

2024

SSAA MEDIA KIT



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
- Australian Hunter magazine E-newsletter
- Australian Women's Shooter E-newsletter
- Great Australian Outdoors magazine E-newsletter
- ssa.org.au
- greataustralianoutdoors.com.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 and digital 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
- Digital advertising in our monthly *SSAA National E-newsletter*
- Digital advertising in our quarterly *Australian Hunter Magazine E-newsletter*
- Digital advertising in our quarterly *Australian Women's Shooter E-newsletter*
- Digital advertising in our quarterly *Great Australian Outdoors E-newsletter*
- Trading Post-style advertising on ssaagunsales.com
- 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 digital *Australian Shooter* is provided monthly to members via email link.

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

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

Phone: 0412 486 071

Post: PO Box 2520, Unley, SA 5061

Australian Shooter - Print Edition

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 211,258 per issue (September 2022).

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 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 print is saddle stitched and printed web offset throughout. All ready artwork must be supplied digitally as a high resolution CMYK PDF, delivered by email to the Production Coordinator. All fonts and graphic files must be embedded.

Full page (trim): 205mm wide x 270mm high

(bleed): 215mm wide x 280mm high

Keep any active content 5mm inside trim size

IFC + page 3 or Double page spread

(trim): 410mm wide x 270mm high

(bleed): 420mm wide x 280mm high

Keep any active content 5mm inside trim size

Half page horizontal: 184mm wide x 115mm high

Third page horizontal: 184mm wide x 79mm high

Quarter page horizontal: 184mm wide x 57mm high

Column: 59mm wide x minimum 30mm to maximum 120mm high



Space booking and artwork deadlines

Cover issue	Space bookings	Material makeup	Complete artwork	Released
February 2024	9 November 2023	19 December 2023	21 December 2023	31 January 2024
March	4 January	23 January	25 January	4 March
April	8 February	27 February	29 February	3 April
May	7 March	26 March	28 March	1 May
June	11 April	23 April	25 April	3 June
July	9 May	28 May	3 May	1 July
August	6 June	25 June	27 June	5 August
September	4 July	23 July	25 July	2 September
October	1 August	27 August	29 August	2 October
November	5 September	1 October	3 October	4 November
December	10 October	29 October	31 October	2 December

Australian Shooter - Digital Edition

The SSAA is investing in the future of digital by offering the *Australian Shooter* in a new interactive format from October.

Existing advertisers will automatically have their ads placed in both the print and digital versions of the magazine at no extra cost. There will also be increased options for connectivity and mapping reader engagement with campaigns.

With the new digital magazine, websites, logos, phone numbers, emails and products that feature on your ad can all have individual links embedded and specific data of engagement can be generated. This is exciting insight into reader behaviour will give an indicative sampling of what our more than 212,000 readers do while reading our magazine. This initiative will allow us to learn more, attract more and convert more for your benefit.

All advertisements will automatically be mirrored in both editions of the *Australian Shooter*. If you wish to maximise the potential of your digital advertisement, we will work through your options when you book or supply your advertisement.

Specifications

All artwork supplied for the *Australian Shooter* - Print will automatically be mirrored in the digital version. It is the advertiser's responsibility to provide the correct web links for all artwork by deadline. The publisher reserves the right to refuse or edit link destinations in line with its editorial and publication policies.

Benefits

Each month we will be able to provide you with insight that includes:

- Average time on page
- Shopper behaviour from research to purchase
- Engagement at product level
- Geographical location of customers
- Page views and clicks
- Advice on customer device usage
- Customer traffic point of origin
- Ability for readers to add to cart and shop directly from your advertisement

Direct readers exactly where you want them.



Website



Facebook



Phone



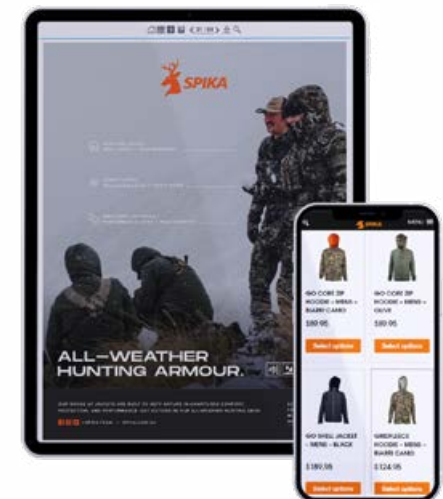
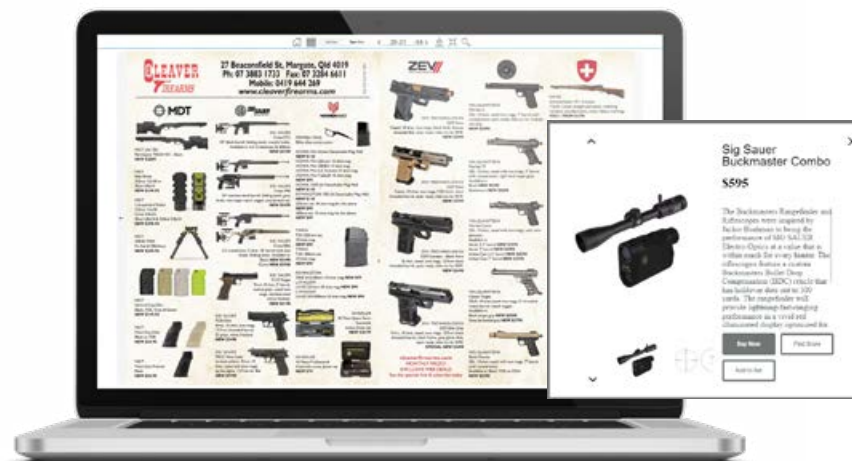
Instagram



