

2016 Rate Card



SSAA National

Proud publisher of

- Australian Shooter
- Australian Hunter
- Australian & New Zealand Handgun
- SSAA's Comprehensive Guide to Shooting & Hunting in Australia
- Secure Your Gun, Secure Your Sport
- SSAA National E-newsletter
- www.ssaa.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
- Website advertising throughout SSAA National site www.ssaa.org.au
- 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

Magazine stories and reviews

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. Product reviews must be arranged with the Editor prior to the product being sent to the department or the reviewer.

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 other announcement, we may be able to publish this information on the SSAA National website (www.ssaa.org.au), so feel free to add advertising@ssaa.org.au to your media or newsletter lists to keep us informed.

More information

As with all advertising, we encourage your advert to include your business name, logo and slogan, as well an image, the name and a short description of your product/s, special promotional sale or upcoming event.

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 for free. 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 include GST, are based on per insertion and are for full-colour adverts. All specified positions incur an additional 15% 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 Minicozzi, Advertising & Promotions

Email: advertising@ssaa.org.au Phone: 08 8272 7100 Fax: 08 8272 2945 Postal: PO Box 2520, Unley SA 5061

Website and E-newsletter

In 2015, SSAA National was excited to launch a brand new website with bigger and better advertising options.

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.

In addition to this, you can tailor your advert specifically to your desired audience by placing it under either our Sports Shooting 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 Sports Shooting category.

Website rates

Size	Per month
Skyscraper (Sports Shooting)	\$200
Skyscraper (Hunting)	\$200
Medium banner (Sports Shooting)	\$100
Medium banner (Hunting)	\$100

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

The *SSAA National E-newsletter* is a popular member-only electronic newsletter, with over 30,000 subscribers (September 2015). Due to reader demand we have been releasing more editions, more often throughout 2015 and expect this trend to continue over 2016. The publication covers current events, reviews and stories about firearm, sport shooting and recreational hunting issues and other important and relevant news.

Advertising in this publication is quite exclusive, as we only permit one advert per issue, which links 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	\$360 (for file size up to 30kb)
	\$440 (for file size up to 60kb)
	\$515 (for file size up to 90kb)

E-newsletter specifications

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

E-newsletter rectangle: 300 pixels deep x 180 pixels wide

Space booking and artwork deadlines

Month	Space bookings	Material makeup	Complete artwork
January	15 December 2015	16 December 2015	18 December 2015
February	18 January	20 January	25 January
March	16 February	18 February	24 February
April	18 March	22 March	24 March
May	18 April	20 April	27 April
June	18 May	20 May	26 May
July	17 June	21 June	27 June
August	18 July	20 July	28 July
September	18 August	22 August	26 August
October	16 September	20 September	27 September
November	18 October	20 October	26 October
December	17 November	21 November	25 November

Australian Shooter

The *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 150,000 per issue (September 2015).

The *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, the Shooter's Gallery and Competition News.

Rates

Size	Casual	6x	11x	MTD
Full page	\$6350	\$3900	\$2880	\$2450
Half page	\$4580	\$3025	\$1820	\$1215
Third page	\$3360	\$2165	\$1300	\$905
Quarter page	\$3275	\$1945	\$1155	\$740
Column	\$70 per centimetre			

Cover pages (offered as a full page only):

Inside front cover	\$2820
Page 3	\$2810
Inside back cover	\$2625
Outside back cover	\$3895

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

- All 4 issues of the *Australian Hunter*
- 3 issues of the *Australian Hunter* + the *Australian & New Zealand Handgun*
- 3 issues of the *Australian Hunter* + the SSAA's *Comprehensive Guide*

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

Space booking and artwork deadlines

Cover date	Space bookings	Material makeup	Complete artwork
February	13 November 2015	4 January	4 January
March	13 January	27 January	4 February
April	15 February	25 February	4 March
May	15 March	24 March	4 April
June	13 April	27 April	5 May
July	16 May	27 May	6 June
August	15 June	24 June	4 July
September	13 July	27 July	4 August
October	15 August	26 August	5 September
November	14 September	23 September	3 October
December	12 October	26 October	3 November

Specifications

The *Australian Shooter* is saddle stitched and printed web offset throughout. All ready artwork must be supplied digitally on recognised desktop publishing programs, as a high-resolution file, either delivered by email or CD. All adverts must be accompanied by a colour proof as verification. All fonts and graphic files must be included.

Full page (trim size): 270mm deep x 205mm wide
(bleed size): 280mm deep x 215mm wide
Keep any active content 7mm 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

Quarter page vertical: 115mm deep x 90mm wide

Column: Minimum 30mm to maximum 120mm deep x 43mm wide (Shooters Gallery)

Australian Hunter

The *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 30,000 per issue.

The *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 regular sections, including In Search of Game, Practical Hunting (advice), Edgeware (knives), Reviews (firearms and products), Camp Kitchen (recipes) and Hunters World.

Each year the *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.

