



BRITAIN'S BIGGEST SELLING AIRGUN MAGAZINE

Airgun

WORLD

MEDIA PACK 2017



WELCOME TO...

BRITAIN'S BIGGEST-SELLING AIRGUN MAGAZINE

Airgun WORLD

BRITAIN'S BIGGEST SELLING AIRGUN MAGAZINE

Airgun World is the UK's oldest and best-loved airgun magazine.

With quality content written by high calibre contributors, this A4 glossy publication promises to share your message with an engaged and interested audience looking for local airgun companies and traders.

With 13 issues published throughout the year, a website updated daily, apps and e-editions – Airgun World is one of the most influential shooting titles in the market.

CONTENT INCLUDES:

- ✓ Regular air pistol reviews
- ✓ Product tests
- ✓ Events
- ✓ Target gun features
- ✓ Hunting features
- ✓ Annual lamping special
- ✓ A large technical section
- ✓ And more



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OUR AUDIENCE

Airgun World serves audiences across the UK with the most relevant content, detailed features, reviews and a large technical section – Airgun World, the UK's favourite airgun magazine

147,000+
OPPORTUNITIES
TO BE SEEN ACROSS
OUR PLATFORMS

IN PRINT



32,055
 copies



96,165
 readers

Source: Copies: Print Publishers Estimate May 2017 / Readership estimate based on Copies and RPC calculation for similar publications



34,515+

Unique Visitors



55,037+

Page Views



7.6

minutes is the average
time on site



8,151

Facebook likes



2,387

Twitter followers



6,778+

E-Newsletter subscribers

**DOUBLE PAGE
SPREAD**

420mm x 297mm (Trim)
426mm x 303mm (Bleed)

**FULL
PAGE**

210mm x 297mm (Trim)
216mm x 303mm (Bleed)

**1/2
PORTRAIT**

93mm x 270mm

**1/2
LANDSCAPE**

190mm x 133mm

**1/4
PORTRAIT**

93mm x 133mm

**1/4
LANDSCAPE**

190mm x 65mm

INVESTMENT OPPORTUNITIES

IN PRINT

	Single Insertion	10% Discount (6 months)	20% Discount (9 months)	30% Discount (12 months)
DPS	£1,600	£1,500	£1,400	£1,300
Full Page	£1,000	£900	£800	£700
Half Page	£600	£550	£500	£450
Quarter Page	£300	£275	£250	£225
Classified Per sc cm	£17	£16	£14	£12

ONLINE



£195
per month

Top Banner

- ✓ Your ad at the top of the website
- ✓ The first thing a visitor sees
- ✓ Links to your site



MPU
Ads from
£120 per month
Side Banner Ads
from £145 per
month

Side Banner's / MPU's

- ✓ Your ad at the side of the website
- ✓ Eight sizes available
- ✓ Links to your site



£150
per month
Shopping
centre £10
per month

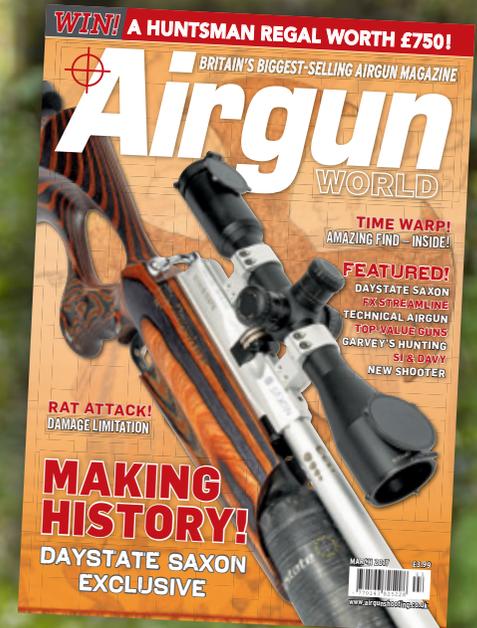
Video

- ✓ Your Video on the homepage of our website
- ✓ Product reviews, and live tests are excellent ideas
- ✓ All videos will be announced in our monthly newsletter



E-newsletters

Top banner ad **£140** per month
Product feature **£140** per month
(Based on 4,374 being sent out per month)
Prices shown exclude VAT



**FOR MORE INFORMATION
OR TO BOOK YOUR PLACE,
PLEASE CONTACT:**

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