Address



YouTube

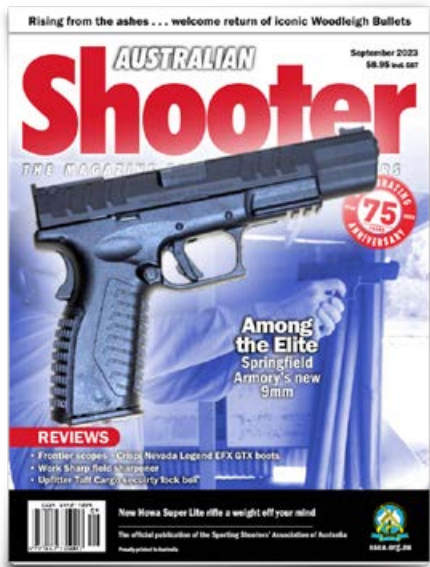


Space booking and artwork deadlines

See *Australian Shooter* - Print Edition for booking and artwork deadlines.

Australian Shooter

The power is in the numbers - more than 217,000 interested readers every issue.



Inside front & page 3
 Double page spread 410x270mm
\$5875 per issue



Half page
 from **\$1265**
 per issue



Rates

Size	Casual	6x	11x	MTD
Full page	\$6630	\$4075	\$3010	\$2460
Half page	\$4780	\$3150	\$1900	\$1265
Third page	\$3510	\$2260	\$1360	\$950
Quarter page	\$3420	\$2030	\$1205	\$770
Column	\$77 per centimetre			

Cover pages

Inside front cover and page 3
 Offered as a double-page spread only \$5875

Inside back cover \$2915

Outside back cover \$4070

Full page from **\$2460**
 per issue
 205x270mm

Outside back cover **\$4070**
 per issue
 205x270mm

Inside back cover **\$2915**
 per issue
 205x270mm



Third page
 from **\$950**
 per issue



Quarter page
 from **\$770**
 per issue

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 88	4 January	23 January	25 January	4 March
Hunter 89	11 April	23 April	25 April	3 June
Hunter 90	4 July	23 July	25 July	2 September
Hunter 91	10 October	29 October	31 October	2 December

Australian Hunter

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



ssaagunsales.com

The numbers don't lie!

Buy and sell new and used

- Firearms, parts and optics
- Reloading components
- Knives and hunting products
- Camping gear, vehicles, boats and property

2250+ items listed at any one time

36,175+ active users

29,785+ sold items

2.37 million page views per month

7 years as Australia's leading firearms website

Thanks for your help! Ad went through today without a hitch. It was so straight forward! I am 82 y.o. and not the full bottle on I.T. Thanks again. - Ken

Take a look now!

Inside front & page 3 **\$3955** per issue
Double page spread 410x270mm

UPFITTER Made by the best. Sourced by us. Built by you.

GO PREPARED. THE WINCHES YOU CAN RELY ON WHEN YOU NEED THEM MOST.

WARN'S 75TH ANNIVERSARY GIVEAWAY
Over \$5,000 in Prizes to be WON!

WIN A WARN ZEON 10-S PLATINUM WINCH plus 1 of 10 x \$100 UPFITTER GIFT VOUCHERS!

To enter, all you have to do is:

- Visit Upfitter.com.au/warn75 and tell us in 25 words or less about the adventure you'd Go Prepared! with the Warn ZEON 10-S Platinum Winch.
- For Bonus Entries to win 1 of 10 \$100 Upfitter Gift Vouchers, Like the Upfitter Facebook page and/or Follow the Upfitter Instagram page

That's it! Be quick, the giveaway ends 30 September 2023!

*Terms and conditions apply, see Upfitter.com.au for details.

