

**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
- 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](http://ssaa.org.au)
- Trading Post-style advertising on [ssaagunsales.com](http://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



Plus More!

## 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 &**  
**Business Development Manager**

Email: [advertising@ssaa.org.au](mailto: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 207,848 per issue (September 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



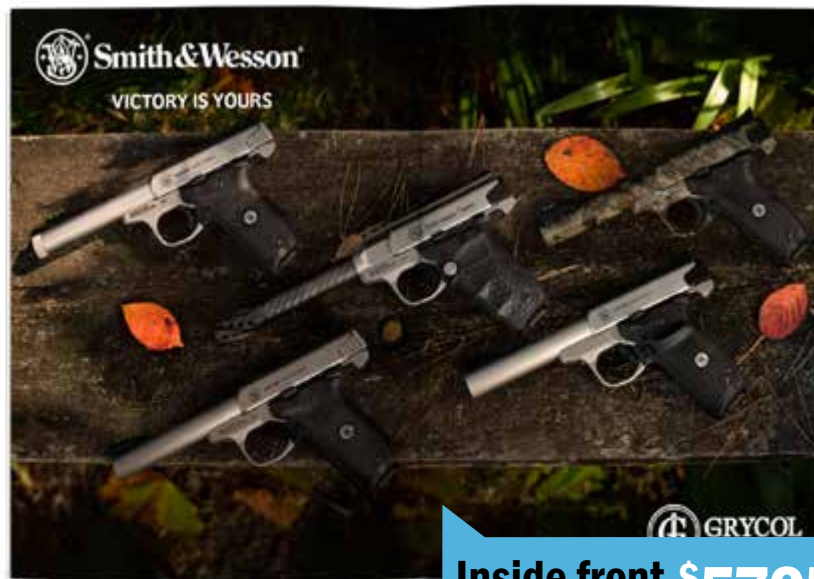
## Space booking and artwork deadlines

Cover issue	Space bookings	Material makeup	Complete artwork	Released
February 2022	11 November 2021	16 December 2021	23 December 2021	3 February
March	10 Jan	27 January	3 February	3 March
April	10 Feb	24 February	3 March	4 April
May	11 March	24 March	31 March	2 May
June	12 April	28 April	5 May	2 June
July	13 May	26 May	2 June	4 July
August	10 June	23 June	30 June	1 August
September	11 July	28 July	4 August	1 September
October	12 August	25 August	1 September	3 October
November	9 September	29 September	6 October	3 November
December	11 October	27 October	3 November	1 December



# Australian Shooter

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



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



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



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



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



## 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

**Full page** from  
**\$2390**  
per issue  
205x270mm

**Outside back cover**  
**\$3950**  
per issue  
205x270mm

**Inside back cover**  
**\$2830**  
per issue  
205x270mm

# 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 as 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 80	13 January	27 January	3 February	3 March
Hunter 81	14 April	28 April	5 May	2 June
Hunter 82	13 July	28 July	4 August	1 September
Hunter 83	10 October	27 October	3 November	1 December



# Australian Hunter

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



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



**Half page** from **\$1070** per issue



**Third page** from **\$830** per issue



**Quarter page** from **\$435** per issue



## Rates

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

## Cover pages

Inside front cover and page 3	<i>Offered as a double-page spread only</i> \$3840
Inside back cover	\$2145
Outside back cover	\$2460

**Full page** from **\$1870** per issue  
205x270mm

**Outside back cover** **\$2460** per issue  
205x270mm

**Inside back cover** **\$2145** per issue  
205x270mm

# Great Australian Outdoors

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 *Great Australian Outdoors'* website ([greataustralianoutdoors.com.au](http://greataustralianoutdoors.com.au)) and will be mentioned on the *Great Australian Outdoors* Facebook page.

