

SSAA media kit 2021

SSAA National is the proud publisher of

- Australian Shooter
- Australian Hunter
- Australian & New Zealand Handgun
- ASJ: The political voice of the SSAA
- Great Australian Outdoors
- Australian Women's Shooter
- Australian Junior Shooter
- SSAA's Comprehensive Guide to Shooting & Hunting in Australia
- Secure Your Gun, Secure Your Sport
- ssaagunsales.com
- SSAA National E-newsletter
- SSAA Legislative Action E-newsletter
- ssa.org.au



ssaa.org.au

Welcome

SSAA National is excited to offer you the following advertising options:

Advertising

We can offer you any number of paid and value-added advertising platforms. These include:

- Print advertising in the monthly *Australian Shooter* magazine
- Print advertising in the quarterly *Australian Hunter* magazine
- Print advertising in the annual *Australian & New Zealand Handgun* magazine
- Print advertising in the biannual *Secure Your Gun, Secure Your Sport* brochure
- Print advertising in the biannual *SSAA's Comprehensive Guide to Shooting & Hunting in Australia* magazine
- Print advertising in the quarterly *Australian Women's Shooter* magazine
- Print advertising in the twice yearly *Australian Junior Shooter* magazine
- Print advertising in the annual *Great Australian Outdoors* magazine
- Website advertising throughout SSAA National site on ssaa.org.au
- Trading Post-style advertising on ssaagunsales.com
- Online advertising in our *SSAA National E-newsletter* email publications
- Direct marketing within our SSAA membership card renewal and new member letters
- Fall-out inserts in the *Australian Hunter* magazine
- Competitions or prize promotions in each magazine and intermittently via online publications or social media

More information

The *Australian Hunter* and *Australian & New Zealand Handgun* are available digitally via Zinio.

The *Australian Shooter* is available to download free to SSAA members via the SSAA national website.

In any of our online or printed options, you may provide your complete and ready-to-publish advert, or we can design it for you free of charge. If you would like to use adverts designed by the SSAA National design team in a non-SSAA publication or website, a \$250 makeup fee will be charged.

Please note that all rates quoted in this Rate Card exclude GST, are based on per insertion and are for full-colour adverts. All specified positions incur an additional 15 per cent surcharge across all print titles.

If you would like to receive a complimentary copy of any of our publications for your consideration or records, please ask. Similarly, if you have any questions, require further information or would like to discuss your advertising or marketing options, please feel free to contact us at any time.

**Karoline Wasiak,
National Marketing &
Advertising Manager**

Email: advertising@ssaa.org.au

Phone: 0412 486 071

Post: PO Box 2520, Unley, SA 5061



Australian Shooter

Australian Shooter is the mouthpiece of the Sporting Shooters' Association of Australia (SSAA). It is an entertaining and informative magazine for firearms enthusiasts, shooters and hunters. It is published 11 times a year (from February to December) and has an impressive circulation of 206,789 per issue (May 2021).

Australian Shooter caters to recreational hunters, casual and competitive target shooters, firearms collectors and professional shooters, as well as those who are employed in law enforcement agencies. The magazine is loosely divided into several sections, including our regular political, technical and opinion columns, product reviews, shooting and hunting stories, the Youth in Focus junior profile and Competition News.

The Multiple Title Discount (MTD) is offered to all advertisers who regularly advertise in *Australian Shooter* (all 11 issues per year) plus a combination of at least four ads in the following:

- *Australian Hunter*
- *Australian & NZ Handgun*
- *Comprehensive Guide*
- *Women's Shooter*
- *Junior Shooter*
- *Great Australian Outdoors*

The MTD rate is only offered for adverts quarter page or larger. Adverts must be at least the same size as the adverts placed in *Australian Shooter*. All bookings must be made at the same time, in advance, for the entire year.

Specifications

Australian Shooter is saddle stitched and printed web offset throughout. All ready artwork must be supplied digitally as a high resolution CMYK PDF, either delivered by email or CD. All adverts must be accompanied by a colour proof as verification. All fonts and graphic files must be embedded.

Full page (trim size): 205mm wide x 270mm high
(bleed size): 215mm wide x 280mm high
 Keep any active content 5mm inside trim size

IFC + page 3 (trim size): 410mm wide x 270mm high
(bleed size): 420mm wide x 280mm high
 Keep any active content 5mm inside trim size

Half page horizontal: 184mm wide x 115mm high

Half page vertical: 90mm wide x 235mm high

Third page horizontal: 184mm wide x 79mm high

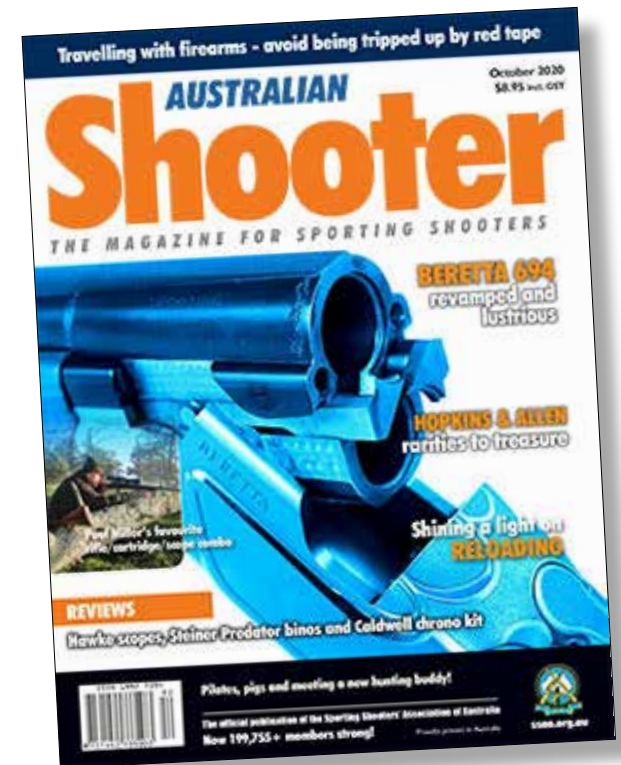
Third page vertical: 59mm wide x 235mm high