UPFITTER.COM.AU

Half page from **\$1105** per issue

gma.vic.gov.au'."/>

FOR DUCKS' SAKE REDUCE WOUNDING

Be a better hunter and take steps to prevent wounding. Simple actions make a big difference. Visit gma.vic.gov.au

REQUIREMENTS: Educated, licensed, ethical, fair, honest, and honest.

REDUCE WOUNDING

Third page from **\$855** per issue

Secure your gun. Secure your sport.

2023 online brochure available now!

- A full list of state firearms registries
- Explanation of firearms categories
- A complete checklist of firearms safety
- A complete checklist of firearms safety
- A complete checklist of firearms safety
- Full contact details of safe distributors

Quarter page from **\$450** per issue

CURRENT SPECIALS

Secure your gun. Secure your sport.

Rates

Full page	\$1925
Half page	\$1105
Third page	\$855
Quarter page	\$450

Cover pages

Inside front cover and page 3	Offered as a double-page spread only \$3955
Inside back cover	\$2210
Outside back cover	\$2535

Full page from **\$1925** per issue
205x270mm

Outside back cover **\$2535** per issue
205x270mm

Inside back cover **\$2210** 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.

Our newest periodical publication has an impressive circulation of 40,000 per edition. *Great Australian Outdoors* has two distinct target audiences: the SSAA's membership and the casual newsstand reader. The majority of our 210,000 members are already avid outdoorsmen and women.

A recent intensive internal survey found that of our membership:

- More than 50% own a 4wd
- 60% enjoy fishing
- 34% own a boat
- 64% love to go camping
- 23% are avid hikers
- 34% are retired
- 65% are employed
- 25% earn over \$95k

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) 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 5	9 May	18 June	20 June	5 August

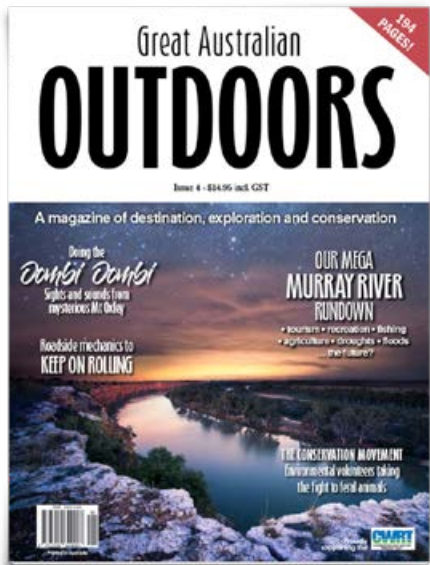


2019 International Creative Media Awards

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 **\$3915** per issue
Double page spread 410x270mm



Half page from **\$1050** per issue



Third page from **\$840** per issue



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



Rates

Full page	\$1890
Half page	\$1050
Third page	\$840
Quarter page	\$425

Cover pages

Inside front cover and page 3	<i>Offered as a double-page spread only</i> \$3915
Inside back cover	\$2190
Outside back cover	\$2510

Full page from **\$1890** per issue
205x270mm

Outside back cover **\$2510** per issue
205x270mm

Inside back cover **\$2190** 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

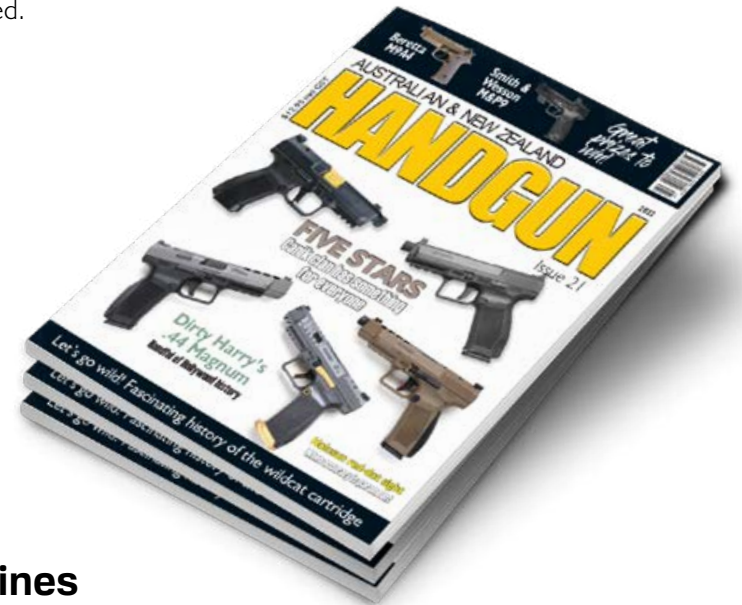
Half page horizontal: 194mm wide x 110mm high

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 23	19 September	15 October	17 October	18 November

Australian & New Zealand Handgun

The magazine by handgun enthusiasts for handgun enthusiasts.