## 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 4	20 October	24 November	1 December	2 February 2023



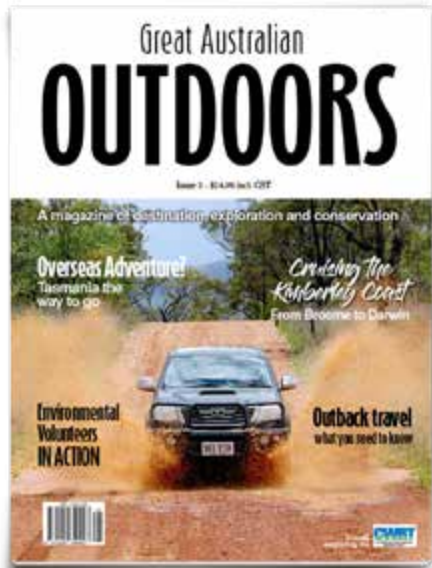
**2019 International  
Creative Media Awards**

**Great Australian Outdoors magazine**  
• Travel & Photography Magazine Award  
• Award for Excellence



# Great Australian Outdoors

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



**Inside front & page 3** **\$3800** per issue  
Double page spread 410x270mm



**Half page** from **\$1020** per issue

**There's more to Lifeblood than blood.**

From bone marrow to milk, medicines, organs and tissue donations.

Discover how you're helping lives in all kinds of amazing ways.

Give life. Lifeblood

Lifeblood

**Third page** from **\$815** per issue



**Quarter page** from **\$410** per issue



## Rates

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

## Cover pages

Inside front cover and page 3	Offered as a double-page spread only \$3800
Inside back cover	\$2125
Outside back cover	\$2435

**Full page** from **\$1835** per issue  
205x270mm

**Outside back cover** **\$2435** per issue  
205x270mm

**Inside back cover** **\$2125** per issue  
205x270mm



# 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 21	26 September	13 October	20 October	17 November

# Australian & New Zealand Handgun

The magazine by handgun enthusiasts for handgun enthusiasts.



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

**Full page** from **\$1870** per issue  
205x270mm

**Outside back cover** **\$2460** per issue  
205x270mm

**Inside back cover** **\$2145** per issue  
205x270mm



**Half page** from **\$1070** per issue



**Third page** from **\$830** per issue



**Quarter page** from **\$435** per issue



## 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* \$3800

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 20,000 per issue, it has successfully established its place in the SSAA's stable of publications. With every edition to date completely selling out, the seventh edition to be released in 2023 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. Every edition to date has been completely sold out!

## 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

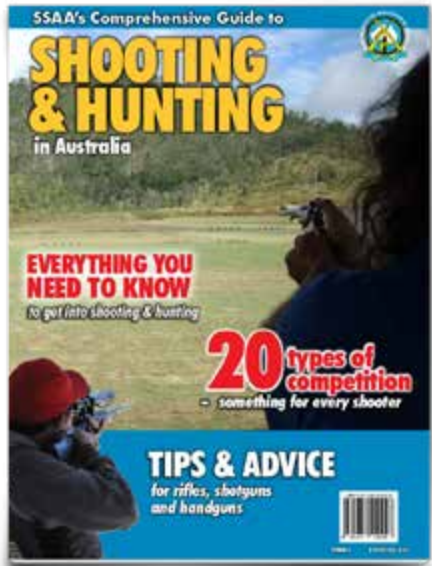


## Space booking and artwork deadlines

Cover issue	Space booking	Material makeup	Complete artwork	Released
Edition 7	TBA 2023	TBA 2023	TBA 2023	TBA 2023



# SSAA's Comprehensive Guide to Shooting & Hunting in Australia



## Rates

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

## Cover pages

Inside front cover and page 3	<i>Offered as a double-page spread only</i> \$3800
Inside back cover	\$2105
Outside back cover	\$2345

