

# SSAA media kit 2020

SSAA National is the proud publisher of

- Australian Shooter
- Australian Hunter
- Australian & New Zealand Handgun
- ASJ: The political voice of the SSAA
- Great Australian Outdoors
- Australian Junior Shooter
- SSAA's Comprehensive Guide to Shooting & Hunting in Australia
- SSAA Legislative Action E-newsletter
- Secure Your Gun, Secure Your Sport
- ssaagunsales.com
- SSAA National E-newsletter
- ssa.org.au
- Australian Women's Shooter



[ssa.org.au](http://ssa.org.au)



# Welcome

SSAA National is excited to offer you the following advertising options:

## Advertising

We can offer you any number of paid and value-added advertising platforms. These include:

- Print advertising in the monthly *Australian Shooter* magazine
- Print advertising in the quarterly *Australian Hunter* magazine
- Print advertising in the annual *Australian & New Zealand Handgun* magazine
- Print advertising in the biannual *Secure Your Gun, Secure Your Sport* brochure
- Print advertising in the biannual *SSAA's Comprehensive Guide to Shooting & Hunting in Australia* magazine
- Print advertising in the quarterly *Australian Women's Shooter* magazine
- Print advertising in the twice yearly *Australian Junior Shooter* magazine
- Print advertising in the annual *Great Australian Outdoors* magazine
- Website advertising throughout SSAA National site on [ssaa.org.au](http://ssaa.org.au)
- Trading Post-style advertising on [ssaagunsales.com](http://ssaagunsales.com)
- Online advertising in our *SSAA National E-newsletter* email publications
- Direct marketing within our SSAA membership card renewal and new member letters
- Fall-out inserts in the *Australian Hunter* magazine
- Competitions or prize promotions in each magazine and intermittently via online publications or social media

## More information

The *Australian Hunter* and *Australian & New Zealand Handgun* are available digitally via Zinio.

The *Australian Shooter* is available to download free to SSAA members via the SSAA national website.

In any of our online or printed options, you may provide your complete and ready-to-publish advert, or we can design it for you free of charge. If you would like to use adverts designed by the SSAA National design team in a non-SSAA publication or website, a \$250 makeup fee will be charged.

Please note that all rates quoted in this Rate Card exclude GST, are based on per insertion and are for full-colour adverts. All specified positions incur an additional 15 per cent surcharge across all print titles.

If you would like to receive a complimentary copy of any of our publications for your consideration or records, please ask. Similarly, if you have any questions, require further information or would like to discuss your advertising or marketing options, please feel free to contact us at any time.

## Karoline Wasiak, Advertising & Promotions

Email: [advertising@ssaa.org.au](mailto:advertising@ssaa.org.au)

Phone: 08 8272 7100 or 0412 486 071

Fax: 08 8272 2945

Postal: PO Box 2520, Unley, SA 5061



# The rise of quality magazines

**13.5 million**

Australians are reading print magazines - up by 1.2 per cent since 2018 thanks to special interest magazines like SSAA's stable of publications

**73%**

of Australians aged 14 and older read magazines in print and digital format

**12 of the 20**

top magazines in Australia grew their readership in the past 12 months

**23%**

of all magazine sales belong to the general interest category

Break free from the online clutter

Print has a longer shelf life than any other medium

Retail giants still use print because it is so effective

You can't put a website on your coffee table

**You can have a great website but still be unknown**  
**Use print to draw customers to your online shop**



# SSAA print power

**2.7 million copies**

SSAA Publications now produce more than 2.7 million printed copies per year

**1.8 million copies**

The *Australian Shooter* magazine produces more than 1.8 million printed copies per year

**SSAA targets advertising like nothing else**

**Almost 200,000**

SSAA has grown by more than 30,000 members in the past five years

SSAA media and publications is the most effective way of reaching Australian shooters, hunters and outdoor enthusiasts



**SSAA**

**Trusted name - guaranteed readership**

# Magazine stories and reviews

**This kind of free coverage on your business and products is available to all advertisers.**

If you have a story to share about your business, services or products, we encourage you to discuss it with us. Your products could feature in a review written by one of our writers, while your current events or projects could receive news coverage. This kind of free coverage on your business and products is available to all advertisers and is a value-added service that money just can't buy. Reviews must be arranged with the Editor prior to the product being sent to the department or the reviewer.

[edit@ssaa.org.au](mailto:edit@ssaa.org.au)



# SSAA social media

SSAA National manage a number of social media platforms, with an overall audience of 100,000 followers, which include:

- SSAA National Facebook
- SSAA National Instagram
- *Australian Hunter* Facebook
- *Australian Women's Shooter* Facebook
- *Australian Women's Shooter* Instagram
- *Great Australian Outdoors* magazine Facebook
- *Great Australian Outdoors* magazine Instagram
- SSAA SHOT Expo Facebook
- SSAA SHOT Expo Instagram

You're welcome to tag us in your posts, or send through a link or message with text direct to [advertising@ssaa.org.au](mailto:advertising@ssaa.org.au) if there is anything specific you would like us to share for you.

We're more than happy to look at sharing content for you.



# Online promotions

**If your business has any news to share with our shooters, hunters or outdoor enthusiasts, please let us know.**

Whether it's a new product launch, large sales event, SSAA member discount offer, a come-and-try day or any other announcement, we may be able to publish this information on the SSAA National website [ssaa.org.au](http://ssaa.org.au), so feel free to add [advertising@ssaa.org.au](mailto:advertising@ssaa.org.au) to your media or newsletter lists to keep us informed.