Inside front & page 3
Double page spread 410x270mm

Rates

Full page	\$1925
Half page	\$1105
Third page	\$855
Quarter page	\$450
Cover pages	
Inside front cover and page 3	<i>Offered as a double-page spread only</i> \$3915
Inside back cover	\$2210
Outside back cover	\$2535

Full page from **\$1925** per issue
205x270mm

Outside back cover **\$2535** per issue
205x270mm

Inside back cover **\$2210** per issue
205x270mm



Half page from **\$1105** per issue



Third page from **\$855** per issue



Quarter page from **\$450** per issue



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 8	TBA	TBA	TBA	TBA, August 2025

SSAA's Comprehensive Guide to Shooting & Hunting in Australia



Inside front & page 3 **\$3915** per issue
410x270mm

Full page from **\$1875** per issue
205x270mm

Outside back cover **\$2415** per issue
205x270mm

Inside back cover **\$2170** per issue
205x270mm

Ready for competition. With best-in-class elevation travel.

ZEISS
Seeing beyond

ZEISS LRP S3 first focal plane riflescopes
In long range rifle competitions, the LRP S3 is regarded as a frequently pointed beyond its intended limits. The capabilities and performance of the riflescope are hereby tested at the extreme - many lack the sufficient elevation travel.

The ZEISS LRP S3 425 50 offers an impressive 160 MOA or 46.5 MRAD of elevation travel. The new first focal plane riflescopes from ZEISS withstand 1,500 g force of shock over multiple impact cycles and are therefore ready for the toughest of competitions. Maximum precision for great achievements.

LRP S3 426-56
LRP S3 425-50

ZEISS Optics
www.zeiss.com

Half page from **\$1075** per issue

HAWKE

Precision designs result in products with outstanding performance in the field!

www.hawkeoptics.com

Rates

Full page \$1875
Half page \$1075
Third page \$815
Quarter page \$440

Cover pages

Inside front cover and page 3 *Offered as a double-page spread only* \$3915
Inside back cover \$2170
Outside back cover \$2415

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

ARCTIC FOX OPTICS

FAMILY OWNED AND OPERATED. ARCTIC FOX OPTICS ARE YOUR SPECIALISTS IN RIFLE, SHOTGUN AND HUNTING EQUIPMENT.

Drinking a wide range of scopes with 30mm, 30mm and 30mm tubes. Monocular and non-illuminated optics. Field and variable power. Off-rover, compact scopes, binos, red eye scopes and much more.

arcticfoxoptics.com.au 07 4321 0656

Quarter page from **\$440** per issue

STAIN-FIGHTER

The SAS gun lube

For all metals and most plastics, multiple applications and used in ALL industries

- Gun lubrication
- Gun cleaning
- Gun maintenance
- Gun protection
- Gun preservation
- Gun prevention

www.stainfighter.com.au

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.

The Feature Product sections is reserved for just one product to be highlighted in each edition of the e-newsletter. Advertisers supply up to 150 words and 2-3 images that feature a special offer, sale or details of a product that you want to promote.

Website rates

Size	Per month
Skyscraper	\$220
Medium banner	\$110

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

The SSAA National E-newsletter subscription list has more than 90,000 opt in subscribers. Advertising in this publication is quite exclusive, as we only permit up to four 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.

We release the following:

SSAA National E-newsletter – monthly... The publication covers current events, reviews and stories about firearms, sports shooting and recreational hunting issues and other important and relevant news.

Australian Women's Shooter E-newsletter – quarterly ... This publication covers information that is specific to the upcoming edition of the publication.

Australian Hunter E-newsletter – quarterly ... This publication covers information that is specific to the upcoming edition of the publication.

Great Australian Outdoors E-newsletter – quarterly ... This publication covers information that is specific and relevant to the current edition.

E-newsletter rates

Size	Per month
E-newsletter rectangle	\$375
E-newsletter banner	\$330
Feature Spot	\$400