**Full page** from  
**\$1820**  
per issue

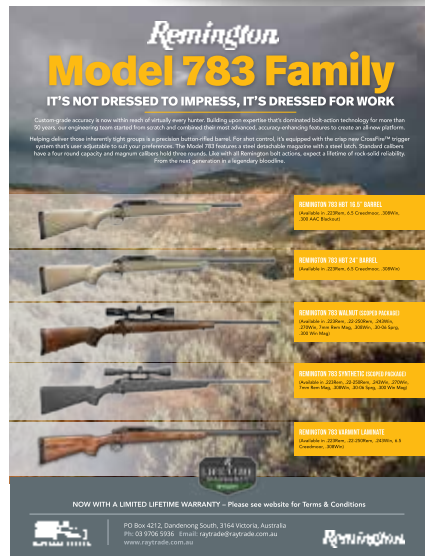
205x270mm

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

205x270mm

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

205x270mm



**Inside front  
& page 3** **\$3750**  
per issue  
410x270mm

**Half page**  
from  
**\$1045**  
per issue



**Third page**  
from  
**\$790**  
per issue



**Quarter  
page**  
from  
**\$425**  
per issue



# 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](http://ssaa.org.au)

The SSAA *National E-newsletter* is a popular member-only electronic newsletter, with more than 64,000 (August 2021) 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

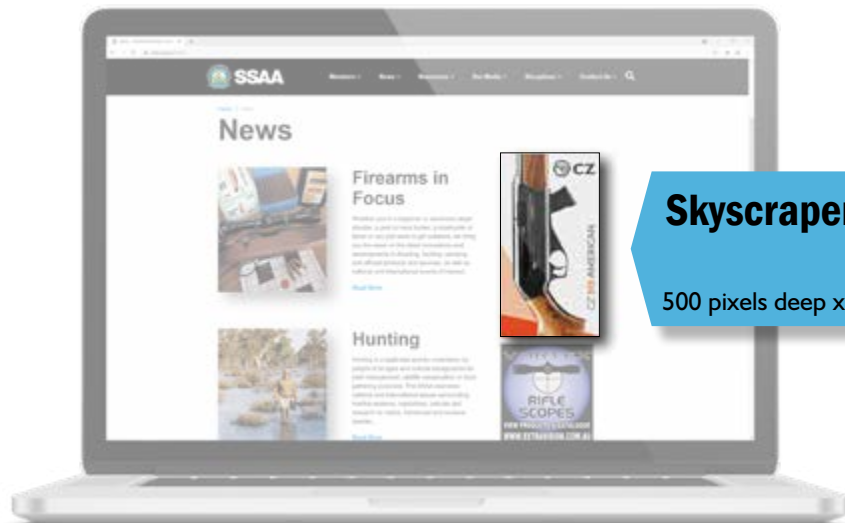
## Website space booking and artwork deadlines

Month	Space bookings	Material makeup	Complete artwork
<b>January</b>	14 December 2021	16 December 2021	17 December 2021
<b>February</b>	18 January 2022	20 January	24 January
<b>March</b>	15 February	17 February	21 February
<b>April</b>	15 March	17 March	21 March
<b>May</b>	19 April	21 April	25 April
<b>June</b>	17 May	19 May	23 May
<b>July</b>	21 June	23 June	27 June
<b>August</b>	19 July	21 July	25 July
<b>September</b>	16 August	18 August	22 August
<b>October</b>	20 September	22 September	26 September
<b>November</b>	18 October	20 October	24 October
<b>December</b>	18 November	21 November	23 November