# Website and E-newsletter

Website and email advertising is a fantastic, easy and inexpensive way of getting your business and brand name out there. All adverts on our website, when clicked on, will link visitors directly to your website, providing your customers with an immediate port of call. We have at least 100,000 unique hits to our page per month.

In addition to this, you can tailor your advert specifically to your desired audience by placing it under either our **Disciplines** or **Hunting** category. Depending on what is best suited to your business, products or services, you may choose for instance to place adverts showcasing your hunting firearms or products intended for the field under the Hunting category, while target shooting or all-purpose firearms and products may be better placed under the Discipline category.

## Website rates

Size	Per month
Skyscraper	\$210
Medium banner	\$105

## Website specifications

All ready artwork must be supplied digitally as an RGB, 72dpi file, in JPG or animated GIF format.

**Skyscraper:** 500 pixels deep x 270 pixels wide

**Medium banner:** 250 pixels deep x 270 pixels wide

[ssaa.org.au](http://ssaa.org.au)

The *SSAA National E-newsletter* is a popular member-only electronic newsletter, with more than 45,000 (Sept 2019) subscribers. The publication covers current events, reviews and stories about firearms, sports shooting and recreational hunting issues and other important and relevant news.

Advertising in this publication is quite exclusive, as we only permit two adverts per issue, which link from your customer's inbox straight to your website. Using this type of immediate and up-to-date format works best when promoting a special offer/discount or upcoming event.

## E-newsletter rates

Size	Per month
E-newsletter rectangle	\$365
E-newsletter banner	\$320

## E-newsletter specifications

All ready artwork must be supplied digitally as an RGB, 72dpi file, in JPG or animated GIF format.

**E-newsletter rectangle:** 350 pixels deep x 300 pixels wide

**E-newsletter banner:** 100 pixels deep x 564 pixels wide

## Website space booking and artwork deadlines

Month	Space bookings	Material makeup	Complete artwork
<b>January</b>	13 December 2019	16 December 2019	20 December 2019
<b>February</b>	17 January 2020	21 January	24 January
<b>March</b>	14 February	18 February	21 February
<b>April</b>	13 March	17 March	20 March
<b>May</b>	17 April	21 April	24 April
<b>June</b>	15 May	19 May	22 May
<b>July</b>	19 June	23 June	26 June
<b>August</b>	17 July	21 July	24 July
<b>September</b>	14 August	18 August	21 August
<b>October</b>	18 September	22 September	25 September
<b>November</b>	14 October	20 October	23 October
<b>December</b>	13 November	17 November	20 November



# Website adverts

Linking customers directly to your page and online shop.

The screenshot shows the SSAA website interface. At the top, there's a navigation bar with 'MEMBERS', 'NEWS / RESOURCES', 'PUBLICATIONS', 'HUNTING', 'DISCIPLINES', 'LICENSING', and 'MEDIA'. Below this is a 'BECOME A MEMBER' call to action. The main content area features a 'DISCIPLINES' section with a 'Skyscraper' advert, an 'Upload Event Notices' section, and a 'Medium banner' advert. On the right side, there are two vertical product ads for 'SportEAR AXIL' and 'ATMIL ON ARES ETR' scopes.

**Skyscraper** **\$210**  
per month  
500 pixels deep x 270 pixels wide

**Medium banner** **\$105**  
per month  
250 pixels deep x 270 pixels wide

# E-newsletter adverts

Your advert sent to the inbox of our subscribers (more than 45,000) via our e-newsletter every month.

The screenshot shows an e-newsletter layout. At the top is the 'SSAA National' logo. Below it is a large image of a shooter. A 'Rectangle' advert is overlaid on the right side. Further down, there are two smaller images: one of a person queuing for shooting and another of a rifle. A 'Banner' advert is overlaid at the bottom right, featuring a rifle and a magazine.

**Rectangle** **\$365**  
per month  
350 pixels deep x 300 pixels wide

**Banner** **\$320**  
per month  
100 pixels deep x 564 pixels wide

# Australian Shooter

*Australian Shooter* is the mouthpiece of the Sporting Shooters' Association of Australia (SSAA). It is an entertaining and informative magazine for firearms enthusiasts, shooters and hunters. It is published 11 times a year (from February to December) and has an impressive circulation of 190,000 per issue (Aug 2019).

*Australian Shooter* caters to recreational hunters, casual and competitive target shooters, firearms collectors and professional shooters, as well as those who are employed in law enforcement agencies. The magazine is loosely divided into several sections, including our regular political, technical and opinion columns, product reviews, shooting and hunting stories, the Youth in Focus junior profile and Competition News.

The Multiple Title Discount (MTD) is offered to all advertisers who regularly advertise in *Australian Shooter* (all 11 issues per year) plus a combination of at least four ads in the following:

- *Australian Hunter*
- *Australian & NZ Handgun*
- *Comprehensive Guide*
- *Women's Shooter*
- *Junior Shooter*
- *Great Australian Outdoors*

The MTD rate is only offered for adverts quarter page or larger. Adverts must be at least the same size as the adverts placed in *Australian Shooter*. All bookings must be made at the same time, in advance, for the entire year.

