

SSAA

2025 Media Kit



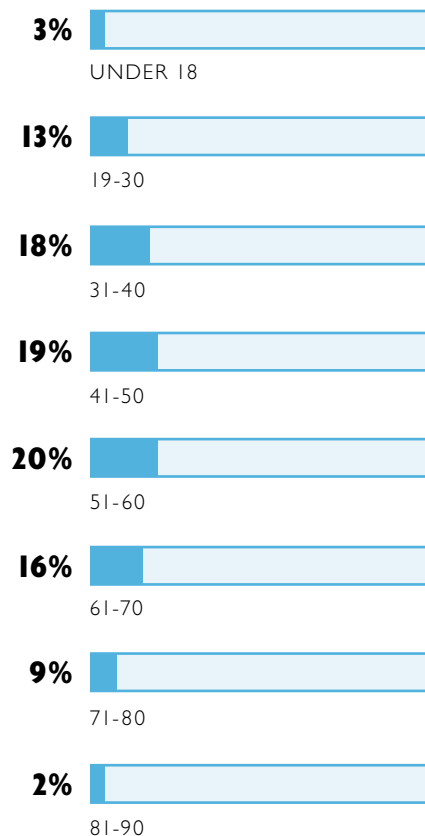
ssaa.org.au



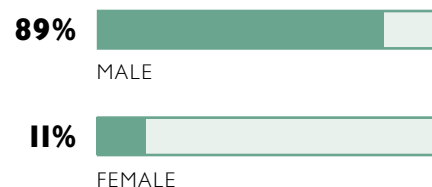
SSAA MEMBER PROFILE

A survey of our 218,000+ membership found:

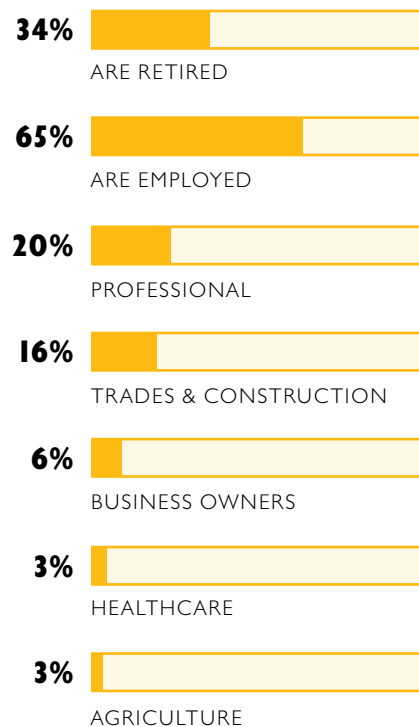
AGE



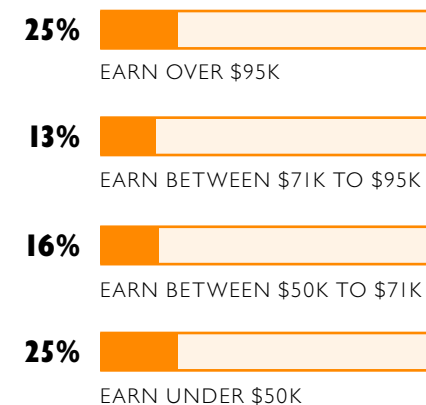
GENDER



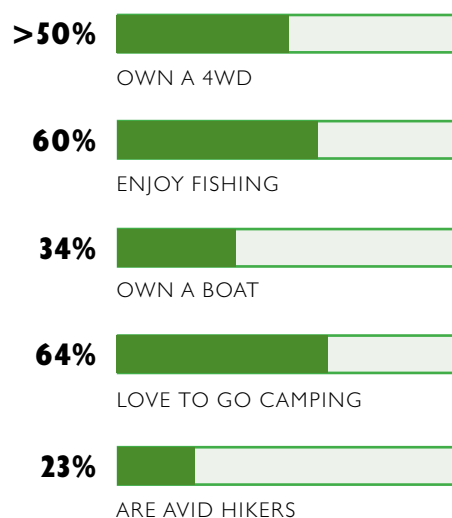
EMPLOYMENT



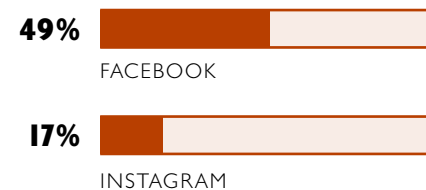
INCOME



HOBBIES



DAILY SOCIAL MEDIA USAGE



TRUSTED & CONNECTED

+ BRAND SUITABILITY

PRINT

Monthly *Australian Shooter* magazine (print and digital)

Quarterly *Australian Hunter* magazine

Annual *Australian & New Zealand Handgun* magazine

Biannual *SSAA's Comprehensive Guide to Shooting & Hunting in Australia* magazine