Quarter page horizontal: 184mm wide x 57mm high

Column: Minimum 30mm to maximum 59mm wide 120mm high

Space booking and artwork deadlines

Cover issue	Space bookings	Material makeup	Complete artwork	Released
February 2021	13 November 2020	30 November	10 December	1 February
March	14 Jan	21 January	4 February	8 March
April	16 Feb	25 February	4 March	5 April
May	17 March	25 March	8 April	3 May
June	15 April	22 April	6 May	7 June
July	18 May	20 May	3 June	5 July
August	16 June	24 June	8 July	2 August
September	15 July	22 July	5 August	6 September
October	17 August	26 August	2 September	4 October
November	15 September	23 September	7 October	1 November
December	14 October	21 October	4 November	6 December



Australian Shooter

The power is in the numbers -
More than 200,000 interested readers every issue.

Full page from **\$2390**
per issue

205x270mm

Outside back cover **\$3950**
per issue

205x270mm

Inside back cover **\$2830**
per issue

205x270mm



Rates

Size	Casual	6x	11x	MTD
Full page	\$6435	\$3955	\$2920	\$2390
Half page	\$4640	\$3060	\$1845	\$1230
Third page	\$3405	\$2195	\$1320	\$920
Quarter page	\$3320	\$1970	\$1170	\$750
Column	\$75 per centimetre			

Cover pages

Inside front cover and page 3 Offered as a double-page spread only \$5705

Inside back cover \$2830

Outside back cover \$3950

Half page from **\$1230**
per issue



Third page from **\$920**
per issue



Quarter page from **\$750**
per issue



Inside front & page 3 **\$5705**
per issue
410x270mm

www.wileyxaustralia.com.au
Use CODE: SSSA10 at checkout to redeem offer.

Australian Hunter

Australian Hunter is Australia's favourite hunting magazine, and is intended to create a better environment and community understanding of all forms of hunting, as well as provide hunters with up-to-date news and product information. It is published quarterly, with a circulation of 32,000 per issue.

Australian Hunter caters for hunters of all persuasions, such as those who hunt for animal management, trophies and of course, for the family table. The magazine comprises several sections, including In Search of Game, Practical Hunting (advice), Edgeware (knives), Reviews (firearms and products), Camp Kitchen (recipes) and Hunter's World.

Each year *Australian Hunter* magazine expands to include more stories and information about camping, offroad vehicles and the outdoors in general. Our readers have been asking for this, so if you sell or distribute relevant products and are interested in having product reviews or competition prizes organised, related stories written or supporting adverts included, please let us know. If you have any press releases or announcements that would interest hunters, please let us know and we will do our best to include them in the magazine as an 'advertorial' free of charge.

Specifications

Australian Hunter is perfect bound and printed web offset throughout. All ready artwork must be supplied digitally as a high resolution CMYK PDF, either delivered by email or CD. All adverts must be accompanied by a colour proof with verification. All fonts and graphic files must be embedded.

Full page (trim size): 203mm wide x 270mm high

(bleed size): 213mm wide 280mm high

Keep any active content 5mm inside trim size

IFC + page 3 (trim size): 406mm wide x 270mm high

(bleed size): 416mm wide x 280mm high

Keep any active content 5mm inside trim size

Half page horizontal: 177mm wide x 115mm high

Half page vertical: 86mm wide x 229mm high

Third page horizontal: 177mm wide x 79mm high

Third page vertical: 56mm wide x 229mm high

Quarter page horizontal: 177mm wide x 57mm high



Space booking and artwork deadlines

Cover issue	Space bookings	Material makeup	Complete artwork	Released
Hunter 76	23 November 2020	2 December	9 December	March 2021
Hunter 77	11 March	1 April	8 April	June
Hunter 78	17 June	8 July	15 July	September
Hunter 79	21 September	7 October	14 October	December

Australian Hunter

Connect with the right audience, in a relevant way.
Australia's favourite hunting magazine.

Full page **\$1870**
per issue

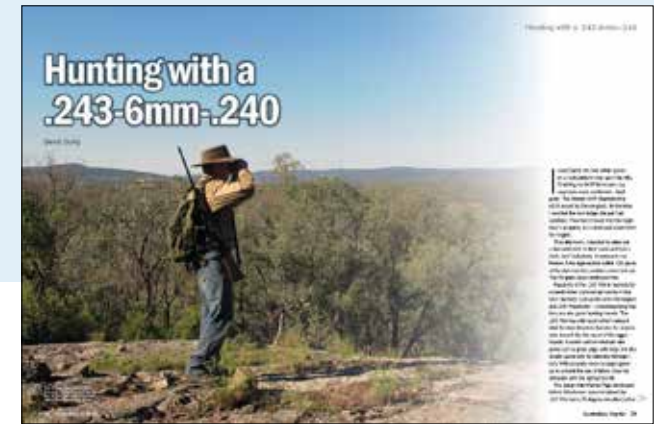
203x270mm

Outside back cover **\$2460**
per issue

203x270mm

Inside back cover **\$2145**
per issue

203x270mm



Rates

Full page	\$1870
Half page	\$1070
Third page	\$830
Quarter page	\$435

Cover pages

Inside front cover and page 3 Offered as a double-page spread only \$3840

Inside back cover \$2145

Outside back cover \$2460

Half page
\$1070
per issue

Third page
\$830
per issue

Quarter page
\$435
per issue

Inside front & page 3
\$3840
per issue
410x270mm

The enthralling Great Australian Outdoors is an educational and entertaining magazine that uniquely features destination, exploration and conservation. We've consulted with academics, environmental experts and the custodians of the land and seas, be they farmers, fishers or those charged with protecting it for future generations.