## Specifications

*Australian Shooter* is saddle stitched and printed web offset throughout. All ready artwork must be supplied digitally as a high resolution CMYK PDF, either delivered by email or CD. All adverts must be accompanied by a colour proof as verification. All fonts and graphic files must be embedded.

**Full page (trim size):** 270mm deep x 205mm wide  
**(bleed size):** 280mm deep x 215mm wide  
Keep any active content 5mm inside trim size

**IFC + page 3 (trim size):** 270mm deep x 410mm wide  
**(bleed size):** 280mm deep x 420mm wide  
Keep any active content 5mm inside trim size

**Half page horizontal:** 115mm deep x 184mm wide

**Half page vertical:** 235mm deep x 90mm wide

**Third page horizontal:** 79mm deep x 184mm wide

**Third page vertical:** 235mm deep x 59mm wide

**Quarter page horizontal:** 57mm deep x 184mm wide

**Column:** Minimum 30mm to maximum 120mm deep x 59mm wide

## Space booking and artwork deadlines

Cover issue	Space bookings	Material makeup	Complete artwork	Released
February 2020	13 November 2019	25 November 2019	10 December 2019	3 February 2020
March	15 January 2020	24 January	3 February	2 March
April	12 February	24 February	5 March	6 April
May	16 March	25 March	3 April	2 May
June	15 April	23 April	4 May	1 June
July	13 May	25 May	4 June	6 July
August	15 June	23 June	3 July	3 August
September	15 July	23 July	3 August	7 September
October	17 August	21 August	4 September	5 October
November	16 September	24 September	5 October	2 November
December	14 October	22 October	4 November	7 December





# Australian Shooter

The power is in the numbers -  
190,000 interested readers every issue.

**Full page** from  
**\$2390**  
per issue

205x270mm

**Outside back cover** **\$3950**  
per issue

205x270mm

**Inside back cover** **\$2830**  
per issue

205x270mm



**Half page** from  
**\$1230**  
per issue



**Third page** from  
**\$920**  
per issue



**Quarter page** from  
**\$750**  
per issue



## Rates

Size	Casual	6x	11x	MTD
Full page	\$6435	\$3955	\$2920	\$2390
Half page	\$4640	\$3060	\$1845	\$1230
Third page	\$3405	\$2195	\$1320	\$920
Quarter page	\$3320	\$1970	\$1170	\$750
Column	\$75 per centimetre			

## Cover pages

Inside front cover and page 3 Offered as a double-page spread only \$5705

Inside back cover \$2830

Outside back cover \$3950



**SSAA SHOT EXPO**  
ssashotexpo.org.au

**It's back!**

Australia's biggest shooting sports and hunting expo

- 130+ exhibitors and 100s of brands to check out
- Educational and Super Value gear, equipment and techniques
- SSAA Field to Park training and facility tours
- INGAA Hunting Gun Dog demonstration
- SSAA Value Shooting Range on-site
- Ranger Air 301 on-site for adults and children (12+ years)
- Airborne 30 Archery range for adults and children of all ages
- Airborne 30 Archery training programme
- Reserve Air Rifle Range (The Flying Line) sponsored by USA
- Ruckus baiting
- Activities for the children including jumping castle, painting and face-painting

Stay over! Includes access to the expo for those that like the chance to WIN a place in SSAA's "in progress" [ssashotexpo.org.au](http://ssashotexpo.org.au)

**October 19-20**  
**Melbourne Showgrounds**

Follow us on Facebook @ssashotexpo for the latest news and announcements  
**tickets on sale now!**  
[ssashotexpo.org.au](http://ssashotexpo.org.au)

Sponsors: **WINAMATEX**, **OPTIC**, **POLARIS**, **USA**, **Shooting**, **WOMEN'S SHOOTING**, **HUNTER**, **FIELD TO PARK**, **OUTDOORS**

**Inside front & page 3** **\$5705**  
per issue  
410x270mm



# Australian Hunter

*Australian Hunter* is Australia's favourite hunting magazine, and is intended to create a better environment and community understanding of all forms of hunting, as well as provide hunters with up-to-date news and product information. It is published quarterly, with a circulation of 32,000 per issue.

*Australian Hunter* caters for hunters of all persuasions, such as those who hunt for animal management, trophies and of course, for the family table. The magazine comprises several sections, including In Search of Game, Practical Hunting (advice), Edgeware (knives), Reviews (firearms and products), Camp Kitchen (recipes) and Hunter's World.

Each year *Australian Hunter* magazine expands to include more stories and information about camping, offroad vehicles and the outdoors in general. Our readers have been asking for this, so if you sell or distribute relevant products and are interested in having product reviews or competition prizes organised, related stories written or supporting adverts included, please let us know. If you have any press releases or announcements that would interest hunters, please let us know and we will do our best to include them in the magazine as an 'advertorial' free of charge.

## Specifications

*Australian Hunter* is perfect bound and printed web offset throughout. All ready artwork must be supplied digitally as a high resolution CMYK PDF, either delivered by email or CD. All adverts must be accompanied by a colour proof with verification. All fonts and graphic files must be embedded.