DIGITAL

Monthly SSAA National E-newsletter

Quarterly *Australian Hunter* Magazine E-newsletter

Quarterly *Great Australian Outdoors* E-newsletter

ssaa.org.au

ssaagunsales.com

Biannual *Secure Your Gun, Secure Your Sport* brochure

Direct marketing within our SSAA membership card renewal and new member letters

PROMOTIONS

Our **Enter to Win** competition promotions in each magazine and intermittently via online publications or social media

The *Australian Shooter* and *Australian Hunter* Christmas Wishlist Annual Giveaway

The monthly *Great Australian Outdoors* promotion competition via social media

Tom Kenyon
CEO

E: ceo@ssaa.org.au Ph: 0439 977 221 Post: PO Box 2520, Unley, SA 5061



PRINT



A soldier in camouflage gear stands in a field of tall, dry grass, looking through binoculars. The sun is low on the horizon, creating a hazy, golden light across the scene. The sky is filled with soft, wispy clouds. In the background, a line of trees is visible through the mist.

AUSTRALIAN Shooter

AUSTRALIAN SHOOTER IS OUR COUNTRY'S FURTHEST REACHING FIREARMS MAGAZINE WITH A COMBINED READERSHIP OF MORE THAN 250,000 PER MONTH.

Published both in print and digital, *Australian Shooter* is Australia's most read shooting magazine by far. It is an entertaining and informative magazine for firearms enthusiasts, shooters and hunters. Published 11 times a year from February to December, it has an impressive circulation of 218,000 per issue.

Australian Shooter is the go-to publication for 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 includes regular political, technical and opinion columns, product reviews, shooting and hunting stories, competition news and our very popular Enter to Win competitions for SSAA members.



In October 2023, we launched *Australian Shooter* digital and have been steadily growing its readership, as SSAA members enjoy reading their Shooter mag on any device that suits them.

Our advertisers have enjoyed being able to reach our vast membership on a whole new level, directing them where they want them with links from their ad campaign to their website and socials.

Engagement data can be generated for advertisers who want the benefit of insight into reader behaviour, giving indicative sampling of what our more than 250,000 readers do while reading our magazine. If you wish to maximise the potential of your digital advertisement, we will work through your options when you book.

Advertisers booked into the print format of *Australian Shooter* will automatically have their ads placed in the digital version of the magazine at no extra cost.

Australian Shooter
64 YEARS OF SHOOTING
Precision Rifles & Barreled Actions

CUSTOM DESIGNED BY YOU

DREAM IT, BUILD IT...

WHEREVER YOUR PASSION TAKES YOU, HOWA'S MODULAR DESIGN GIVES YOU THE FREEDOM TO CUSTOM DESIGN THE IDEAL GUN IN FOUR EASY STEPS.

STEP 01
PICK YOUR BARRELED ACTION
Select from Sporter, Hornet, or Carbon Fiber wrapped barrels in long, short, and mini versions. Customize with a range of finishes, flutes, coatings, and barrel lengths to suit your shooting preferences.

STEP 02
PICK YOUR STOCK/CHASSIS
Howa Barreled Actions fit seamlessly with leading stocks and chassis from Nagas, MO Precision, Stocky's, TSP, MEC, and more, offering endless customization possibilities.

STEP 03
PICK YOUR SET OF RINGS
Equipped with dovetail rails and various Picatinny options, Howa's most scope rings, including our recommended Milsa Shiny's Zero Lock rings.

STEP 04
PICK YOUR RIFLE SCOPE
From Bushy's to range days or competition shots, Milsa Shiny's scopes have a rifle scope for every Howa set up.

WIN \$1,000 TO SPEND ON DESIGNING YOUR OWN HOWA
Entry open to AU residents 18+. \$1,000 applied as credit to used against a Howa set up of your choosing. Scan QR code to view full T&Cs and to secure your entry. Entries closes on 31st April 2024.

YOUR TRUSTED PARTNER IN HUNTING AND SPORT SHOOTING SINCE 2007.
www.osaaustralia.com.au

OSA
OSAUSTRALIA.COM.AU

HOWA
SUB-MOA ACCURACY GUARANTEE

H.A.C.T. TWO-STAGE TRIGGER

HOWA CARBON FIBER SERIES
ACCURATE, LIGHTWEIGHT & AFFORDABLE

FROM 2.0KG
20" Blad lightweight threaded barrel with

FROM 2.1KG
Blued sportster threaded barrel with Stocky's spidewheel
MINI ACTION: 223 Rem | 6.5 Grendel

FROM 2.8KG
24" Threaded, carbon wrapped barrel with Stocky's spidewheel
SHORT ACTION

THE *POWER* IS IN THE NUMBERS.

MORE THAN 250,000 INTERESTED READERS

EVERY **ISSUE.**

SIZE	CASUAL	6X	IIX	MTD
DOUBLE PAGE	\$9945	\$6112	\$4515	\$3690
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 cm			

COVER PAGES

INSIDE FRONT COVER AND PAGE 3 Offered only as a double page	\$5875
INSIDE BACK COVER	\$2915
OUTSIDE BACK COVER	\$4070

The **Multiple Title Discount (MTD)** is a premium package offered to all advertisers who regularly advertise in Australian Shooter and our additional publications. The package includes a minimum of 11 ads in Australian Shooter (1 or more per issue) plus a combination of four or more ads in our other publications.

