter to start 2025 (LOL)

Combination Advertising

\* Pricing reflected in media kit is for advertising in all magazines

\* Full page rate \$2000 per issue on single Ad

## Reach

(x Issue/all magazines)

Social Media: 550,000

Website: 40,000

Readers: 125,000

HHI: \$245,000

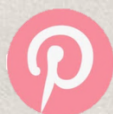
## Contact Us



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



[Info@outdoorpursuitsmedia.com](mailto:Info@outdoorpursuitsmedia.com)



<https://linktr.ee/OutdoorPursuitsMG>





# LADY OUTDOOR Life Styles

A unique magazine dedicated exclusively to women, created by women who share a passion for the firearms industry. Recognizing the diverse experiences and backgrounds of female gun enthusiasts, the magazine offers a comprehensive look at everything related to firearms.

## 2025 Advertising Rates

Double Page Spread \$3600

Full Page \$1700

Two Thirds Page\* \$1200

Third Page\* \$900

\*(horizontal & vertical available)

Special Positions (IFC, IBC) individually priced

Terms: NET30 from date of publication

Cancellation: 60 days prior to material due

\*\*pricing based on a 4 issue per year insertion

\*\*\* Spring & Fall will be digital only

## 2025 Publication Schedule

	Material Due:	~ Arrival:
Spring 2025	1/15/25	3/25
Summer 2025	4/15/25	6/25
Fall 2025	7/15/25	9/25
Holiday 2025	10/15/25	12/25

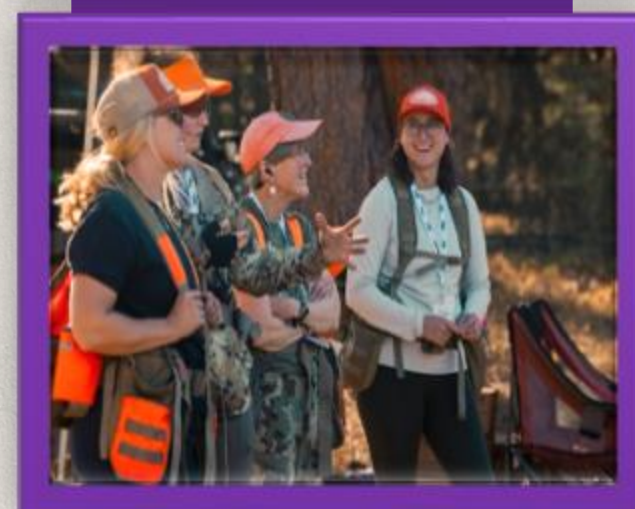
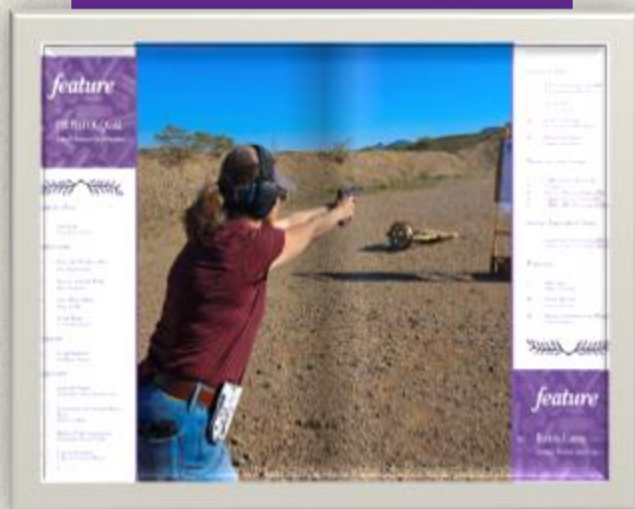
## Technical Specifications

Full Page AdSize 10.75"Hx 8.25"W  
Bleed 11.125"Hx 8.5"W  
Trim 9.5 H x 7"W

Double Page Spread Full Page width x 2

Two Thirds Page 10.875"Hx 5"W

Third Page Horizontal 3.5"H x 8.25"W  
Vertical 10.875"Hx 2.5"W





# ClayShootingUSA

For The Sporting Clays, Five Stand, Helice, and Parours De Chasse Shooter. A publication that is edited and produced by shooters for shooters!