**Full page (trim size):** 270mm deep x 203mm wide

**(bleed size):** 280mm deep x 213mm wide

Keep any active content 5mm inside trim size

**IFC + page 3 (trim size):** 270mm deep x 406mm wide

**(bleed size):** 280mm deep x 416mm wide

Keep any active content 5mm inside trim size

**Half page horizontal:** 115mm deep x 177mm wide

**Half page vertical:** 229mm deep x 86mm wide

**Third page horizontal:** 79mm deep x 177mm wide

**Third page vertical:** 229mm deep x 56mm wide

**Quarter page horizontal:** 57mm deep x 177mm wide



## Space booking and artwork deadlines

Cover issue	Space bookings	Material makeup	Complete artwork	Released
<b>Hunter 72</b>	25 November 2019	6 December 2019	13 December 2019	March 2020
<b>Hunter 73</b>	17 March	1 April	5 April	June
<b>Hunter 74</b>	21 June	6 July	13 July	September
<b>Hunter 75</b>	23 September	5 October	12 October	December

# Australian Hunter

Advertising is about reaching the right people.  
Australia's favourite hunting magazine.

**Full page** **\$1870**  
per issue

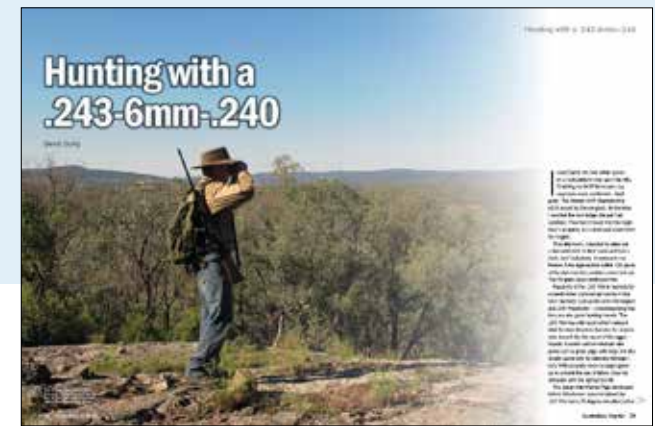
203x270mm

**Outside back cover** **\$2460**  
per issue

203x270mm

**Inside back cover** **\$2145**  
per issue

203x270mm



## Rates

Full page	\$1870
Half page	\$1070
Third page	\$830
Quarter page	\$435

## Cover pages

Inside front cover and page 3 Offered as a double-page spread only \$3840

Inside back cover	\$2145
Outside back cover	\$2460

**Half page**

**\$1070**  
per issue



**Third page**

**\$830**  
per issue



**Quarter page**

**\$435**  
per issue



**Inside front & page 3** **\$3840**  
per issue  
410x270mm



The new and exciting *Great Australian Outdoors* is an educational and entertaining magazine that uniquely features destination, exploration and conservation. We've consulted with academics, environmental experts and the custodians of the land and seas, be they farmers, fishers or those charged with protecting it for future generations.

Inside we also visit beautiful locations, review outdoor products and pertinent books, provide practical vehicle, survival and travel tips, cover a huge array of topical Australian issues, interesting stories and much more.

Your advertisement in our newest annual publication has the potential to reach hundreds of thousands of members and readers per year. *Great Australian Outdoors* has two distinct target audiences: the SSAA's membership and the casual newsstand reader. The majority of our nearly 200,000 members are already avid outdoorsmen and women.

A recent intensive internal survey found that of our membership:

- 71% own a 4WD
- 25% own a caravan or boat
- more than 60% fish and camp
- about one third are avid hikers
- 60% are employed
- nearly 30% are retirees.

As a perfect-bound, high-quality coffee table-style publication, your advertisement and the magazine itself will have a long shelf life.

In between new issues of *Great Australian Outdoors* we will support and promote your business online to our readers and your potential customers.

Advertisers and supporters of *Great Australian Outdoors* may also be featured on Field to Fork Publishing's website ([fieldtoforkpublishing.com.au](http://fieldtoforkpublishing.com.au)) and will be mentioned on the *Great Australian Outdoors* Facebook page.

# Great Australian Outdoors

## Specifications

*Great Australian Outdoors* is perfect bound and printed web offset throughout. All ready artwork must be supplied digitally as a high resolution CMYK PDF, either delivered by email or CD. All adverts must be accompanied by a colour proof as verification. All fonts and graphic files must be embedded.

**Full page (trim size):** 270mm deep x 203mm wide  
**(bleed size):** 280mm deep x 213mm wide  
Keep any active content 5mm inside trim size

**IFC + page 3 (trim size):** 270mm deep x 406mm wide  
**(bleed size):** 280mm deep x 416mm wide  
Keep any active content 5mm inside trim size

**Half page horizontal:** 115mm deep x 177mm wide

**Half page vertical:** 229mm deep x 86mm wide

**Third page horizontal:** 79mm deep x 177mm wide

**Third page vertical:** 229mm deep x 56mm wide

**Quarter page horizontal:** 57mm deep x 177mm wide

## Space booking and artwork deadlines

Cover issue	Space booking	Material makeup	Complete artwork	Released
Issue 3	14 September	3 October	9 October	January 2021



## 2019 International Creative Media Awards

**Great Australian Outdoors magazine**

- Travel & Photography Magazine Award
- Award for Excellence





# Great Australian Outdoors

At last, our big country has a big outdoors magazine.