MTD

Australian Shooter x 11
+
Australian Hunter
Australian & NZ Handgun
Comprehensive Guide
Great Australian Outdoors

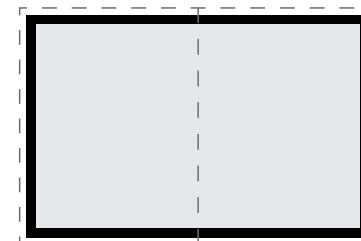
The MTD rate is only offered for adverts quarter page or larger. Adverts must be at least the same size as the adverts placed in Australian Shooter. All bookings must be made at the same time, in advance, for the entire year. We do not accept cancellations for bookings on the MTD.

AUSTRALIAN SHOOTER

AD DEADLINES + SPECIFICATIONS

ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE	RELEASE DATE
FEBRUARY	NOV 8	DEC 16	FEB 3
MARCH	JAN 9	FEB 3	MAR 3
APRIL	FEB 10	MAR 3	APR 3
MAY	MAR 11	MAR 31	MAY 1
JUNE	APR 9	APR 28	JUN 2
JULY	MAY 8	JUN 2	JUL 3
AUGUST	JUN 5	JUN 30	AUG 4
SEPTEMBER	JUL 7	JUL 28	SEP 1
OCTOBER	AUG 8	SEP 1	OCT 2
NOVEMBER	SEP 8	SEP 29	NOV 3
DECEMBER	OCT 8	NOV 3	DEC 1

DOUBLE PAGE



W 410 x H 270mm
+BLEED: 5mm on all sides

FULL PAGE



W 205 x H 270mm
+BLEED: 5mm on all sides

HALF PAGE



W 184 x H 115mm
NO BLEED AT ALL

THIRD PAGE



W 184 x H 79mm
NO BLEED AT ALL

QTR PAGE



W 184 x H 57mm
NO BLEED AT ALL

FILE SUPPLY

COLOUR: CMYK
FILE: 300dpi PDF
MARKS: No Printer Marks required
BLEED: Use document bleed settings

Supply adverts by artwork deadline and standby for the all-clear from our art department. Make sure to check logos for RGB and that any black text or solid black backgrounds are not "registration" but supplied as 100% K, where: C = 0, M = 0, Y = 0 and K = 100. When saving PDF from Photoshop, ensure artwork is flattened and 'Preserve Photoshop Editing Capabilities' is unticked.

A photograph of two hunters from behind, walking through a dry, wooded area. The hunter on the left wears a tan shirt, pants, and a cap, carrying a large tan backpack and a rifle. The hunter on the right wears a dark jacket, shorts, and tall boots, carrying a large dark backpack and a rifle. In the background, a dead animal lies on the ground near a tree. The text 'Australian HUNTER' is overlaid in the center.

Australian

HUNTER

AUSTRALIAN HUNTER IS AUSTRALIA'S FAVOURITE HUNTING MAGAZINE!

Australian Hunter is the go-to magazine for hunters across the country. With a circulation of 32,000 readers per issue, your advertisement reaches hunters of all persuasions.

You'll find those hunting for game meat, trophies, conservation management or a mix of these eagerly turning the pages for new and exciting gear, not just for hunting, but general outdoor use. From shooting equipment through to knives, survival products, the plethora of items for the bush and camping, clothing, cooking, footwear and much more, we cover it.

Our writers have endless experience hunting in the diverse Australian landscapes using a plethora of equipment along the way. Their skill base and advice are soaked up intently and used as an ongoing source for knowledge. Anything featured in this publication, including reviews, advertisements and prizes, go straight to the top of many wishlists. Whether for in the bush, getting to and from it, or even when back at home, your product undoubtedly receives a captivated audience with *Australian Hunter* magazine.

Beyond the printed magazine, we offer year-round promotional opportunities via our social media platforms and SSAA website. Let's join the hunt together!

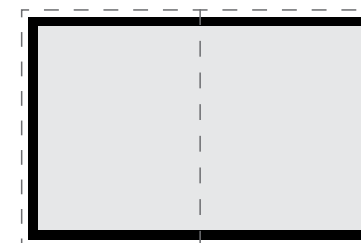


AUSTRALIAN HUNTER

AD DEADLINES + SPECIFICATIONS

ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE	RELEASE DATE
HUNTER 92	JAN 10	FEB 3	MAR 3
HUNTER 93	APR 9	APR 28	JUN 2
HUNTER 94	JUL 7	MAR 3	SEP 1
HUNTER 95	OCT 7	OCT 30	DEC 1