Inside we visit beautiful locations, review outdoor products and pertinent books, provide practical vehicle, survival and travel tips, cover a huge array of topical Australian issues and much more.

Your advertisement in our newest annual publication has the potential to reach hundreds of thousands of members and readers per year. *Great Australian Outdoors* has two distinct target audiences: the SSAA's membership and the casual newsstand reader. The majority of our 200,000 members are already avid outdoorsmen and women.

A recent intensive internal survey found that of our membership:

- 71% own a 4WD
- 25% own a caravan or boat
- more than 60% fish and camp
- about one third are avid hikers
- 60% are employed
- nearly 30% are retirees.

As a perfect-bound, high-quality coffee table-style publication, your advertisement and the magazine itself will have a long shelf life.

In between new issues of *Great Australian Outdoors* we will support and promote your business online to our readers and your potential customers.

Advertisers and supporters of *Great Australian Outdoors* may also be featured on Field to Fork Publishing's website (fieldtoforkpublishing.com.au) and will be mentioned on the *Great Australian Outdoors* Facebook page.

Great Australian Outdoors

Specifications

Great Australian Outdoors is perfect bound and printed web offset throughout. All ready artwork must be supplied digitally as a high resolution CMYK PDF, either delivered by email or CD. All adverts must be accompanied by a colour proof as verification. All fonts and graphic files must be embedded.

Full page (trim size): 203mm wide x 270mm high
(bleed size): 213mm wide x 280mm high
Keep any active content 5mm inside trim size

IFC + page 3 (trim size): 406mm wide x 270mm high
(bleed size): 416mm wide x 280mm high
Keep any active content 5mm inside trim size

Half page horizontal: 177mm wide x 115mm high

Half page vertical: 86mm wide x 229mm high

Third page horizontal: 177mm wide x 79mm high

Third page vertical: 56mm wide x 229mm high

Quarter page horizontal: 177mm wide x 57mm high

Space booking and artwork deadlines

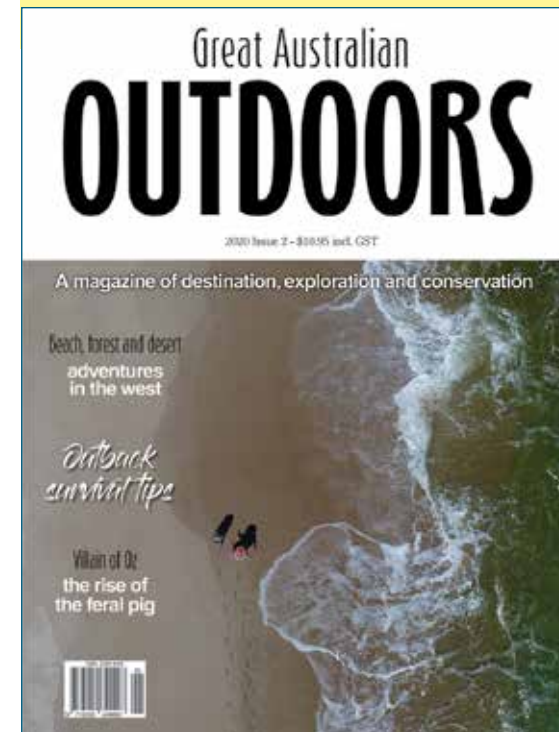
Cover issue	Space booking	Material makeup	Complete artwork	Released
Issue 3	29 April 2021	6 May	20 May	July 2021



2019 International Creative Media Awards

Great Australian Outdoors magazine

- Travel & Photography Magazine Award
- Award for Excellence



Great Australian Outdoors

At last, our big country has a big outdoors magazine.

Full page **\$1835**
per issue

203x270mm

Outside back cover **\$2435**
per issue

203x270mm

Inside back cover **\$2125**
per issue

203x270mm



Rates

Full page	\$1835
Half page	\$1020
Third page	\$815
Quarter page	\$410

Cover pages

Inside front cover Offered as a double-page spread only \$3800

Inside back cover \$2125

Outside back cover \$2435

Half page

\$1020
per issue



Third Page

\$815
per issue



Quarter Page

\$410
per issue



Inside front & page 3 **\$3800**
per issue

Double page spread 406x270mm



Australian & New Zealand Handgun

Australian & New Zealand Handgun is intended to create a better environment and community understanding of all forms of handgun shooting. It is published annually and has a circulation of approximately 17,000 per issue. The magazine caters to revolver and pistol shooters, as well as professional shooters and those employed in law enforcement agencies.

Australian & New Zealand Handgun is loosely divided into several sections, including Target (accuracy, technical and reloading information), Reviews (firearms and products), Historical and Handgunners World. If you would like to advertise near or in a particular section, please let us know.