**Full page** **\$1835**  
per issue

203x270mm

**Outside back cover** **\$2435**  
per issue

203x270mm

**Inside back cover** **\$2125**  
per issue

203x270mm



## Rates

Full page	\$1835
Half page	\$1020
Third page	\$815
Quarter page	\$410

## Cover pages

Inside front cover	Offered as a double-page spread only \$3800
Inside back cover	\$2125
Outside back cover	\$2435

**Half page**

**\$1020**  
per issue



**Third Page**

**\$815**  
per issue



**Quarter Page**

**\$410**  
per issue



**Inside front & page 3** **\$3800**  
per issue

Double page spread 406x270mm



# Australian & New Zealand Handgun

## Specifications

*Australian & New Zealand Handgun* is perfect bound and printed web offset throughout. All ready artwork must be supplied digitally as a high resolution CMYK PDF, either delivered by email or CD. All adverts must be accompanied by a colour proof as verification. All fonts and graphic files must be embedded.

**Full page (trim size):** 275mm deep x 230mm wide

**(bleed size):** 285mm deep x 240mm wide

Keep any active content 5mm inside trim size

**IFC + page 3 (trim size):** 275mm deep x 460mm wide

**(bleed size):** 285mm deep x 470mm wide

Keep any active content 5mm inside trim size

**Half page horizontal:** 110mm deep x 194mm wide

**Half page vertical:** 224mm deep x 94mm wide

**Third page horizontal:** 80mm deep x 194mm wide

**Third page vertical:** 224mm deep x 60mm wide

**Quarter page horizontal:** 52mm deep x 194mm wide



## Space booking and artwork deadlines

Cover issue	Space booking	Material makeup	Complete artwork	Released
Handgun 19	28 August	14 September	21 September	December 2020

*Australian & New Zealand Handgun* is intended to create a better environment and community understanding of all forms of handgun shooting. It is published annually and has a circulation of approximately 17,000 per issue. The magazine caters to revolver and pistol shooters, as well as professional shooters and those employed in law enforcement agencies.

*Australian & New Zealand Handgun* is loosely divided into several sections, including Target (accuracy, technical and reloading information), Reviews (firearms and products), Historical and Handgunners World. If you would like to advertise near or in a particular section, please let us know.

# Australian & New Zealand Handgun

The magazine by handgun enthusiasts for handgun enthusiasts.

**Full page** **\$1870**  
per issue  
275x230mm

**Outside back cover** **\$2460**  
per issue  
275x230mm

**Inside back cover** **\$2145**  
per issue  
275x230mm



## Rates

- Full page \$1870
- Half page \$1070
- Third page \$830
- Quarter page \$435

## Cover pages

- Inside front cover Offered as a double-page spread only \$3840
- Inside back cover \$2145
- Outside back cover \$2460



Australia's most comprehensive Business and consumer trading website

**Inside front & page 3**  
**\$3840**  
per issue  
275x460mm

- Firearms, parts and optics
- Accessories and reloading components
- Books and handgun products
- Camouflage, vehicles, tools and property

Take a look now!  
ssaagunsales.com

**Easy and safe**  
Register as a member to view our full range of products and services. You can also view our website on your mobile phone.

**Cheap and convenient**  
Using our mobile app, you can view our full range of products and services. You can also view our website on your mobile phone.

**Try it now!**

**Australia-wide**  
If you have something to sell or would like to buy, we can help you. We are a national business to business and consumer trading website.

**Enjoyable**  
If you're looking for a new hobby, we can help you. We have a wide range of products and services to choose from.



# SSAA's Comprehensive Guide to Shooting & Hunting in Australia

## Specifications

The SSAA's *Comprehensive Guide to Shooting & Hunting in Australia* is perfect bound and printed web offset throughout. All ready artwork must be supplied digitally as a high resolution CMYK PDF, either delivered by email or CD. All adverts must be accompanied by a colour proof as verification. All fonts and graphic files must be embedded.

**Full page (trim size):** 270mm deep x 203mm wide

**(bleed size):** 280mm deep x 213mm wide

Keep any active content 7mm inside trim size

**IFC + page 3 (trim size):** 270mm deep x 406mm wide

**(bleed size):** 280mm deep x 416mm wide

Keep any active content 5mm inside trim size

**Half page horizontal:** 115mm deep x 177mm wide

**Half page vertical:** 229mm deep x 86mm wide

**Third page horizontal:** 79mm deep x 177mm wide

**Third page vertical:** 229mm deep x 56mm wide

**Quarter page horizontal:** 57mm deep x 177mm wide

## Space booking and artwork deadlines

Cover issue	Space booking	Material makeup	Complete artwork	Released
Edition 6	14 February	1 March	13 March	April 2020

The SSAA's *Comprehensive Guide* covers many different shooting disciplines and events (including rifle, shotgun and handgun shooting), shooting techniques, detailed state and territory specific information about hunting, as well as something for junior shooters. This magazine is aimed at all shooters, hunters and outdoors enthusiasts Australia-wide, but is particularly orientated towards newcomers.

The Guide is becoming more and more popular with readers and advertisers each year and with a firm circulation of 17,000 per issue, it has successfully established its place in the SSAA's stable of publications. With every edition to date completely selling out, the sixth edition to be released in 2020 is set to be bigger, better and more popular than ever.