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

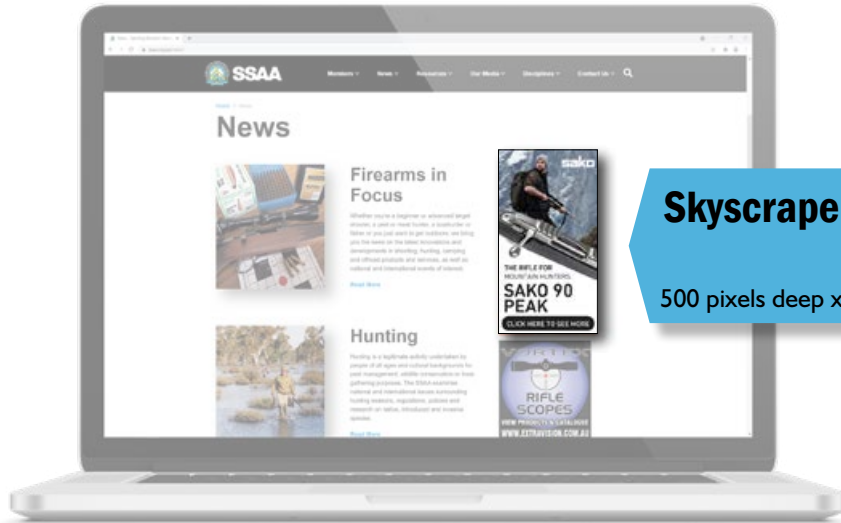
E-newsletter banner: 564 pixels wide x 100 pixels high

Website space booking and artwork deadlines

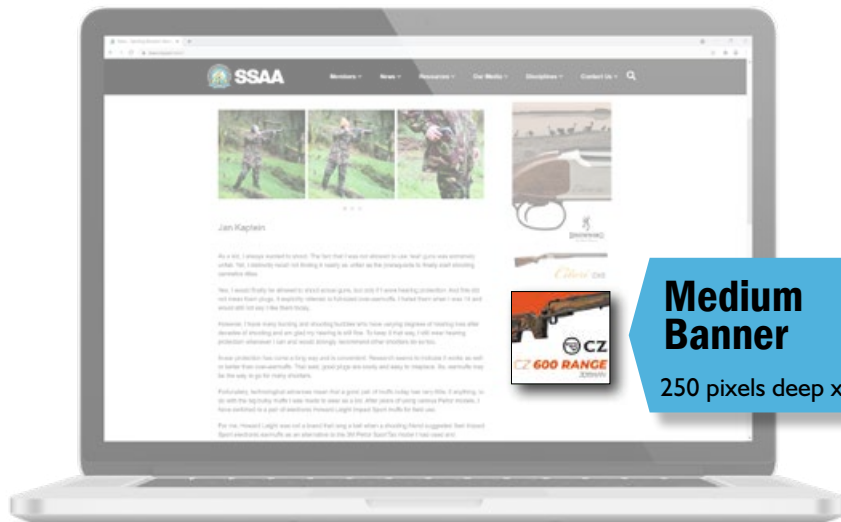
Month	Space booking	Material Makeup	Complete Artwork	Release Dates			
				SSAA National eDM	Australian Hunter eDM	Australian Womens Shooter eDM	Great Australian Outdoors eDM
January	11 December 2023	15 December 2023	18 December 2023	17 January 2024	3 January	-	-
February	15 January 2024	19 January 2024	22 January 2024	14 February	-	-	7 February
March	12 February	16 February	19 February	13 March	-	6 March	-
April	11 March	15 March	18 March	17 April	3 April	-	-
May	15 April	19 April	22 April	15 May	-	-	8 May
June	13 May	17 May	20 May	19 June	-	5 June	-
July	10 June	14 June	17 June	17 July	5 July	-	-
August	15 July	19 July	22 July	14 August	-	-	7 August
September	12 August	16 August	19 August	18 September	-	4 September	-
October	16 September	20 September	23 September	16 October	2 October	-	-
November	14 October	18 October	21 October	20 November	-	-	6 November
December	11 November	15 November	18 November	11 December	-	4 December	-

Website

Linking customers directly to your page and online shop.



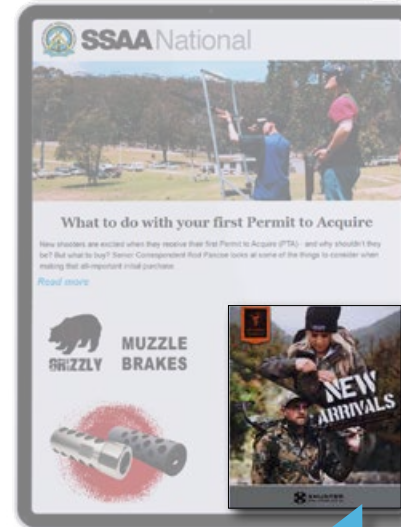
Skyscraper \$220 per month
500 pixels deep x 270 pixels wide



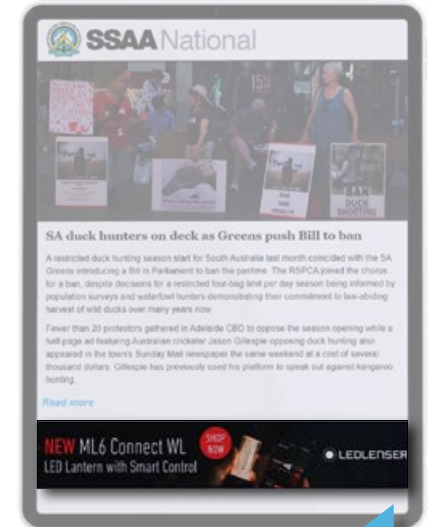
Medium Banner \$110 per month
250 pixels deep x 270 pixels wide

E-newsletter

Your advert sent to the inbox of our subscribers (more than 90,000) via our e-newsletter every month.