DOUBLE PAGE



W 406 x H 270mm
+BLEED: 5mm on all sides

FULL PAGE



W 203 x H 270mm
+BLEED: 5mm on all sides

HALF PAGE



W 177 x H 115mm
NO BLEED AT ALL

THIRD PAGE



W 177 x H 79mm
NO BLEED AT ALL

QTR PAGE



W 177 x H 57mm
NO BLEED AT ALL

RATES

SIZE

DOUBLE PAGE	\$3850
FULL PAGE	\$1925
HALF PAGE	\$1105
THIRD PAGE	\$855
QUARTER PAGE	\$450

COVER PAGES

INSIDE FRONT COVER	\$3955
AND PAGE 3 Offered only as a double page	
INSIDE BACK COVER	\$2210
OUTSIDE BACK COVER	\$2535

Enquire about our Multi Title Discount premium package (pg 8)

FILE SUPPLY

COLOUR:	CMYK
FILE:	300dpi PDF
MARKS:	No Printer Marks required
BLEED:	Use document bleed settings

Supply adverts by artwork deadline and standby for the all-clear from our art department. Make sure to check logos for RGB and that any black text or solid black backgrounds are not "registration" but supplied as 100% K, where: C = 0, M = 0, Y = 0 and K = 100. When saving PDF from Photoshop, ensure artwork is flattened and 'Preserve Photoshop Editing Capabilities' is unticked.



AUSTRALIAN & NEW ZEALAND
HANDGUN

THE MAGAZINE MADE *BY* HANDGUN ENTHUSIASTS FOR HANDGUN ENTHUSIASTS. IT REALLY DOESN'T GET MORE NICHE.

Intended to create a better environment and community understanding of all forms of handgun shooting, *Australian & New Zealand Handgun* caters to revolver and pistol shooters, as well as professional shooters and those employed in law enforcement agencies.

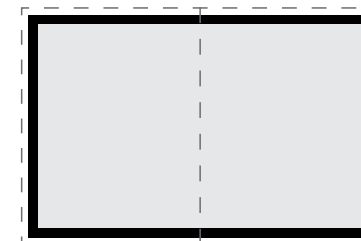
Published annually with a circulation of approximately 20,000 per issue, the *Handgun* readership enjoys Target (accuracy, technical and reloading information), Reviews (firearms and products), historical stories and the popular Handgunners World.



AUSTRALIAN & NEW ZEALAND HANDGUN AD DEADLINES + SPECIFICATIONS

ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE	RELEASE DATE
HANDGUN 24	SEP 26	OCT 20	NOV 17

DOUBLE PAGE



W 460 x H 275mm
+BLEED: 5mm on all sides

FULL PAGE



W 230 x H 275mm
+BLEED: 5mm on all sides

RATES

SIZE

DOUBLE PAGE	\$3850
FULL PAGE	\$1925
HALF PAGE	\$1105
THIRD PAGE	\$855
QUARTER PAGE	\$450

COVER PAGES

INSIDE FRONT COVER AND PAGE 3 Offered only as a double page	\$3955
INSIDE BACK COVER	\$2210
OUTSIDE BACK COVER	\$2535

