



SPORTING CLAYS, FIVE STAND AND PARCOURS DE CHASSE

ClayShootingUSA

# ClayShootingUSA

## Media Details



**CORY KRUSE**

**2012 NATIONAL SPORTING  
CLAYS CHAMPION**

**Advertisement Rates and Media Details**

Unlike any other American publication, ClayShootingUSA is exclusively devoted to the growth sectors of Sporting, Parcours de Chasse (FITASC), 5-Stand and Hélice – no skeet and trap and no hunting!

Published six times a year with a targeted and selective circulation of some 20,000 competitive Sporting shooters, ClayShootingUSA carries an unrivalled mix of news, shoot reports, product information and technical articles, together with hard hitting opinion in each issue.

As an independent title, dedicated to Sporting shooters, it sets the agenda for the sport and is proud to be the independent voice of Sporting.

For the advertiser, the title's high production values provide the perfect environment for the presentation of quality products to readers who are both proven big spenders and opinion formers. Quite simply, ClayShootingUSA readers shoot more, travel more and spend more on their guns and equipment. No other title reaches this market so effectively and with such credibility.

**A QUALITY MAGAZINE**  
EXCLUSIVELY DEVOTED TO  
**SPORTING CLAYS, PARCOURS DE CHASSE (FITASC), 5-STAND AND HÉLICE.**

NO SKEET,  
NO TRAP AND  
NO HUNTING!



A PUBLICATION THAT IS EDITED AND PRODUCED BY SHOOTERS FOR SHOOTERS!



# ClayShootingUSA

## **BENEFITS TO ADVERTISERS**

★ Circulated exclusively to Sporting, FITASC, 5-Stand and Hélice shooters. This is the fastest growing sector of the sport. Circulation is via direct subscription.

★ Our Editorial team and contributors are all Sporting shooters (from Master class to C Class) while our advertising staff includes a Sporting Master class competitor and former FITASC World Champion. This is a publication that is edited and produced by shooters for shooters!

★ The top quality production of the publication, utilizing quality coated papers, laminated covers and top quality full color printing throughout ensures this publication stands out from the crowd.

★ Published six times a year, our competitively priced advertising rates mean that you can advertise in each issue – for complete coverage of the sector – without straining your marketing budget.

# ClayShootingUSA

## Advertisement rates

Publisher / Advertising Manager

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ClayShootingUSA

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### PUBLICATION

January/February  
March/April  
May/June  
July/August  
September/October  
November/ December

### CLOSE OUT

10th December  
10th February  
10th April  
10th June  
10th August  
10th October

### PUBLISHED ON

8th January  
8th March  
8th May  
8th July  
8th September  
8th November

### COLOR RATES

	1 ISSUE	3 ISSUES	6 ISSUES
<b>DPS</b>	\$3300	\$3100	\$3000
<b>Full Page</b>	\$1800	\$1650	\$1400
<b>Half Page</b>	\$1400	\$1200	\$1000
<b>Third Page</b>	\$1100	\$950	\$800
<b>Quarter Page</b>	\$800	\$700	\$600

<b>Agency Commission:</b>	15%
<b>Special Positions:</b>	Price on application
<b>Terms:</b>	30 days from date of publication
<b>Cancellation:</b>	6 weeks prior to publication

### TECHNICAL SPECIFICATIONS

#### Sizes (height x width)

<b>Full Page</b>	Trim size	11 high x 8 <sup>1</sup> / <sub>4</sub> wide inches
	Bleed size	11 <sup>1</sup> / <sub>2</sub> high x 8 <sup>1</sup> / <sub>2</sub> wide inches
	Text area only	9 <sup>1</sup> / <sub>2</sub> high x 7 wide inches
<b>Half Page</b>	Horizontal	4 <sup>3</sup> / <sub>4</sub> high x 7 wide inches
	Vertical	9 <sup>1</sup> / <sub>2</sub> high x 3 <sup>1</sup> / <sub>2</sub> wide inches
<b>Third Page</b>	Horizontal	3 <sup>1</sup> / <sub>8</sub> high x 7 wide inches
	Vertical	9 <sup>1</sup> / <sub>2</sub> high x 2 <sup>1</sup> / <sub>3</sub> wide inches
<b>Quarter Page</b>	Vertical	4 <sup>3</sup> / <sub>4</sub> x 3 <sup>1</sup> / <sub>2</sub> wide inches

**Email:** Print optimized PDF or JPEG files (all images at 300dpi) email: stacey@clayshootingusa.com

**FTP Upload:** Please email: stacey@clayshootingusa.com for full instructions  
Design and digital artwork can be produced to  
advertisers' specifications

Prices on application