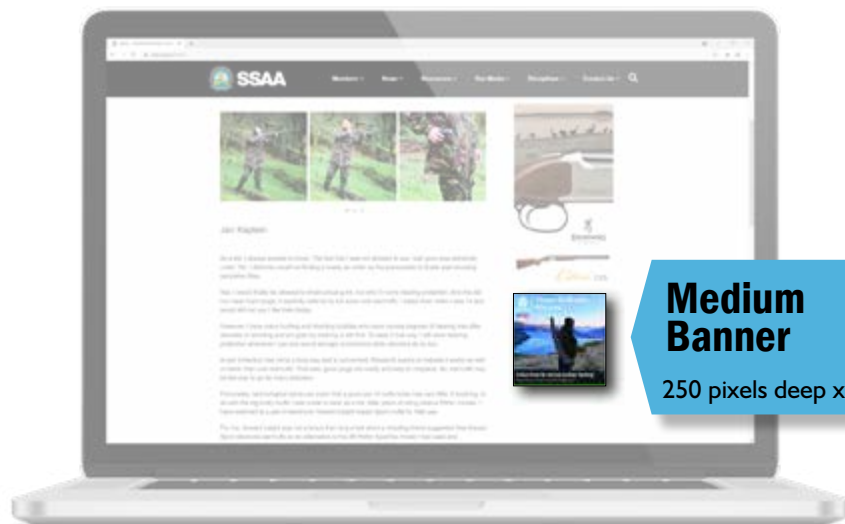


# Website

Linking customers directly to your page and online shop.



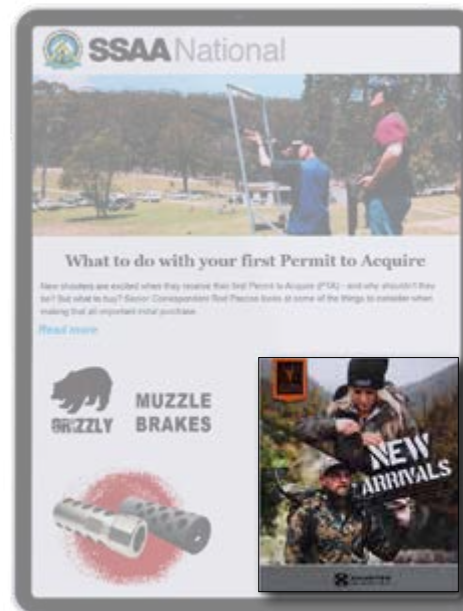
**Skyscraper** **\$210**  
per month  
500 pixels deep x 270 pixels wide



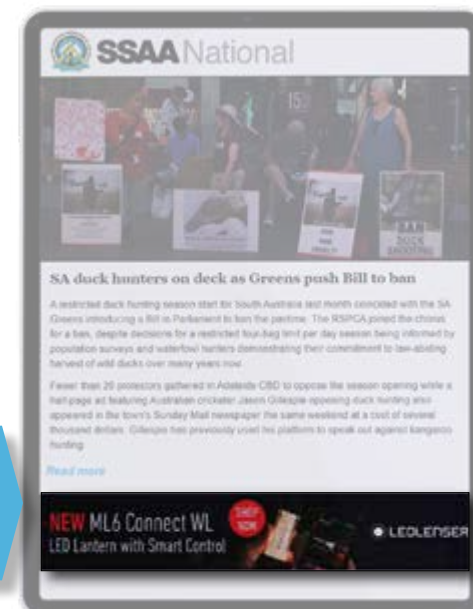
**Medium Banner** **\$105**  
per month  
250 pixels deep x 270 pixels wide

# E-newsletter

Your advert sent to the inbox of our subscribers (more than 64,000) via our e-newsletter every month.



**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

# SSAA social media

# Online promotions



**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](mailto:edit@ssaa.org.au)



SSAA National manage a number of social media platforms, with an overall audience of 115,600 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](mailto: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.



**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](http://ssaa.org.au), so feel free to add [advertising@ssaa.org.au](mailto:advertising@ssaa.org.au) to your media or newsletter lists to keep us informed.

# ssaagunsales.com

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.