Specifications

Australian & New Zealand Handgun is perfect bound and printed web offset throughout. All ready artwork must be supplied digitally as a high resolution CMYK PDF, either delivered by email or CD. All adverts must be accompanied by a colour proof as verification. All fonts and graphic files must be embedded.

Full page (trim size): 230mm wide x 275mm high

(bleed size): 240mm wide x 285mm high

Keep any active content 5mm inside trim size

IFC + page 3 (trim size): 460mm wide x 275mm high

(bleed size): 470mm wide x 285mm high

Keep any active content 5mm inside trim size

Half page horizontal: 194mm wide x 110mm high

Half page vertical: 94mm wide x 224mm high

Third page horizontal: 194mm wide x 80mm high

Third page vertical: 60mm wide x 224mm high

Quarter page horizontal: 194mm wide x 52mm high



Space booking and artwork deadlines

Cover issue	Space booking	Material makeup	Complete artwork	Released
Handgun 20	7 October	14 October	21 October	29 November

Australian & New Zealand Handgun

The magazine by handgun enthusiasts for handgun enthusiasts.

Full page **\$1870**
per issue

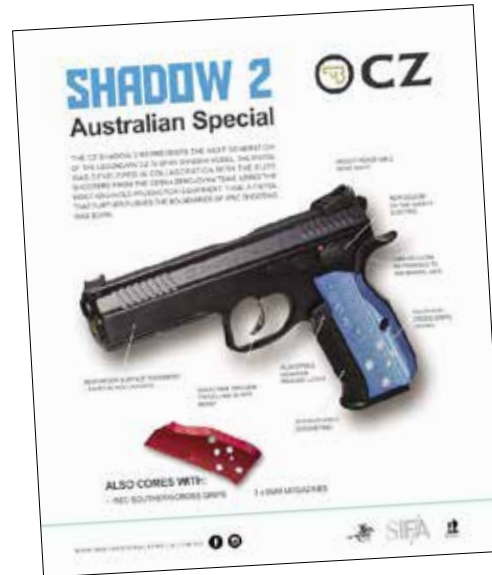
275x230mm

Outside back cover **\$2460**
per issue

275x230mm

Inside back cover **\$2145**
per issue

275x230mm



Rates

Full page	\$1870
Half page	\$1070
Third page	\$830
Quarter page	\$435

Cover pages

Inside front cover	Offered as a double-page spread only	\$3840
Inside back cover		\$2145
Outside back cover		\$2460



SSAA's Comprehensive Guide to Shooting & Hunting in Australia

The SSAA's *Comprehensive Guide* covers many different shooting disciplines and events (including rifle, shotgun and handgun shooting), shooting techniques, detailed state and territory specific information about hunting, as well as something for junior shooters. This magazine is aimed at all shooters, hunters and outdoors enthusiasts Australia-wide, but is particularly orientated towards newcomers.

The Guide is becoming more and more popular with readers and advertisers each year and with a firm circulation of 17,000 per issue, it has successfully established its place in the SSAA's stable of publications. With every edition to date completely selling out, the sixth edition to be released in 2020 is set to be bigger, better and more popular than ever.

Please keep in mind that a large portion of readers of this publication are not SSAA members, as they are often just entering sports shooting, recreational hunting or the Association for the first time. The SSAA's *Comprehensive Guide* is therefore a great platform for you to promote your brand and products to the next generation in our sport.

Specifications

The SSAA's *Comprehensive Guide to Shooting & Hunting in Australia* is perfect bound and printed web offset throughout. All ready artwork must be supplied digitally as a high resolution CMYK PDF, either delivered by email or CD. All adverts must be accompanied by a colour proof as verification. All fonts and graphic files must be embedded.

Full page (trim size): 203mm wide x 270mm high

(bleed size): 213mm wide x 280mm high

Keep any active content 7mm inside trim size

IFC + page 3 (trim size): 406mm wide x 270mm high

(bleed size): 416mm wide x 280mm high

Keep any active content 5mm inside trim size

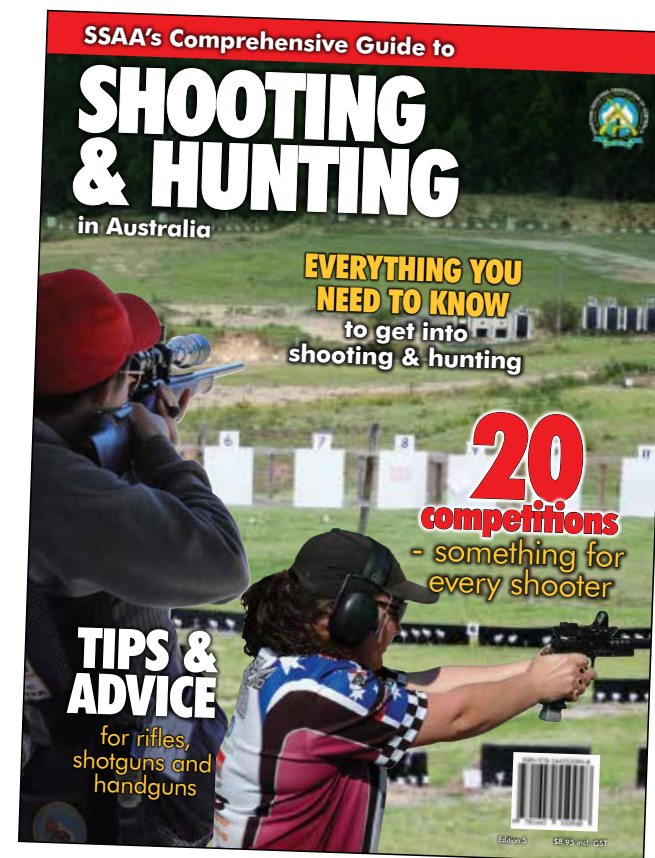
Half page horizontal: 177mm wide x 115mm high