HALF PAGE



W 194 x H 110mm
NO BLEED AT ALL

THIRD PAGE



W 194 x H 80mm
NO BLEED AT ALL

QTR PAGE



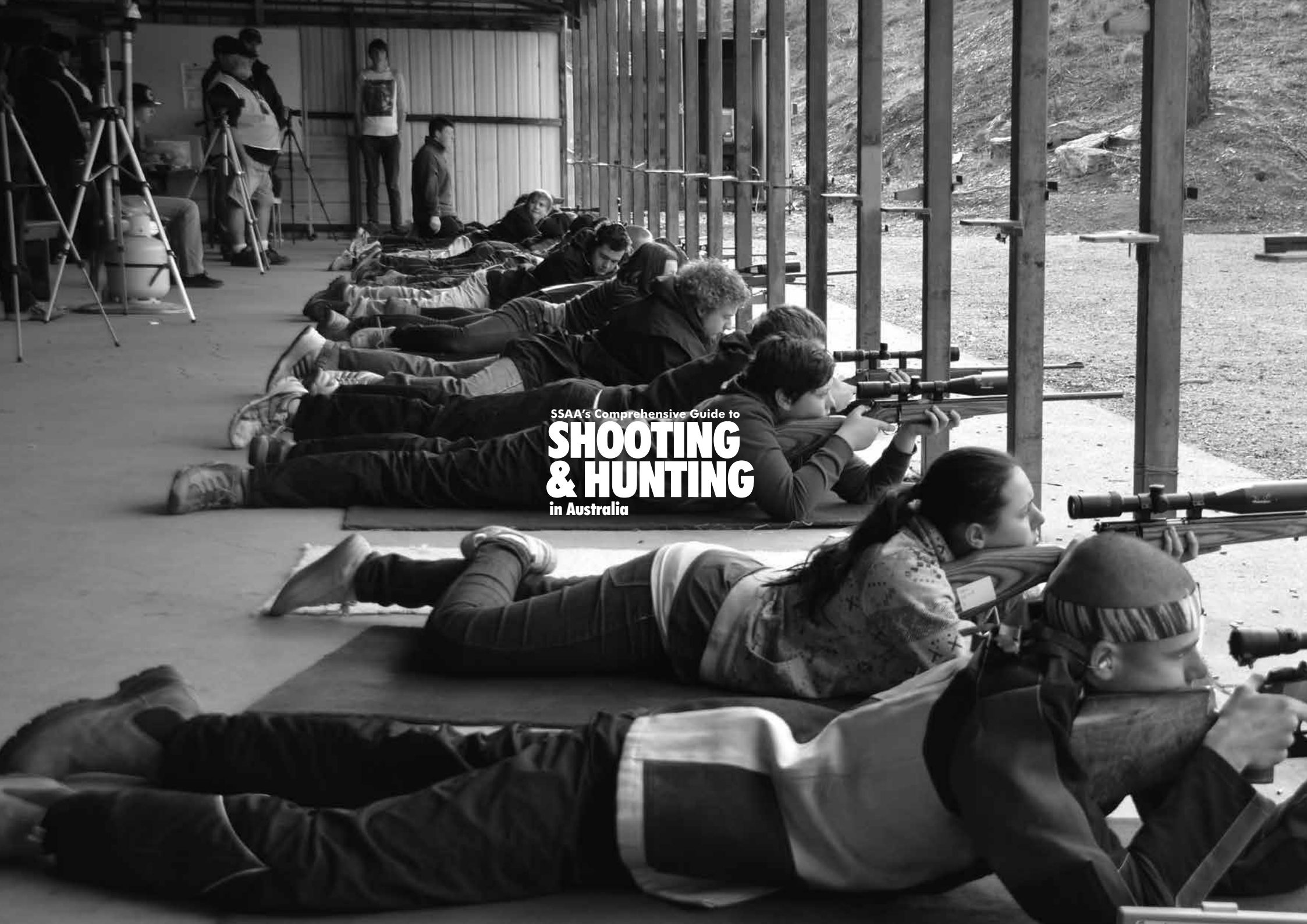
W 194 x H 52mm
NO BLEED AT ALL

Enquire about our Multi Title Discount premium package (pg 8)

FILE SUPPLY

COLOUR: CMYK
FILE: 300dpi PDF
MARKS: No Printer
Marks required
BLEED: Use document
bleed settings

Supply adverts by artwork deadline and standby for the all-clear from our art department. Make sure to check logos for RGB and that any black text or solid black backgrounds are not "registration" but supplied as 100% K, where: C = 0, M = 0, Y = 0 and K = 100. When saving PDF from Photoshop, ensure artwork is flattened and 'Preserve Photoshop Editing Capabilities' is unticked.



SSAA's Comprehensive Guide to
**SHOOTING
& HUNTING**
in Australia

**UNFORTUNATELY,
LIFE DOESN'T COME
WITH A MANUAL.**

**UNLESS YOU'RE A
SHOOTER. THEN
WE'VE GOT YOU
COVERED.**

Our sellout firearm handbook that reaches far beyond even our own base. SSAA's *Comprehensive Guide* is the how and why for shooters new and old.

Orientated towards shooting sports newcomers with a circulation of 20,000 per issue, it covers many different shooting disciplines and events (including rifle, shotgun and handgun shooting), shooting techniques, detailed state and territory specific information about hunting, and information for junior shooters. It is the perfect platform to introduce your brand to the next generation of shooters and establish brand loyalty.



SSAA'S COMPREHENSIVE GUIDE TO SHOOTING & HUNTING IN AUSTRALIA AD DEADLINES + SPECIFICATIONS

ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE	RELEASE DATE
COMP GUIDE EDITION 8	TBA	TBA	AUG 2025

RATES

SIZE

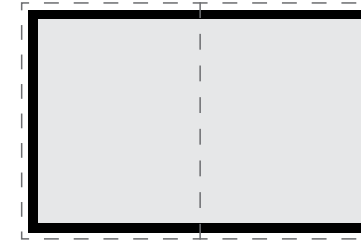
DOUBLE PAGE	\$3750
FULL PAGE	\$1875
HALF PAGE	\$1075
THIRD PAGE	\$815
QUARTER PAGE	\$440

COVER PAGES

INSIDE FRONT COVER AND PAGE 3 Offered only as a double page	\$3915
INSIDE BACK COVER	\$2170
OUTSIDE BACK COVER	\$2415

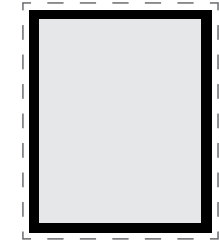
Enquire about our Multi Title Discount premium package (pg 8)