## 2025 Advertising Rates

Double Page Spread \$3600

Full Page \$1700

Two Thirds Page\* \$1200

Third Page\* \$900

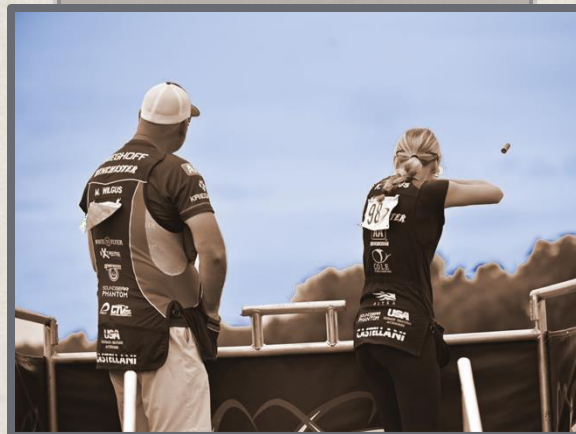
\*(horizontal & vertical available)

Special Positions (IFC, IBC) individually priced

Terms: NET30 from date of publication or 10% discount for payment upfront

Cancellation: 60 days prior to material due

\*\*pricing based on a 6 issue per year insertion



## 2025 Publication Schedule

	Material Due:	~ Arrival:
Jan/Feb 2025	12/20/24	1/26/25
Mar/Apr 2025	2/20/25	3/11/25
May/June 2025	4/20/25	5/13/25
Jul/Aug 2025	6/20/25	7/15/25
Sep/Oct 2025	8/20/25	9/16/25
Nov/Dec 2025	10/20/25	11/11/25

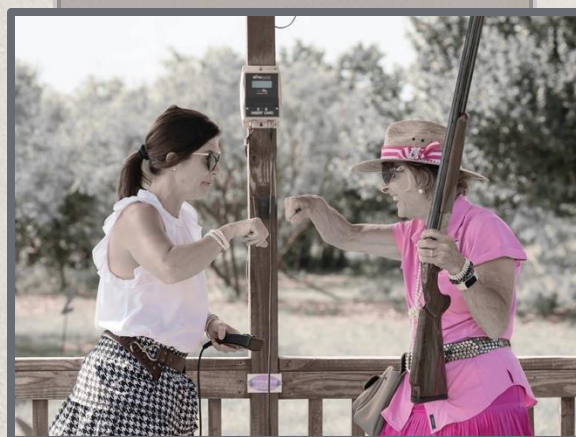
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Vertical 10.875" H x 2.5" W







A quality magazine that brings you the finest wing and clay shooting content available complete with fine firearms, canines, gear reviews and witty prose. "Shooting Flying" is our passion and conservation is our ethos.

## 2025 Advertising Rates

Double Page Spread \$3600

Full Page \$1700

Two Thirds Page\* \$1200

Third Page\* \$900

\*(horizontal & vertical available)

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May/June 2025	4/1/25	5/5/25
Jul/Aug 2025	6/1/25	7/5/25
Sep/Oct 2025	8/1/25	9/5/25
Nov/Dec 2025	10/1/25	11/5/25

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# TrapShootingUSA

A quality magazine exclusively devoted to all aspects of the  
American and International Trap disciplines.  
*A publication that is edited and produced by shooters for shooters!*

## 2025 Advertising Rates

Double Page Spread \$3600

Full Page \$1700

Two Thirds Page\* \$1200

Third Page\* \$900

*\*(horizontal & vertical available)*

*Special Positions (IFC, IBC) individually priced*

*Terms: NET30 from date of publication or 10%  
discount for payment upfront*

*Cancellation: 60 days prior to material due*

*\*\*pricing based on a 6 issue per year insertion*



## 2025 Publication Schedule

	Material Due:	~ Arrival:
Mar/Apr 2025	1/20/25	2/12/25
May/Jun 2025	3/20/25	4/15/25
Jul/Aug 2025	5/20/25	6/17/25
Aug/Sep 2025	6/20/25	7/15/25
Sep/Oct 2025	7/20/25	8/12/25
Nov/Dec 2025	9/20/25	10/14/25

## Technical Specifications

Full Page      AdSize 10.75"H x 8.25" W  
Bleed 11.125"H x 8.5" W  
Trim 9.5 H x 7"W

Double Page      Full Page width x 2  
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Two Thirds Page      10.875"H x 5" W

Third Page      Horizontal 3.5" H x 8.25" W  
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