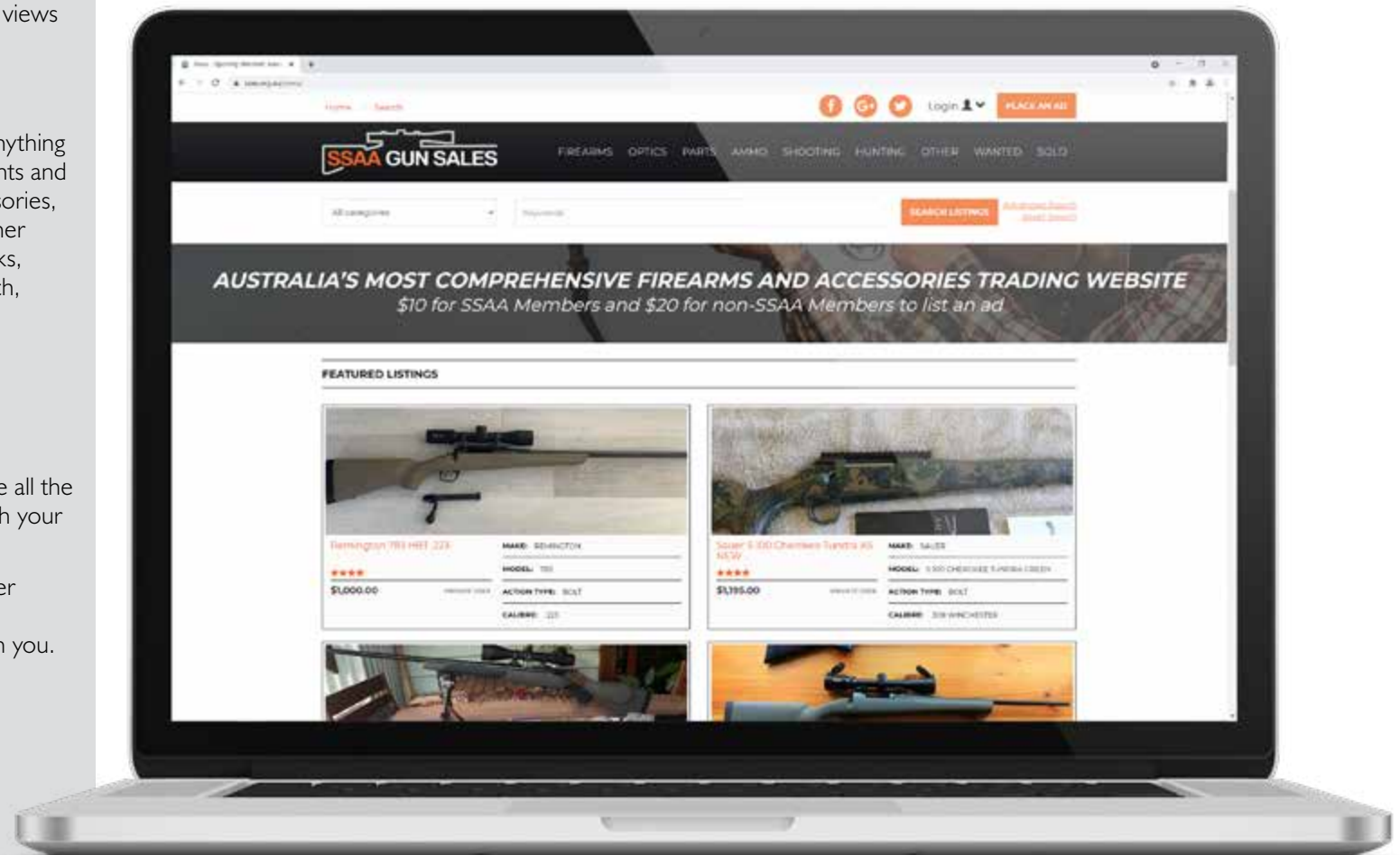
- Now has 27,000 active users
- More than 17,000 items have been sold

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

## 27,000 active users - 790,000 page views per month



# Australian Women's Shooter

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.

## Specifications

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



## Space booking and artwork deadlines

Cover issue	Space bookings	Material makeup	Complete artwork	Released
<a href="#">Edition 14</a>	10 January	27 January	3 February	3 March
<a href="#">Edition 15</a>	12 April	28 April	5 May	2 June
<a href="#">Edition 16</a>	11 July	28 July	4 July	1 September
<a href="#">Edition 17</a>	11 October	27 October	3 October	1 December

## Rates

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



# 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](http://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.



## Space booking and artwork deadlines

Cover issue	Space booking	Material makeup	Complete artwork	Released
Edition 7	15 August	15 September	22 September	October

## Rates

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

# 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 17,300 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](mailto: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](mailto:advertising@ssaa.org.au)**