Rectangle \$375 per month
350 pixels deep x 300 pixels wide



Banner \$330 per month
100 pixels deep x 564 pixels wide



Feature Product \$400 per month
2-3 pictures and up to 150 words

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.

* *Australian Shooter* - Digital offers connectivity options to take readers straight to your website.

edit@ssaa.org.au

SSAA social media



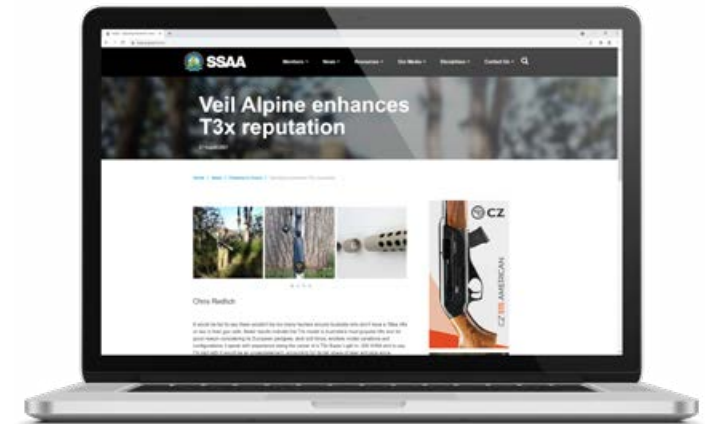
SSAA National manage a number of social media platforms, with an overall audience of 115,600 followers, which include:

- 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

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

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 1.95 million page views per month. That's 23.4 million pages per year.

- Now has 36,500 active users
- More than 30,000 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

36,500 active users - 1.95 million page views per month

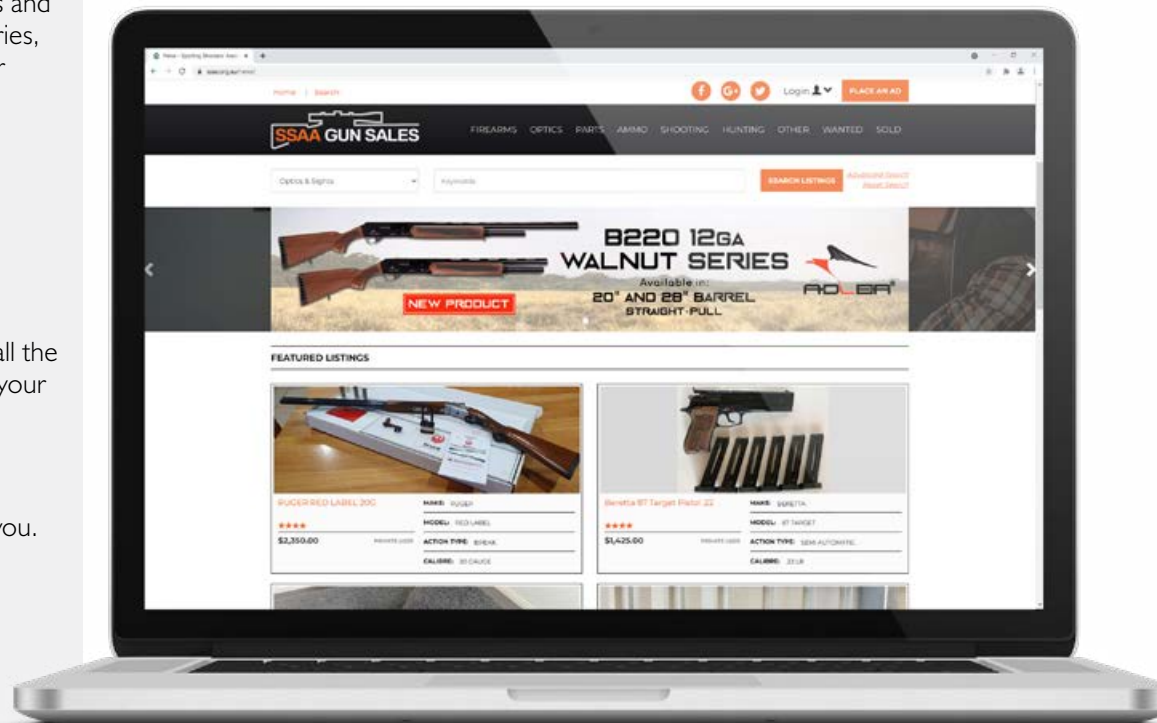
ssaagunsales.com rates

Location	Per month
Home page advertising	\$650

SSAA Gun Sales Banner specifications

1250px wide x 244px high.