Please keep in mind that a large portion of readers of this publication are not SSAA members, as they are often just entering sports shooting, recreational hunting or the Association for the first time. The SSAA's *Comprehensive Guide* is therefore a great platform for you to promote your brand and products to the next generation in our sport.



# SSAA's Comprehensive Guide to Shooting & Hunting in Australia

**Full page** **\$1820**  
per issue

270x203mm

**Outside back cover** **\$2345**  
per issue

270x203mm

**Inside back cover** **\$2105**  
per issue

270x203mm



## Rates

Full page	\$1820
Half page	\$1045
Third page	\$790
Quarter page	\$425

## Cover pages

Inside front cover and page 3	Offered as a double-page spread only \$3750
Inside back cover	\$2105
Outside back cover	\$2345

**Half page** **\$1045**  
per issue



**Third page** **\$790**  
per issue



**Quarter page** **\$425**  
per issue



**Inside front & page 3** **\$3750**  
per issue  
Double page spread 270x406mm



# Secure Your Gun, Secure Your Sport

The *Secure Your Gun, Secure Your Sport* brochure is just that - a publication purely dedicated to firearm safes and safety. The brochure is released periodically and is sent to all SSAA members and the SSAA state and territory branches for distribution to their clubs and expos. An electronic copy is also available on the SSAA National website ([ssaa.org.au](http://ssaa.org.au)).

The brochure features write-ups and images on a range of different size and capacity manual and electronic safes and associated products such as trigger locks. It also includes contact details regarding the distributors and state and territory firearms branches.

All advertisers who feature in this brochure are encouraged to provide as much information as possible on each and every safe they have available. Your business information will be included, so members and customers can quickly see who distributes and sells whichever safe they are interested in.

Every edition of the *Secure Your Gun, Secure Your Sport* brochure gets more popular, not only the print version as there has also been a huge increase in firearm owners downloading the digital version. We expect to print more than 200,000 copies of the sixth edition in 2020 and release it again through *Australian Shooter* magazine as well as online.

## Specifications

*Secure Your Gun, Secure Your Sport* is spine glued and printed web offset throughout. See *Australian Shooter* specifications for advert dimensions and more details.

## Rates


Full page	\$2820
Half page	\$1775
Third page	\$1275
Quarter page	\$1130


## Space booking and artwork deadlines

Cover issue	Space booking	Material makeup	Complete artwork	Released
Edition 6	13 May	25 May	4 June	July 2020

## Secure your gun Secure your sport

Great range of gun safes with full specifications





[ssaa.org.au](http://ssaa.org.au)



The image shows a grid of gun safe models. Each model is accompanied by a small text box containing its name and specifications. The models include:

- Medium safes** (for the sporting shooter)
- Mini-Plus 504**
- Mini-Plus 608**
- Mini-Plus 812C**
- My Silver 5001**
- My Silver 5002**
- Linkaway 10K16**
- Linkaway 10K20**
- Linkaway 10K24**
- Linkaway 10K28**
- Linkaway 10K32**
- Linkaway 10K36**
- Linkaway 10K40**
- Linkaway 10K44**
- Linkaway 10K48**
- Linkaway 10K52**
- Linkaway 10K56**
- Linkaway 10K60**
- Linkaway 10K64**
- Linkaway 10K68**
- Linkaway 10K72**
- Linkaway 10K76**
- Linkaway 10K80**
- Linkaway 10K84**
- Linkaway 10K88**
- Linkaway 10K92**
- Linkaway 10K96**
- Linkaway 10K100**



# Australian Women's Shooter

## Specifications

*Australian Women's Shooter* is spine glued and printed web offset throughout. See *Australian Shooter* specifications for advert dimensions and more details.

## Rates

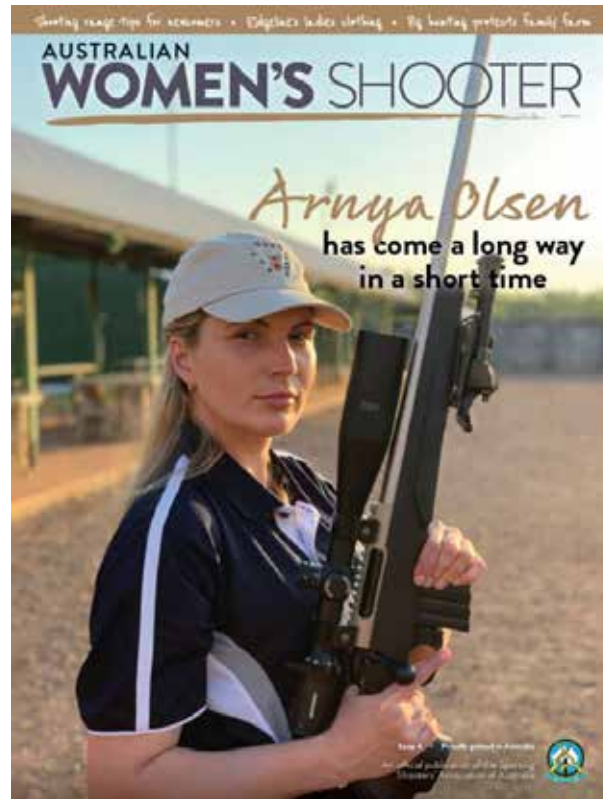
Full page	\$2820
Half page	\$1775
Third page	\$1275
Quarter page	\$1130

## Space booking and artwork deadlines

Cover issue	Space booking	Material makeup	Complete artwork	Released
<b>Edition 6</b>	15 January	24 January	3 February	March 2020
<b>Edition 7</b>	15 April	23 April	4 May	June 2020
<b>Edition 8</b>	15 July	23 July	3 August	September 2020
<b>Edition 9</b>	14 October	22 October	4 November	December 2020

Focusing on SSAA's female members, *Australian Women's Shooter* is a quarterly magazine that covers all things related to women's shooting. Whether you're a seasoned sports shooter and/or recreational hunter or maybe looking to become more involved but not sure how, this magazine is for you.