Half page vertical: 86mm wide x 229mm high

Third page horizontal: 177mm wide x 79mm high

Third page vertical: 56mm wide x 229mm high

Quarter page horizontal: 177mm wide x 57mm high



Space booking and artwork deadlines

Cover issue	Space booking	Material makeup	Complete artwork	Released
Edition 7	14 February	4 March	11 March	6 April

SSAA's Comprehensive Guide to Shooting & Hunting in Australia

Full page **\$1820**
per issue

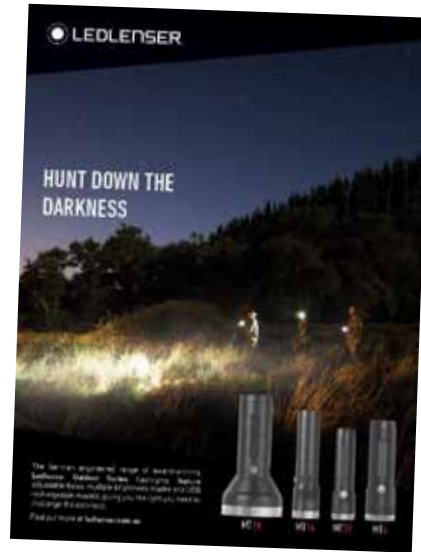
270x203mm

Outside back cover **\$2345**
per issue

270x203mm

Inside back cover **\$2105**
per issue

270x203mm



Rates

Full page	\$1820
Half page	\$1045
Third page	\$790
Quarter page	\$425

Cover pages

Inside front cover and page 3	Offered as a double-page spread only \$3750
Inside back cover	\$2105
Outside back cover	\$2345

Half page **\$1045**
per issue



Third page **\$790**
per issue



Quarter page **\$425**
per issue



Inside front & page 3 **\$3750**
per issue
Double page spread 270x406mm



Website and E-newsletter

Website and email advertising is a fantastic, easy and inexpensive way of getting your business and brand name out there. All adverts on our website, when clicked on, will link visitors directly to your website, providing your customers with an immediate port of call. We have at least 100,000 unique hits to our page per month.

In addition to this, you can tailor your advert specifically to your desired audience by placing it under either our **Disciplines** or **Hunting** category. Depending on what is best suited to your business, products or services, you may choose for instance to place adverts showcasing your hunting firearms or products intended for the field under the Hunting category, while target shooting or all-purpose firearms and products may be better placed under the Discipline category.

Website rates

Size	Per month
Skyscraper	\$210
Medium banner	\$105

Website specifications

All ready artwork must be supplied digitally as an RGB, 72dpi file, in JPG or animated GIF format.

Skyscraper: 270 pixels wide x 500 pixels high

Medium banner: 270 pixels wide x 250 pixels high

ssaa.org.au

The *SSAA National E-newsletter* is a popular member-only electronic newsletter, with more than 56,500 (August 2020) subscribers. The publication covers current events, reviews and stories about firearms, sports shooting and recreational hunting issues and other important and relevant news.

Advertising in this publication is quite exclusive, as we only permit two adverts per issue, which link from your customer's inbox straight to your website. Using this type of immediate and up-to-date format works best when promoting a special offer/discount or upcoming event.

E-newsletter rates

Size	Per month
E-newsletter rectangle	\$365
E-newsletter banner	\$320

E-newsletter specifications

All ready artwork must be supplied digitally as an RGB, 72dpi file, in JPG or animated GIF format.

E-newsletter rectangle: 300 pixels wide x 350 pixels high

E-newsletter banner: 564 pixels wide x 100 pixels high

Website space booking and artwork deadlines

Month	Space bookings	Material makeup	Complete artwork
January	14 December 2020	16 December 2020	18 December 2020
February	18 January 2021	20 January	22 January
March	15 February	17 February	19 February
April	15 March	17 March	19 March
May	19 April	21 April	23 April
June	17 May	19 May	21 May
July	21 June	23 June	26 June
August	19 July	21 July	23 July
September	16 August	18 August	20 August
October	20 September	24 September	25 September
November	18 October	20 October	23 October
December	18 November	20 November	22 November



Website adverts

Linking customers directly to your page and online shop.

E-newsletter adverts

Your advert sent to the inbox of our subscribers (more than 56,500) via our e-newsletter every month.

The screenshot shows the SSAA website homepage. At the top, there's a navigation bar with links for MEMBERS, NEWS/RESOURCES, PUBLICATIONS, HUNTING, DISCIPLINES, LICENSING, and MEDIA. Below this is a secondary menu with STATE OFFICES, SSAA TV, INSURANCE, SHOP, FARMER ASSIST, and GUN SALES. A search bar is on the right. A 'BECOME A MEMBER' button is prominent. The main content area features a 'DISCIPLINES' section with text about shooting competitions and a 'SportEAR AXIL' advertisement for wireless earbuds. Below that, there's a 'Medium banner' advertisement for 'ATMIL ON' and 'ARES ETR' tactical scopes. A 'Skyscraper' advertisement is overlaid on the 'DISCIPLINES' section.