DOUBLE PAGE



W 406 x H 270mm
+BLEED: 5mm on all sides

FULL PAGE



W 203 x H 270mm
+BLEED: 5mm on all sides

HALF PAGE



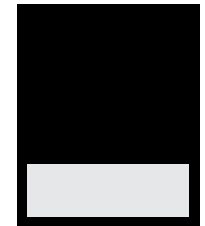
W 177 x H 115mm
NO BLEED AT ALL

THIRD PAGE



W 177 x H 79mm
NO BLEED AT ALL

QTR PAGE



W 177 x H 57mm
NO BLEED AT ALL

FILE SUPPLY

COLOUR: CMYK
FILE: 300dpi PDF
MARKS: No Printer Marks required
BLEED: Use document bleed settings

Supply adverts by artwork deadline and standby for the all-clear from our art department. Make sure to check logos for RGB and that any black text or solid black backgrounds are not "registration" but supplied as 100% K, where: C = 0, M = 0, Y = 0 and K = 100. When saving PDF from Photoshop, ensure artwork is flattened and 'Preserve Photoshop Editing Capabilities' is unticked.

DIGITAL



INFLUENCE. LEVERAGE. STATURE. CLOUT. SWAY. WE HAVE IT.

Covering current events, reviews and firearm stories, sports shooting and recreational hunting issues, our monthly SSAA National e-newsletter has more than 120,000 opt-in subscribers.

The immediacy of the EDM format paired with the willingness and interest of it's subscribers is why it is so successful. Ideal for promoting a special offer or upcoming event, your ad will sit alongside hugely popular articles devoured by our readers.

120K
SUBSCRIBERS



54%
OPEN RATE

MONTHLY NATIONAL EDM

Advertising bookings are exclusive, as we permit up to four adverts per publication.

FEATURE PRODUCT SPOT

Or you could opt for the popular Feature Product Spot within our monthly national EDM, which highlights one product or sale event you would like to promote. Advertisers supply up to 150 words and 1 image and gain valuable data.

TARGETED EDM

Your EDM, your way, our people. We can also customise our list so your EDM only goes out to relevant eyes.



QUARTERLY EDMS

AUSTRALIAN HUNTER E-NEWSLETTER

Delivered one month after the release of each Australian Hunter magazine edition, the eNewsletter promotes specialty hunting gear, apparel, reviews, and tantalising tales from the hunt to our predominantly male audience.

120K
SUBSCRIBERS

40.6%
OPEN RATE



GREAT AUSTRALIAN OUTDOORS E-NEWSLETTER

Our Great Australian Outdoors eNewsletter readership are intellectual, environmentally conscious and lovers of nature.

They go camping and hiking, 4WDing and boating, and love to catch a fish or two.

If you have products related to camping, road safety, holiday preparation, or sustainable living, let us introduce you to our people.

