



LADY SHOOTER
Life Styles

2024 Media Kit

Since 2020

Living your best LadyShooter LifeStyle

Ladyshunterlifestyles.com



Editorial Forecast

Spring

LEADING LADIES

Ad close: Jan 10th

To Print Date: Feb 15th

Summer

SUMMER TRAVELS

Ad close: April 10th

To Print Date: May 15th

Fall

THE HUNT

Ad close: July 10th

To Print Date: Aug 15th

Winter

HOLIDAY

Ad close: Sept 10th

To Print Date: Oct 15th

Print Ad Breakdown

Sizing Analysis

Sizing	Trim Size	Bleed Size	Live Area
Double Page	18" x 10.875"	18.25" x 11.125"	17.25" x 10.375"
Full Page	11" x 8.25"	11.5" x 8.5"	8.5" x 10.375"
2/3 Page V	5.625" x 10.875"	5.875" x 11.125"	5.125" x 10.375"
1/3 Page V	2.875" x 10.875"	3.125" x 11.125"	2.375" x 10.375"
1/3 Page H	3.125" x 8.25"	3.375" x 8.5"	2.273" x 7.75"

Cost Analysis

Sizing	1 Issue	2 Issues	4 Issues
Double Page	\$4000.00 / issue	\$3500.00 / issue	\$3000.00 / issue
Full Page	\$2500.00 / issue	\$2200.00 / issue	\$2000.00 / issue
2/3 Page	\$1900.00 / issue	\$1650.00 / issue	\$1350.00 / issue
1/3 Page	\$1300.00 / issue	\$1150.00 / issue	\$1000.00 / issue

Additional Print Ad



Product + 3-page editorial

\$1500 per issue

Includes: Full page ad (*subject to FMV & price adjustment)

Inside Front or Back cover

\$2500 per issue

Combination Ad in Wing & Clay

special pricing

Paid for full year

special pricing

Digital Ad Breakdown

*included in bi-monthly newsletter

Cost Analysis- One year commitment

Package	Social Media x month	Product Highlights x issue/newsletter	Website Banner	Cost x Month
Silver	2	1	Small	\$600
Gold	3	2	Medium	\$900
Platinum	4	3	Large	\$1100

Website Banner Front Page

Size	1 month X month	3 months X month	6 months X month	12 months X month	SM post x Month
Small (200x150)	\$200	\$185	\$170	\$155	1
Medium (300x250)	\$250	\$235	\$220	\$205	2
Large (336X280)	\$300	\$285	\$270	\$255	3



Gun Range/Club Breakdown

Lady/ Wing & Clay Combo

Cost Analysis- per year

*one year commitment

Package	Issues x QTR	Website Banner	Cost
Bronze	2 (1 mag)	Small (200x150)	\$400
Silver	1 x (each mag)	Small (200x150)	\$500
Gold	2 x (each mag.)	Small (200x150)	\$600

Cost Savings (Gold)- \$712

Subscription - \$212 (4 magazines)

Website Banner -\$600

Range Page Magazine- \$500

Terms

Placement of banner and info on Range page of website

Lady events placed in ENewsletter and on Events page of website (LSLS)

Listed on Range page in Magazine

Members receive discounted subscription code

Due Net 15 from time of invoice

One year commitment

Visit our websites at: ladyshooterlifestyles.com or wingandclay.life

Email: yim@sportinglifellc.com



Details

Terms

Due Net 30 from time of publication

Cancellation

60 days prior to closeout

Image

300 DPI, JPEG, PNG, PDF

Newsletter

product, 4-6 high res. pictures, and content must be submitted by the 1st of each month