Skyscraper **\$210** per month
500 pixels deep x 270 pixels wide

Medium banner **\$105** per month
250 pixels deep x 270 pixels wide

The screenshot shows an e-newsletter from SSAA National. It features a large header image of a shooter in a field. Below the header, there are several articles and advertisements. One article is titled 'Meet our newest ambassador' and another is 'Potential members queuing up to 'Try Shooting''. There are also advertisements for 'SportEAR AXIL' and 'NIGHTFORCE Lightforce' scopes. A 'Banner' advertisement is overlaid on the bottom right of the newsletter.

Rectangle **\$365** per month
350 pixels deep x 300 pixels wide

Banner **\$320** per month
100 pixels deep x 564 pixels wide

Magazine stories and reviews

This kind of free coverage on your business and products is available to all advertisers.

If you have a story to share about your business, services or products, we encourage you to discuss it with us. Your products could feature in a review written by one of our writers, while your current events or projects could receive news coverage. This kind of free coverage on your business and products is available to all advertisers and is a value-added service that money just can't buy. Reviews must be arranged with the Editor prior to the product being sent to the department or the reviewer.

edit@ssaa.org.au



SSAA social media

SSAA National manage a number of social media platforms, with an overall audience of 100,000 followers, which include:

- SSAA National Facebook
- SSAA National Instagram
- *Australian Hunter* Facebook
- *Australian Women's Shooter* Facebook
- *Australian Women's Shooter* Instagram
- *Great Australian Outdoors* magazine Facebook
- *Great Australian Outdoors* magazine Instagram
- SSAA SHOT Expo Facebook
- SSAA SHOT Expo Instagram

You're welcome to tag us in your posts, or send through a link or message with text direct to advertising@ssaa.org.au if there is anything specific you would like us to share for you.

We're more than happy to look at sharing content for you.



Online promotions

If your business has any news to share with our shooters, hunters or outdoor enthusiasts, please let us know.

Whether it's a new product launch, large sales event, SSAA member discount offer, a come-and-try day or any other announcement, we may be able to publish this information on the SSAA National website ssaa.org.au, so feel free to add advertising@ssaa.org.au to your media or newsletter lists to keep us informed.



ssaagunsales.com

22,000 active users - 790,000 page views per month

Since launching in May 2016, SSAA Gun Sales has proved a huge hit with firearms enthusiasts in Australia. The safe, secure and simple to use online marketplace was designed to be Australia's most comprehensive firearms and accessories trading website.

During the past year SSAA Gun Sales has established itself as a hive of activity with a wide range of products.

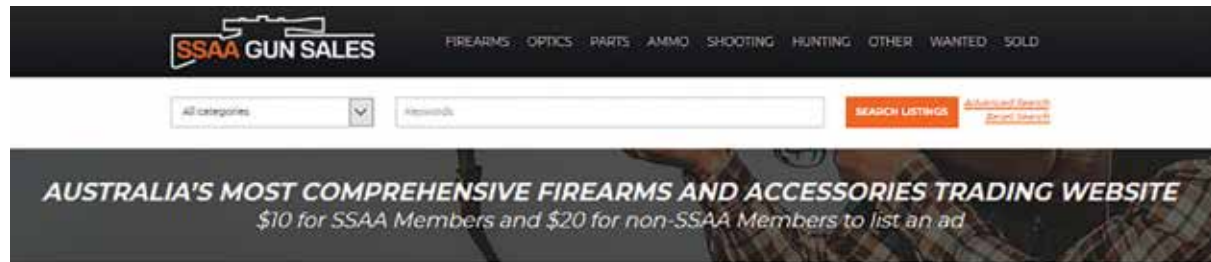
SSAA Gun Sales receives more than 790,000 page views per month. That's 9.5 million pages per year.

- Now has 22,000 active users
- More than 12,500 items have been sold

We encourage you to use SSAA Gun Sales to list anything and everything from firearms and firearm parts, sights and optics, all shooting and hunting products and accessories, ammunition and reloading equipment as well as other general items including camping gear, clothing, books, DVDs, campers, vehicles, boats, property and much, much more.

Dealer listings are just \$20 per item.

- Your ad will last for 12 months unless sold prior.
- You can add up to six images per listing.
- You will be in control of your ad, and can manage all the enquiries, notifications and listings directly through your account on the actual website.
- If you would like to discuss package options, either monthly or annually, please talk to us about your requirements and we will happily look at this with you.
- Have a look at the site on ssaagunsales.com



FEATURED LISTINGS



Australian Women's Shooter

Specifications

Australian Women's Shooter is spine glued and printed web offset throughout. See *Australian Shooter* specifications for advert dimensions and more details.

Rates

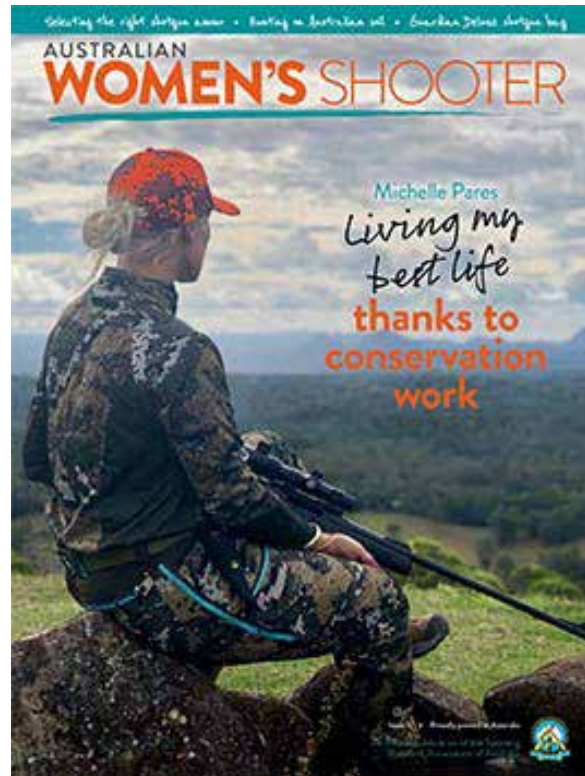
Full page	\$2390
Half page	\$1230
Third page	\$920
Quarter page	\$750