*Australian Women's Shooter* features a regular column from three-time Commonwealth Games gold medallist Laetisha Scanlan and relevant practical pieces from professional shooter Gemma Dunn. Along with Laetisha and Gemma's expert knowledge and tips, AWS is filled with product reviews, profiles, stories and prizes especially for the ever-increasing number of females participating in shooting and hunting across the country.



# Australian Junior Shooter

## Specifications

*Australian Junior Shooter* is spine glued and printed web offset throughout. See *Australian Shooter* specifications for advert dimensions and more details.

## Rates

Full page	\$2820
Half page	\$1775
Third page	\$1275
Quarter page	\$1130

## Space booking and artwork deadlines

Cover issue	Space booking	Material makeup	Complete artwork	Released
Edition 25	12 February	24 February	5 March	April 2020
Edition 26	17 August	21 August	4 September	October 2020

If you're a junior member of the SSAA or a young person who'd like to try your hand at sports shooting or recreational hunting, then *Australian Junior Shooter* is for you. This special publication features stories about casual plinking, competitive target shooting, hunting for the table, hunting for wildlife management, firearm and outdoor safety, and the legal and ethical requirements of shooting.

*Australian Junior Shooter* includes interview-style articles and advice from young shooters who have competed nationally and internationally, as well as letters from members, game meat recipes and puzzles to keep you informed and entertained. Each issue also includes member competitions with great prizes up for grabs.

Many of the stories are written by junior members of the SSAA or their families and friends, but all are written for juniors, so we can ensure the next generation can continue in their chosen recreation safely and sustainably.

# ssaagunsales.com

17,500 active users - 600,000 page views per month

Since launching in May 2016, SSAA Gun Sales has proved a huge hit with firearms enthusiasts in Australia. The safe, secure and simple to use online marketplace was designed to be Australia's most comprehensive firearms and accessories trading website.

During the past year SSAA Gun Sales has established itself as a hive of activity with a wide range of products.

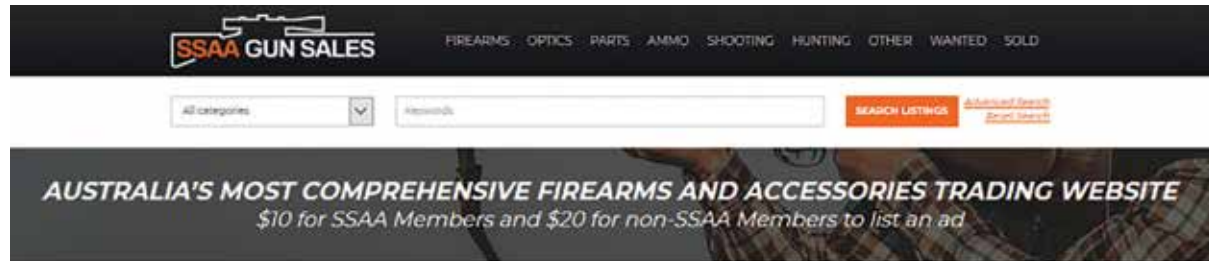
SSAA Gun Sales receives more than 600,000 page views per month. That's 7.2 million pages per year.

- Now has 17,500 active users
- More than 8500 items have been sold

We encourage you to use SSAA Gun Sales to list anything and everything from firearms and firearm parts, sights and optics, all shooting and hunting products and accessories, ammunition and reloading equipment as well as other general items including camping gear, clothing, books, DVDs, campers, vehicles, boats, property and much, much more.

## Dealer listings are just \$20 per item.

- Your ad will last for 12 months unless sold prior.
- You can add up to six images per listing.
- You will be in control of your ad, and can manage all the enquiries, notifications and listings directly through your account on the actual website.
- If you would like to discuss package options, either monthly or annually, please talk to us about your requirements and we will happily look at this with you.
- Have a look at the site on ssaagunsales.com



### FEATURED LISTINGS







# Members

## 196,000+

### Age

17% are 26-35  
**20%** are 46-55  
 12% are 66-75

### Employment status



Professional	25.91%
Retired	25.89%
Construction	19.37%
Other	8.21%
Business owner	7.35%

### Employment

**50%** are full time  
 5.01% are casual  
 4.17% are part time

### Education



Own a 4WD

### Annual income



### Shooting activities



53% participate in target shooting events



78% Go hunting

### Purchase priorities



### Own a



Boat



Caravan



Quad



Other interests

# Inserts and Direct Marketing

SSAA National is pleased to offer fall-out inserts and direct marketing as part of our stable of advertising options. Your message can be included in our magazine distribution as a separate fall-out advertisement, which will be inserted loosely in the packaging of the magazines. We also mail more than 16,500 SSAA Membership Cards each month to new and existing individual SSAA members, and we can include your message as part of that mailing. Both of these advertising options guarantee that your message will be seen by your potential clients.