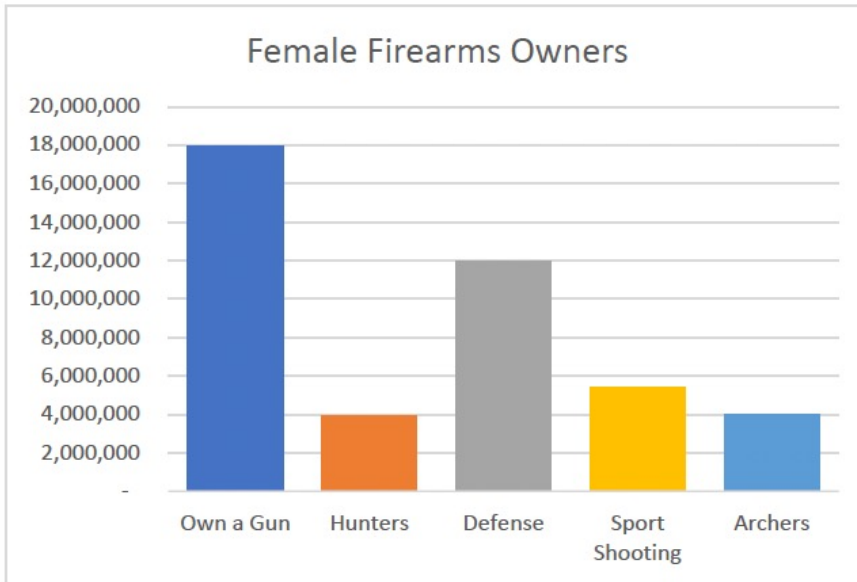


Contact

info@ladyshooterlife.com

LADY SHOOTER
Life Styles

LadyShooter LifeStyles Market Analysis and Fact Sheet

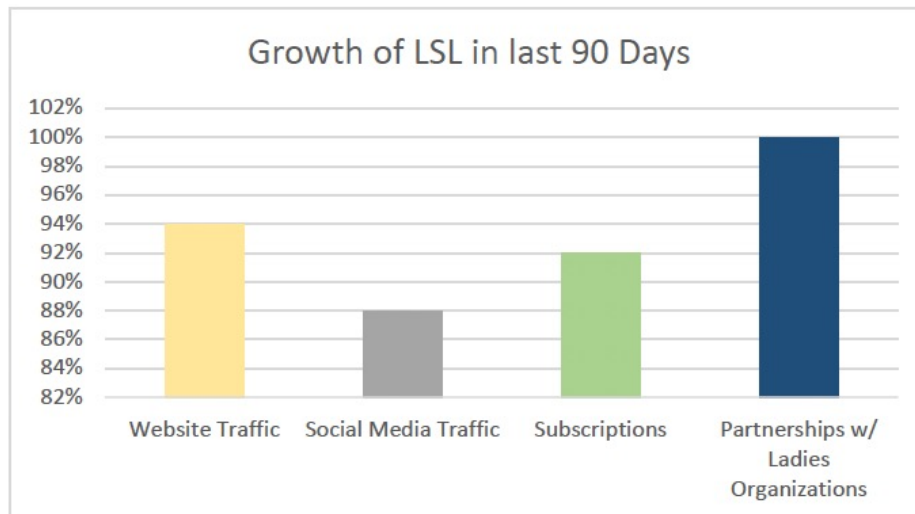
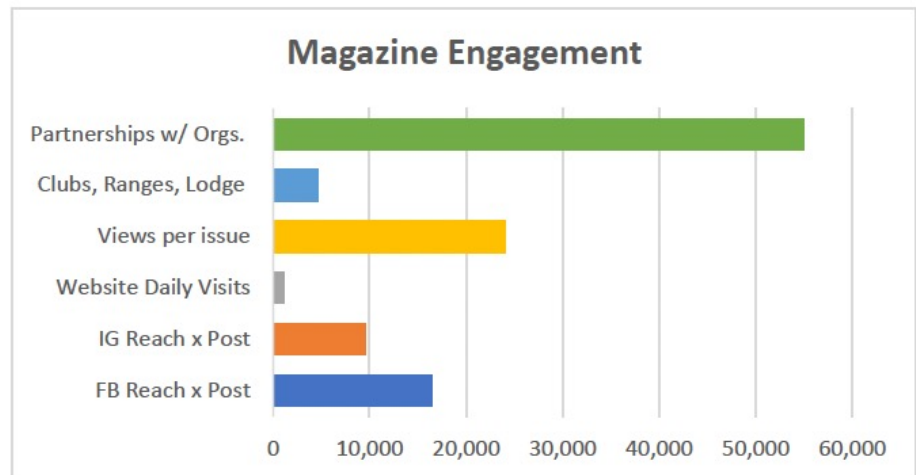


LadyShooter LifeStyles reaches a wide audience resulting from our focus on all elements of the firearm shooting demographic. There are more than 18 million individuals in this market, with 2.75 million reporting a household income of \$100k+.

LSL is the only women's magazine on the market covering all aspects of the firearms industry.

Our full market approach amounts to an average readership of over 25,000 views per issue resulting in more than 100,000 views per year.

More Information:



LSL has had tremendous growth thanks to a combination of partnerships with women's organizations, a team of writers with a vast array of industry experience, as well as a rapidly growing digital footprint that encompasses a strategic marketing plan.

Sources:
 2022 USFWS National Survey of Fishing, Hunting and Wildlife-Associated Recreation
 National Shooting Sports Foundation
 Pew Research Center- Gun Owner Demographics
 A Girl and A Gun 2020 Survey