Space booking and artwork deadlines

Cover issue	Space bookings	Material makeup	Complete artwork	Released
Edition 10	14th Jan	21st January	4th February	8th March
Edition 11	15th April	22nd April	6th May	7th June
Edition 12	15th July	22nd July	5th August	6th September
Edition 13	14th October	21st October	4th November	6th December

Focusing on SSAA's female members, *Australian Women's Shooter* is a quarterly magazine that covers all things related to women's shooting. Whether you're a seasoned sports shooter and/or recreational hunter or maybe looking to become more involved but not sure how, this magazine is for you.

Australian Women's Shooter features a regular column from three-time Commonwealth Games gold medallist Laetisha Scanlan and relevant practical pieces from professional shooter Gemma Dunn. Along with Laetisha and Gemma's expert knowledge and tips, AWS is filled with product reviews, profiles, stories and prizes especially for the ever-increasing number of females participating in shooting and hunting across the country.



Australian Junior Shooter

Specifications

Australian Junior Shooter is published online only. See *Australian Shooter* specifications for advert dimensions and more details.

Rates

Full page	\$1410
Half page	\$888
Third page	\$637
Quarter page	\$565



If you're a junior member of the SSAA or a young person who'd like to try your hand at sports shooting or recreational hunting, then *Australian Junior Shooter* is for you. This special publication features stories about casual plinking, competitive target shooting, hunting for the table, hunting for wildlife management, firearm and outdoor safety, and the legal and ethical requirements of shooting.

Australian Junior Shooter includes interview-style articles and advice from young shooters who have competed nationally and internationally, as well as letters from members, game meat recipes and puzzles to keep you informed and entertained. Each issue also includes member competitions with great prizes up for grabs.

Many of the stories are written by junior members of the SSAA or their families and friends, but all are written for juniors, so we can ensure the next generation can continue in their chosen recreation safely and sustainably.



Space booking and artwork deadlines

Cover issue	Space bookings	Material makeup	Complete artwork	Released
Edition 26	16 Feb	25 February	4 March	5 April
Edition 27	17 August	26 August	2 September	4 October

Secure Your Gun, Secure Your Sport

The Secure Your Gun, Secure Your Sport brochure is just that - a publication purely dedicated to firearm safes and safety. The brochure is released periodically and distributed to all SSAA members and the SSAA state and territory branches for distribution to clubs and expos. An electronic copy is also available on the SSAA National website (ssaa.org.au).

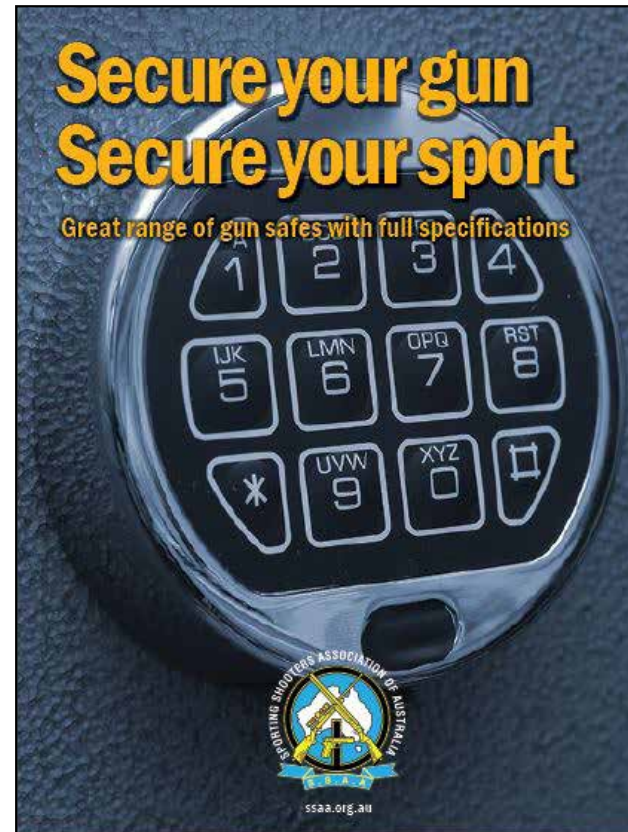
The brochure features write-ups and images on a range of different size and capacity manual and electronic safes and associated products such as trigger locks. It also includes contact details for distributors and state and territory firearms branches.

All advertisers who feature in this brochure are encouraged to provide as much information as possible on each and every safe they have available. Your business information will be included, so members and customers can quickly see who distributes and sells whichever safe they're interested in.

The Secure Your Gun, Secure Your Sport brochure is regularly promoted through our stable of publications, social media and via our digital newsletter. Readership of this brochure is well in excess of 400,000.

Specifications

See *Australian Shooter* specifications for advert dimensions and more details.



