



LADY SHOOTER
Life Styles

2024 Media Kit

Since 2020

Living your best LadyShooter LifeStyle

Ladyshooterlifestyles.com



Editorial Forecast

Spring

COUPLES ISSUE

Ad close: Jan 10th

To Print Date: Feb 15th

Summer

SUMMER TRAVELS ISSUE

Ad close: April 10th

To Print Date: May 15th

FALL

THE FALL HUNT ISSUE

Ad close: July 10th

To Print Date: Aug 15th

WINTER

HOLIDAY ISSUE

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

Gun Range/Club Breakdown

Cost Analysis- per year

*one year commitment

Package	Issues x QTR	Website Banner	Social Media x QTR	Cost
Bronze	2	Small	1	\$300
Silver	3	Medium	2	\$400
Gold	4	Large	3	\$500

Terms

Placement of banner and info on Range page of website

Ladies events placed in ENewsletter and on Events page of website

Listed on Range page in Magazine

Due Net 15 from time of invoice

One year commitment

See Digital page for sizing of banner

*Email for special pricing to advertise with LSLS and Wing & Clay

Info emailed to: info@ladyshooterlife.com