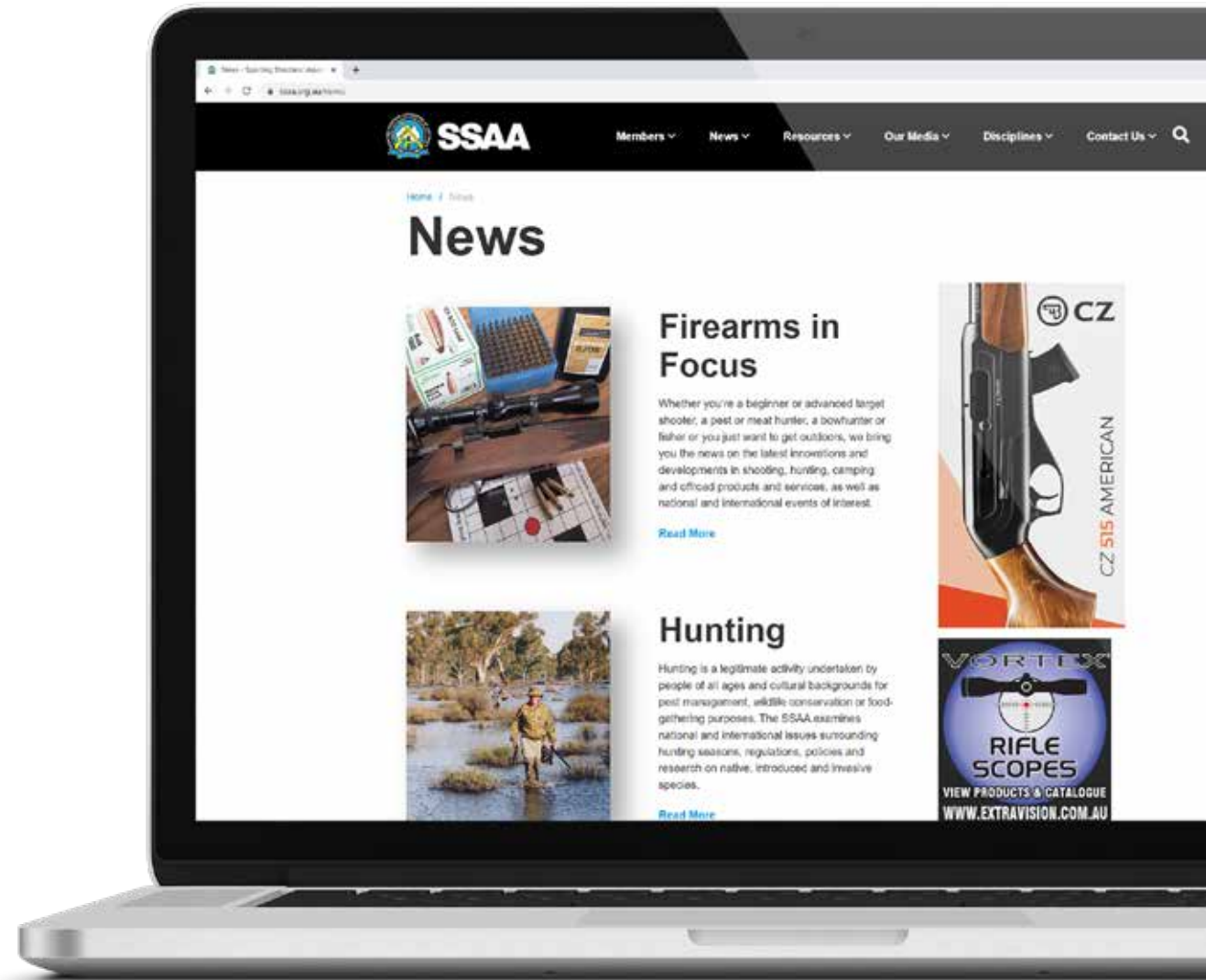
20K
SUBSCRIBERS

43.3%
OPEN RATE



OUR NATIONAL WEBSITE SSAA.ORG.AU HAS MORE THAN 100,000 UNIQUE HITS TO OUR PAGE PER MONTH. WHETHER SEARCHING FOR DISCIPLINE INFORMATION, READING THE DIGITAL SHOOTER CATALOGUE, OR ENTERING ONE OF OUR MANY MEMBER BENEFIT PRIZE COMPETITIONS, SSAA.ORG.AU IS ALWAYS BUZZING.

We can tailor your advertising campaign 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.



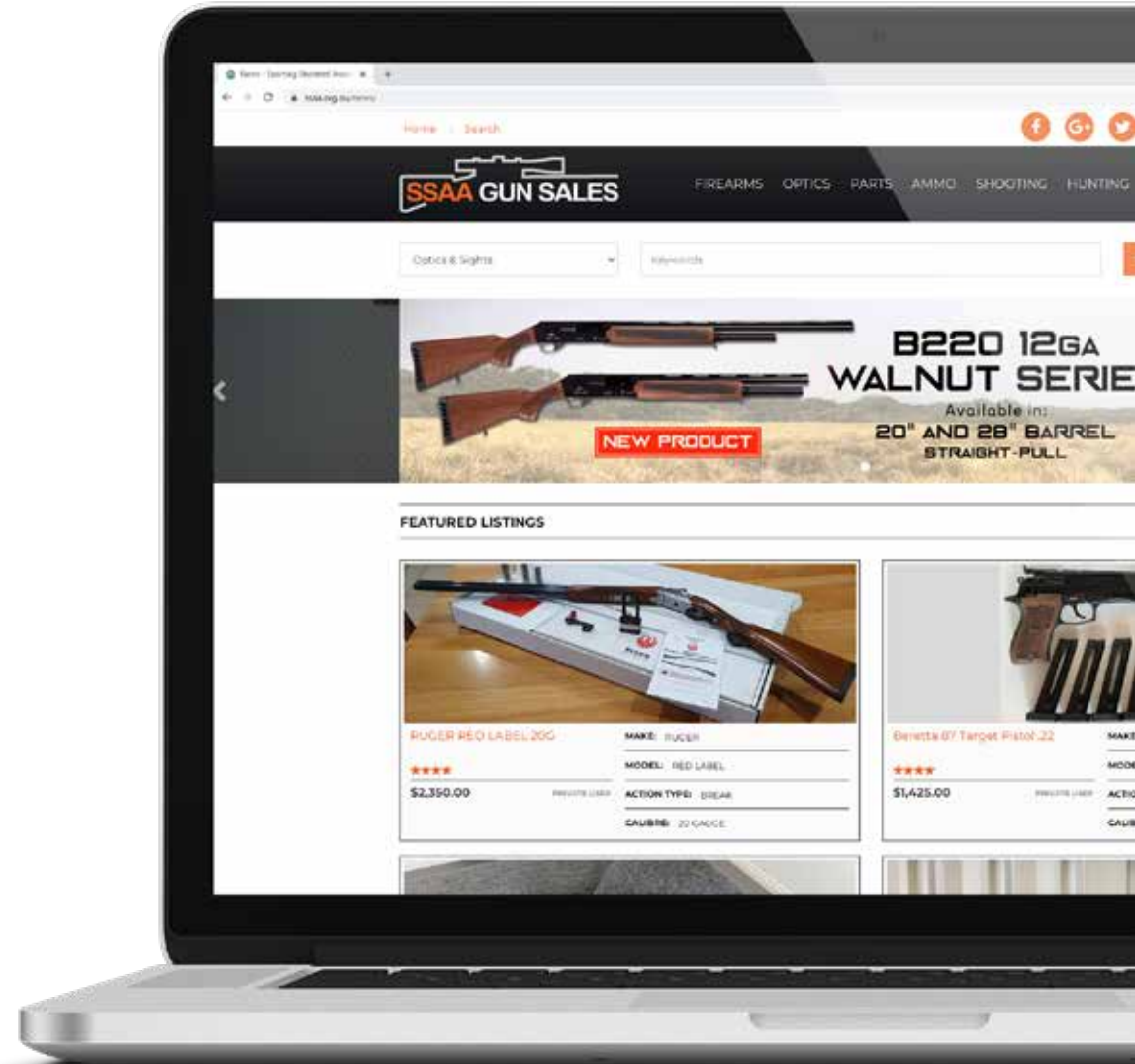
A DRUMROLL, PLEASE.