Rates

Full page	\$1410
Half page	\$890
Third page	\$640
Quarter page	\$565



Space booking and artwork deadlines

Cover issue	Space booking	Material makeup	Complete artwork	Released
Edition 6	21 August	3 September	10 September	October 2021

Inserts and Direct Marketing

SSAA National is pleased to offer fall-out inserts and direct marketing as part of our stable of advertising options. Your message can be included in our magazine distribution as a separate fall-out advertisement, which will be inserted loosely in the packaging of the magazines. We also mail more than 16,500 SSAA Membership Cards each month to new and existing individual SSAA members, and we can include your message as part of that mailing. Both of these advertising options guarantee that your message will be seen by your potential clients.

Magazine fall-out inserts

Australian Hunter

Material in the *Australian Hunter* must not exceed the size of the magazine, which is 270mm deep x 203mm wide.

Weight must not be more than 10 grams.

Rates

There is a 10,000 insert minimum requirement for the *Australian Hunter* at \$4060 per issue. These would be distributed across the country randomly.



Membership cards

Material in SSAA Membership Card mail-out must not exceed the size of a DL envelope, which is 100mm deep x 210mm wide.

Weight must not be more than 3 grams.

We send out more than 16,500 new and renewed SSAA Membership Cards each month.

Rates

\$1450 per 10,000.



Additional information

SSAA National design staff are available to create your insert. A \$250 design fee will be charged.

All rates do not include printing, delivery and postage - this is the responsibility of the advertiser.

Material must be supplied before the agreed deadline. If not received by the deadline, the advertiser will be charged 50 per cent of the agreed rate.

Mail-out numbers for *Australian Hunter* and membership cards increase each month. If you require more than 10,000 inserts, please contact us for an updated quote based on the number of the previous issue/month to your booking.

Prices will be confirmed at the time of booking to allow for increases in membership numbers and subscription numbers.

Terms and conditions

Australian Shooter, Australian Hunter, Australian & New Zealand Handgun, Great Australian Outdoors, SSAA's Comprehensive Guide to Shooting & Hunting in Australia, Secure Your Gun, Secure Your Sport, SSAA National E-newsletter, and SSAA National website (ssaa.org.au) are published by the Sporting Shooters' Association of Australia Inc (SSAA National).

Any Advertiser Booking Contracts that are not returned with confirmation by signature before the space booking deadline stated on this Rate Card will not be included for the requested month. All Booking Contracts must be signed to secure and confirm the advertiser's agreement to place advertisements in SSAA National's publications.

Material for booked advertisements must be in the hands of the publisher as per the deadlines stated on this Rate Card. Otherwise, the advertisement, as standing, will be repeated.

All advertising must be cancelled in writing to advertising@ssaa.org.au. Cancellations of contracted advertisements will not be accepted after the space booking deadline. If a contract is cancelled without being fulfilled to its term, rates will be adjusted and reviewed as required.

All rates quoted are excluding Australian GST, and are based on per insertion for full-colour adverts.

All specified positions incur an additional 15 per cent surcharge, across all print titles.

Agency commission is set at 10 per cent.

Advertisements for use in any of SSAA National's publications can be designed free of charge. However, if you would like to use one of these advertisements in a non-SSAA publication or website, a \$250 makeup fee will be charged.

Print specifications

All ready artwork must be supplied digitally as high resolution print-ready PDFs with trim marks and bleed, either delivered by email or CD. All advertisements must be accompanied by a colour proof as verification.

When the advertiser's complete artwork does not fit the required size specifications as outlined for each publication on this Rate Card, the publisher will resize or adjust the artwork to fit at its own discretion.

The publisher reserves the right to reject inferior artwork.

Policies

SSAA National reserves the right to reject any bookings and advertising submissions at its own discretion and without stating a reason.

SSAA National has a policy on advertisements in the Association's publications. We request that all advertisers be cautious with the descriptions or imagery associated with their products, particularly firearms and scopes. Adjectives such as 'tactical', 'sniper', 'mil-spec', 'police', 'defender' and 'homeland defence' can create off-putting connotations and are easily exploited by negative media agencies, journalists and politicians. In short, it makes our cause to promote recreational shooting and hunting even harder. We realise that in some instances the words 'tactical' or similar are a part of the product's name and we will consider advertising these products on a case-by-case basis. All advertisement artwork and images should be considered in the same context as avoiding the use of aggressive or militaristic sounding words. In addition, advertising that promotes overt sexism should be avoided and may be rejected on those grounds.

The publisher will place the word 'advertisement' on any copy, which, in the publisher's opinion, too closely resembles editorial matter.

Payment options

Charges are due for payment within 30 days after an invoice has been issued.

If you would like to pre-pay any of your advertising, please advise and organise this directly with Advertising Representative Karoline Wasiak.

If you would prefer to pay by electronic funds transfer (EFT), please use the following details to transfer using BSB number: 082 167; account number: 82345 2411; account name: Sporting Shooters Association of Australia inc; and the reference number included on your invoice within 30 days of the invoice date.

If you would prefer to pay by credit card, please contact the SSAA National Accounts Office (PO Box 282, Plumpton, NSW 2761 or 02 8805 3900) to authorise your payment. Credit cards will be charged within a fortnight of the magazine being released. Receipts will be sent once payment is confirmed.

If you would prefer to pay by cheque, please make the cheque payable to Sporting Shooters' Association of Australia Inc, and send with your invoice number to the SSAA National Accounts Office within 30 days of the invoice date.

Any overdue accounts will result in your advertising contract being automatically terminated or cancelled until the outstanding amount is settled. Legal action may be taken to recover costs.

If you have any questions, require any other information, or to place a booking, contact Karoline Wasiak on 0412 486 071 or advertising@ssaa.org.au