All ready artwork must be supplied digitally as a JPG or GIF file.



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 experienced 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.

This publication is also available to download and read, for free, as a PDF on the SSAA National website. In addition to its huge print circulation, the digital version is also very popular.

Specifications

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



Space booking and artwork deadlines

Cover issue	Space bookings	Material makeup	Complete artwork	Released
Edition 22	4 January	23 January	25 January	4 March
Edition 23	11 April	23 April	25 April	3 June
Edition 24	4 July	23 July	25 July	2 September
Edition 25	10 October	29 October	31 October	2 December

Rates

Full page	\$2460
Half page	\$1265
Third page	\$950
Quarter page	\$775

Australian Junior Shooter

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.

This publication is also available to download and read, for free, as a PDF on the SSAA National website. In addition to its huge print circulation, the digital version is also very popular.

Specifications

Australian Junior Shooter is saddle stitched and printed web offset throughout. See *Australian Junior Shooter* specifications for advert dimensions and more details.



Space booking and artwork deadlines

Cover issue	Space bookings	Material makeup	Complete artwork	Released
Edition 30	8 February	27 February	29 February	3 April
Edition 31	1 August	27 August	29 August	2 October

Rates

Full page	\$2460
Half page	\$1265
Third page	\$950
Quarter page	\$775

Secure Your Gun, Secure Your Sport

The Secure Your Gun, Secure Your Sport brochure is exactly that - a publication purely dedicated to firearm safes and safety. The brochure is released periodically which gives it a long shelf life and is distributed nationally to all SSAA members and SSAA state and territory branches. The electronic copy is available free on the SSAA National website (ssaa.org.au). The brochure features reviews 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 also 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 8	13 September	24 September	26 September	October 2024 - online only

Rates

Full page	\$2460
Half page	\$1265
Third page	\$950
Quarter page	\$775

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 17,500 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 \$4180 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 18,300 new and renewed SSAA Membership Cards each month.

Rates

\$1495 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.