Rates

Full page	\$1845
Half page	\$1055
Third page	\$805
Quarter page	\$430
Column	\$230

Cover pages (offered as a full page only):

Inside front cover	\$1900
Page 3	\$1890
Inside back cover	\$2120
Outside back cover	\$2430

Specifications

The *Australian Hunter* is perfect bound and printed web offset throughout. All ready artwork must be supplied digitally on recognised desktop publishing programs, as a high-resolution file, either delivered by email or CD. All adverts must be accompanied by a colour proof as verification. All fonts and graphic files must be included.

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

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

Keep any active content 7mm 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

Quarter page vertical: 115mm deep x 86mm wide

Column: 40mm deep x 56mm wide. All column adverts may be increased in 40mm deep increments

Space booking and artwork deadlines

Cover issue	Space bookings	Material makeup	Complete artwork	Released
<i>Hunter 56</i>	20 November 2015	4 January	8 January	March
<i>Hunter 57</i>	29 March	1 April	11 April	June
<i>Hunter 58</i>	23 June	1 July	11 July	September
<i>Hunter 59</i>	19 September	23 September	4 October	December

Australian & New Zealand Handgun

The *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 around 15,000 per issue. The magazine caters to revolver and pistol shooters, as well as professional shooters and those employed in law enforcement agencies.

The *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.

Rates

Full page	\$1845
Half page	\$1055
Third page	\$805
Quarter page	\$430
Column	\$230

Cover pages (offered as a full page only):

Inside front cover	\$1900
Page 3	\$1890
Inside back cover	\$2120
Outside back cover	\$2430

Specifications

The *Australian & New Zealand Handgun* is perfect bound and printed web offset throughout. All ready artwork must be supplied digitally on recognised desktop publishing programs, as a high-resolution file, either delivered by email or CD. All adverts must be accompanied by a colour proof as verification. All fonts and graphic files must be included.

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

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

Keep any active content 7mm 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

Quarter page vertical: 110mm deep x 94mm wide

Column: 40mm deep x 56mm wide. All column adverts may be increased in 40mm deep increments

Space booking and artwork deadlines

Cover issue	Space booking	Material makeup	Complete artwork	Released
<i>Handgun 15</i>	29 August	9 September	19 September	December

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 every few years 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 (www.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 purchasing.

SSAA's Comprehensive Guide to Shooting & Hunting in Australia

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 15,000 per issue, it has successfully established its place in the SSAA's stable of publications. The 5th edition is set to be released in 2018 and is expected to be bigger and better 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.

Rates

Full page	\$1800
Half page	\$1030
Third page	\$780
Quarter page	\$420
Column	\$225

Cover pages (offered as a full page only):

Inside front cover	\$1855
Page 3	\$1845
Inside back cover	\$2070
Outside back cover	\$2375

Space booking and artwork deadlines

Cover issue	Space booking	Artwork	Released
<i>Edition 5</i>	TBA	TBA	March 2018

Specifications

SSAA's *Comprehensive Guide to Shooting & Hunting in Australia* is perfect bound and printed web offset throughout. See Terms and conditions for more details.

Full page (trim size): 270mm deep x 203mm wide
(bleed size): 280mm deep x 213mm wide
Keep any active content 7mm 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

Quarter page vertical: 115mm deep x 86mm wide

Column: 40mm deep x 56mm wide. All column adverts may be increased in 40mm deep increments

The third issue of *Secure Your Gun, Secure Your Sport* was our biggest to date, with a 20-page brochure released in September 2014. We expect to print more than 150,000 copies of the fourth issue this year and again release it through the *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	\$2810
Half page	\$1770
Third page	\$1270
Quarter page	\$1130

Space booking and artwork deadlines

Cover issue	Space booking	Artwork	Released
<i>Edition 4</i>	16 May	27 May	July



Terms and conditions

The *Australian Shooter*, *Australian Hunter*, *Australian & New Zealand Handgun*, *SSAA's Comprehensive Guide to Shooting & Hunting in Australia*, *Secure Your Gun*, *Secure Your Sport*, *SSAA National E-newsletter*, and SSAA National website (www.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.

No responsibility will be accepted for CDs, or other material, not recalled within three months from the insertion date.

All advertising must be cancelled in writing to advertising@ssaa.org.au. Cancellations of contracted advertisements will not be accepted after the space booking deadline.

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

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

Agency commission is set at 10%.

Advertisements for use in any of SSAA National's publications can be designed for free. However, if you would like to use one of these advertisements in a non-SSAA publication or website, a \$250 makeup fee will be charged.

Print specifications

All ready artwork must be supplied digitally on recognised desktop publishing programs, as a high-resolution file, either delivered by email or CD. All advertisements must be accompanied by a colour proof as verification. All fonts and graphic files must be included.

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 negative 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.

As the publisher, SSAA National reserves the right to refuse any advertisement that may be deemed unsuitable for publication without stating a reason.

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 Minicozzi.

If you would prefer to pay by electronic funds transfer (EFT), please use the following details to transfer using BSB number: 013457; account number: 296704858; account name: Sporting Shooters Assn Australia; 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 terminated or cancelled until the outstanding amount is settled. Legal action may be taken to recover costs.