## Magazine fall-out inserts

### Australian Hunter

Material in the *Australian Hunter* must not exceed the size of the magazine, which is 270mm deep x 203mm wide.

Weight must not be more than 10 grams.

### Rates

There is a 10,000 insert minimum requirement for the *Australian Hunter* at \$4060 per issue. These would be distributed across the country randomly.



## Membership cards

Material in SSAA Membership Card mail-out must not exceed the size of a DL envelope, which is 100mm deep x 210mm wide.

Weight must not be more than 3 grams.

We send out more than 16,500 new and renewed SSAA Membership Cards each month.

### Rates

\$1450 per 10,000.



## Additional information

SSAA National design staff are available to create your insert. A \$250 design fee will be charged.

All rates do not include printing, delivery and postage - this is the responsibility of the advertiser.

Material must be supplied before the agreed deadline. If not received by the deadline, the advertiser will be charged 50 per cent of the agreed rate.

Mail-out numbers for *Australian Hunter* and membership cards increase each month. If you require more than 10,000 inserts, please contact us for an updated quote based on the number of the previous issue/month to your booking.

Prices will be confirmed at the time of booking to allow for increases in membership numbers and subscription numbers.

# Terms and conditions

*Australian Shooter, Australian Hunter, Australian & New Zealand Handgun, Great Australian Outdoors, SSAA's Comprehensive Guide to Shooting & Hunting in Australia, Secure Your Gun, Secure Your Sport, SSAA National E-newsletter, and SSAA National website (ssaa.org.au)* are published by the Sporting Shooters' Association of Australia Inc (SSAA National).

Any Advertiser Booking Contracts that are not returned with confirmation by signature before the space booking deadline stated on this Rate Card will not be included for the requested month. All Booking Contracts must be signed to secure and confirm the advertiser's agreement to place advertisements in SSAA National's publications.

Material for booked advertisements must be in the hands of the publisher as per the deadlines stated on this Rate Card. Otherwise, the advertisement, as standing, will be repeated.

All advertising must be cancelled in writing to [advertising@ssaa.org.au](mailto:advertising@ssaa.org.au). Cancellations of contracted advertisements will not be accepted after the space booking deadline. If a contract is cancelled without being fulfilled to its term, rates will be adjusted and reviewed as required.

All rates quoted are excluding Australian GST, and are based on per insertion for full-colour adverts.

All specified positions incur an additional 15 per cent surcharge, across all print titles.

Agency commission is set at 10 per cent.

Advertisements for use in any of SSAA National's publications can be designed free of charge. However, if you

would like to use one of these advertisements in a non-SSAA publication or website, a \$250 make-up fee will be charged.

## Print specifications

All ready artwork must be supplied digitally as high resolution print-ready PDFs with trim marks and bleed, either delivered by email or CD. All advertisements must be accompanied by a colour proof as verification.

When the advertiser's complete artwork does not fit the required size specifications as outlined for each publication on this Rate Card, the publisher will resize or adjust the artwork to fit at its own discretion.

The publisher reserves the right to reject inferior artwork.

## Policies

SSAA National reserves the right to reject any bookings and advertising submissions at its own discretion and without stating a reason.

SSAA National has a policy on advertisements in the Association's publications. We request that all advertisers be cautious with the descriptions or imagery associated with their products, particularly firearms and scopes. Adjectives such as 'tactical', 'sniper', 'mil-spec', 'police', 'defender' and 'homeland defence' can create off-putting connotations and are easily exploited by negative media agencies, journalists and politicians. In short, it makes our cause to promote recreational shooting and hunting even harder. We realise that in some instances the words 'tactical' or similar are a part of the product's name and we will consider advertising

these products on a case-by-case basis. All advertisement artwork and images should be considered in the same context as avoiding the use of aggressive or militaristic sounding words. In addition, advertising that promotes overt sexism should be avoided and may be rejected on those grounds.

The publisher will place the word 'advertisement' on any copy, which, in the publisher's opinion, too closely resembles editorial matter.

## Payment options

Charges are due for payment within 30 days after an invoice has been issued.

If you would like to pre-pay any of your advertising, please advise and organise this directly with Advertising Representative Karoline Wasiak.

If you would prefer to pay by electronic funds transfer (EFT), please use the following details to transfer using BSB number: 082 167; account number: 82345 241 1; account name: Sporting Shooters Association of Australia inc; and the reference number included on your invoice within 30 days of the invoice date.

If you would prefer to pay by credit card, please contact the SSAA National Accounts Office (PO Box 282, Plumpton, NSW 2761 or 02 8805 3900) to authorise your payment. Credit cards will be charged within a fortnight of the magazine being released. Receipts will be sent once payment is confirmed.

If you would prefer to pay by cheque, please make the cheque payable to Sporting Shooters' Association of Australia Inc, and send with your invoice number to the SSAA National Accounts Office within 30 days of the invoice date.

Any overdue accounts will result in your advertising contract being automatically terminated or cancelled until the outstanding amount is settled. Legal action may be taken to recover costs.

**If you have any questions, require any other information, or to place a booking, contact Karoline Wasiak on 0412 486 071 or [advertising@ssaa.org.au](mailto:advertising@ssaa.org.au)**