SSAA National

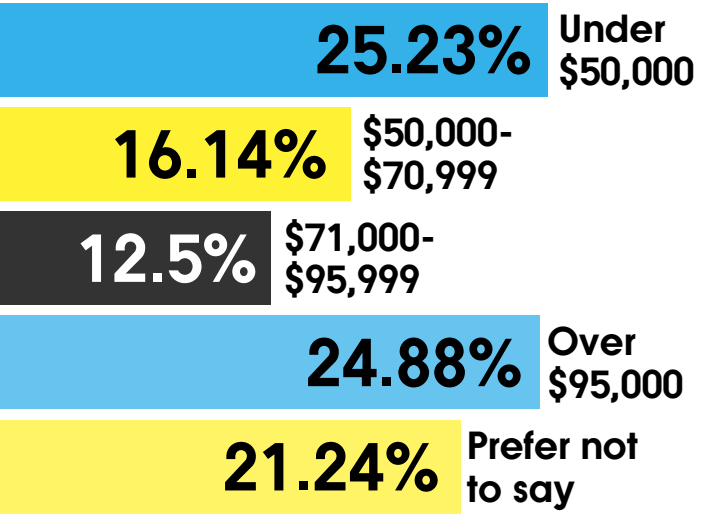
2022 Membership Data & Survey Results

Members

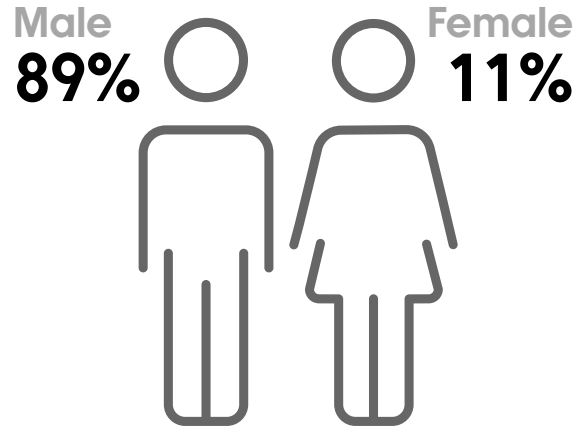


210,100+

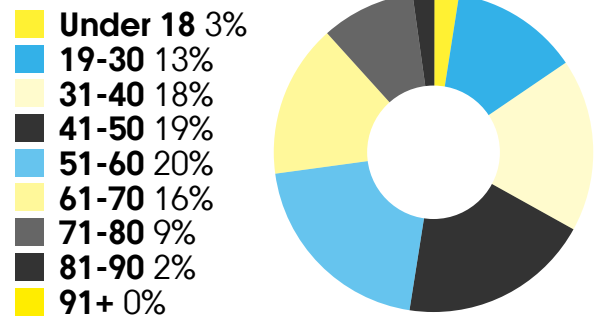
Income



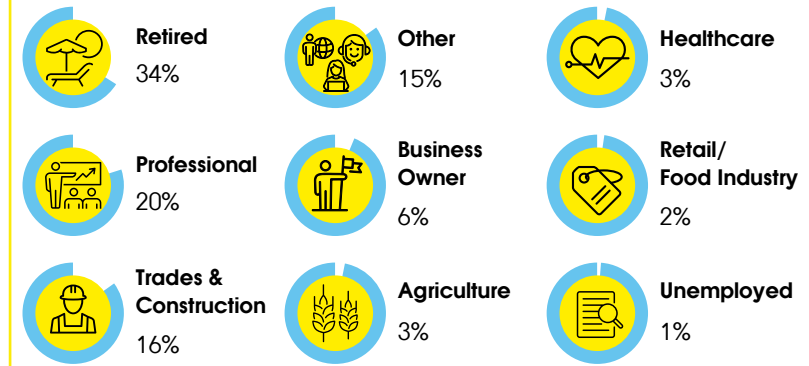
Gender



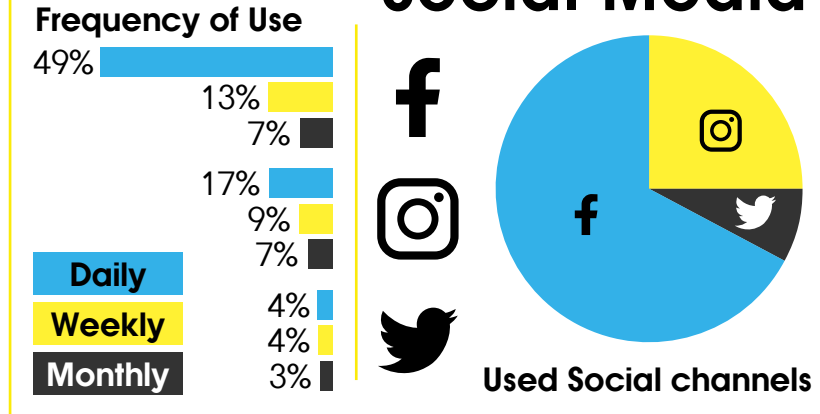
Age



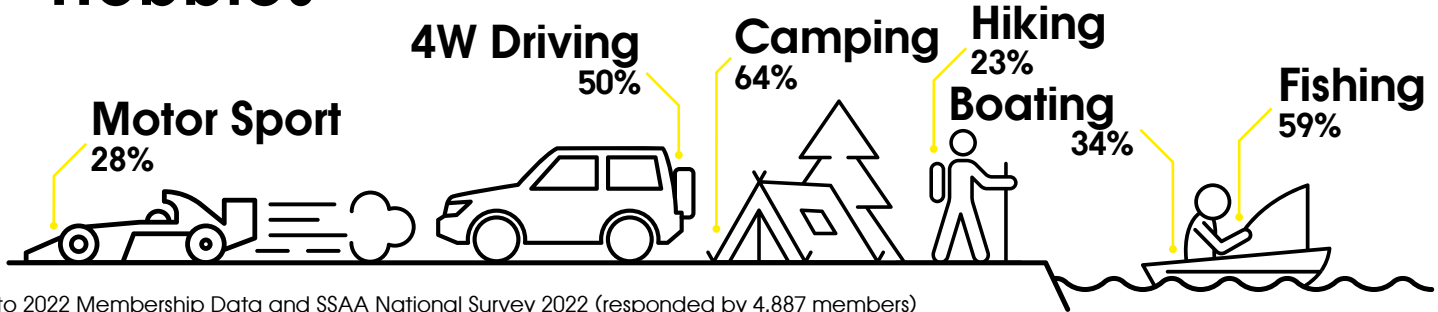
Employment status



Social Media



Hobbies



*Statistics according to 2022 Membership Data and SSAA National Survey 2022 (responded by 4,887 members)

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, Australian Women's Shooter, Australian Junior Shooter, SSAA Gun Sales, Great Australian Outdoors website (greaustrianoutdoors.com.au), Great Australian Outdoors E-newsletter, 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.

Digital specifications

Supplied via email.

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 National Marketing & Business Development Manager 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