

SPORTING RIFLE

2009 colour advertising rates and data



WHAT WE SAY

Sporting Rifle – now including *Target Sports* – is a brilliant, monthly live quarry magazine specially for the rifle shooter. A favourite among gamekeepers, sportsmen and pest controllers, *Sporting Rifle* continues to grow in popularity via extensive marketing.

This title covers all rifle shooting topics, from big game to rooks, Highland to marshland, lamping to ambush, as well as the latest products reviewed, shows previewed and technical questions answered. *Sporting Rifle* is the medium in which to present your business to today's live quarry rifle shooter.

Get targeted, effective exposure – give it a shot.



WHAT THEY SAY

“Swarovski Optik have been advertising with *Sporting Rifle* magazine since it launched in 2005 and their professional approach and flexibility coupled with a friendly attitude ensures that we have an excellent working relationship with them and continue to advertise each year.”

Christine Percy, Swarovski Optik

“*Sporting Rifle* are highly professional and very helpful with regards to advertising and advert design.”

Vanessa Streller, South Bucks Fieldsports

“The British Deer Society, as a charity, must spend its advertising budget wisely. *Sporting Rifle* has established itself as a very strong title and has staff who are helpful and a design team who work quickly and efficiently. Any business or organisation who wishes to reach stalkers and sporting rifle enthusiasts cannot ignore *Sporting Rifle*. We certainly don't.”

David Kenyon, The British Deer Society

“*Sporting Rifle* magazine gives me good value and great circulation in the market that I want to advertise in. Quick and efficient management also back up this great mag. Well done.”

Rupert Haynes, Open Season Ltd

“*Sporting Rifle* is a focused, practical magazine, and with the inclusion now of the Target Sports section, the magazine really allows us to target the right audience with our advertising.”

Charlie Skentelbery, Ruag Ammotec UK Ltd

“*Sporting Rifle* magazine is a truly unique publication. It targets the key rifle shooting community, which no other publication on the market currently does. The magazine allows advertisers to tap into the magazine's readers, who are rifle shooting enthusiasts; a core market for many advertisers.”

Emma Covington-Cross, GMK Ltd & LLC Ltd

ADVERTISING RATES

DPS	£1,692
Full page	£956
Half page (portrait)	£541
Half page (landscape)	£541
Quarter page	£306
Eighth page	£175
Sixteenth page	£102

All rates subject to VAT at standard rate.

For advertising enquiries, please contact Josie Brown on 01926 339808 or josie@blazepublishing.co.uk

For editorial enquiries, please contact Rosie Fuller rosie@blazepublishing.co.uk

MATERIAL

Finished adverts can be sent as hires (300dpi+) jpegs or as pdfs. If you would like to send a pdf please ensure that all fonts are properly embedded, all images used are high resolution and that all colour spaces are CMYK.

Email: please email all material including finished copy, images and text for the production team and approvals to: ads@blazepublishing.co.uk

Hard Copy: Time permitting, you can send a CD or DVD containing your ad copy to: Blaze Publishing Ltd, Lawrence House, Morrell Street, Leamington Spa, CV32 5SZ

File Transfer Protocol: We also have an FTP location, please contact us on 08700 468778 if you wish to upload to the FTP site: address - [ftp.blazepublishing.co.uk](ftp://ftp.blazepublishing.co.uk) user name - public password - classic

Special sizes and inserts can be accommodated by arrangement

Cancellation date 28 days prior to publication. Rates quoted are exclusive of VAT. Errors and omissions excepted

SIZES Measurements in mm, width first.

PAGE SIZE	TRIM	BLEED
DPS	420 x 297	426 x 303
1	210 x 297	216 x 303
1/2 (portrait)	85 x 269	n/a
1/2 (landscape)	179 x 130	n/a
1/4	85 x 130	n/a
1/8	85 x 60	n/a
1/16	85 x 30	n/a

AD-COPY DEADLINES

Issue	Advertising copy date	On sale
35	2 January 2009	15 January 2009
36	30 January 2009	12 February 2009
37	28 February 2009	12 March 2009
38	27 March 2009	9 April 2009
39	1 May 2009	14 May 2009
40	29 May 2009	11 June 2009
41	3 July 2009	16 July 2009
42	31 July 2009	13 August 2009
43	28 August 2009	10 September 2009
44	2 October 2009	15 October 2009
45	30 October 2009	12 November 2009
46	27 November 2009	10 December 2009

DPS	FULL PAGE	QUARTER PAGE	EIGHTH PAGE	HALF PAGE PORTRAIT
		HALF PAGE LANDSCAPE		
SIXTEENTH				