37,000 ACTIVE USERS.

2.5 MILLION PAGE VIEWS PER MONTH.

Since launching in 2016, SSAA Gun Sales has proved a huge hit with firearms enthusiasts in Australia. Safe, secure and simple to use, ssaagunsales.com.au is Australia's most comprehensive firearms and accessories trading 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.



EDM AND WEB ADS RATES + SPECIFICATIONS

EDM

RECTANGLE	\$375
MEDIUM BANNER	\$330
FEATURE SPOT	\$400
TARGETED EDM	\$500

WEB

SSAA.ORG.AU

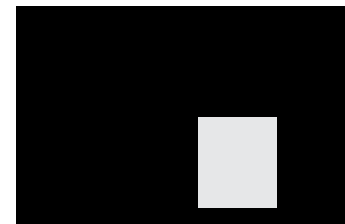
SKYSCRAPER	\$220
MEDIUM BANNER	\$110

GUNSALES.COM.AU

HOME PAGE BANNER	\$650
------------------	-------

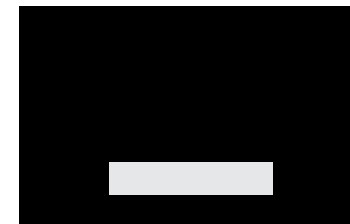
Advertisers who take advantage of our premium Multi Title Discount package are eligible for bespoke Web and EDM services. Please enquire with the National Marketing Representative.

EDM RECTANGLE



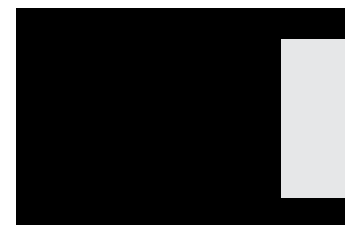
W 300 x H 350 pixels

EDM BANNER



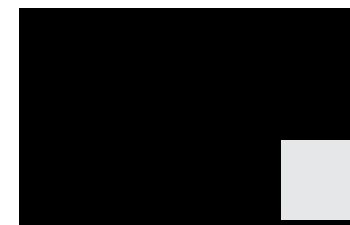
W 564 x H 100 pixels

WEB SKYSCRAPER



W 270 x H 500 pixels

WEB MEDIUM BANNER



W 270 x H 250 pixels

GUNSALES BANNER



W 1250 x H 244 pixels

FILE SUPPLY

COLOUR: RGB

FILE: 72dpi JPG or GIF

EDM AND WEB ADS

AD DEADLINES + RELEASE DATES

MONTH	BOOKING DEADLINE	ARTWORK DEADLINE	RELEASE DATES			
			WEB	SSAA INC EDM	AH EDM	GAO EDM
JANUARY	DEC 9	DEC 16	JAN 1	JAN 1	JAN 3	
FEBRUARY	JAN 17	JAN 24	FEB 1	FEB 1		FEB 3
MARCH	FEB 14	FEB 21	MAR 1	MAR 1		
APRIL	MAR 18	MAR 21	APR 1	APR 1	APR 4	
MAY	MAR 11	MAR 31	MAY 1	MAY 1		MAY 5
JUNE	APR 17	APR 24	JUN 1	JUN 1		
JULY	JUN 17	JUN 24	JUL 1	JUL 1	JUL 4	
AUGUST	JUL 17	JUL 24	AUG 1	AUG 1		AUG 4
SEPTEMBER	JUL 7	JUL 28	SEP 1	SEP 1		
OCTOBER	AUG 8	SEP 1	OCT 1	OCT 1	OCT 3	
NOVEMBER	SEP 8	SEP 29	NOV 1	NOV 1		NOV 3
DECEMBER	OCT 8	NOV 3	DEC 1	DEC 1		

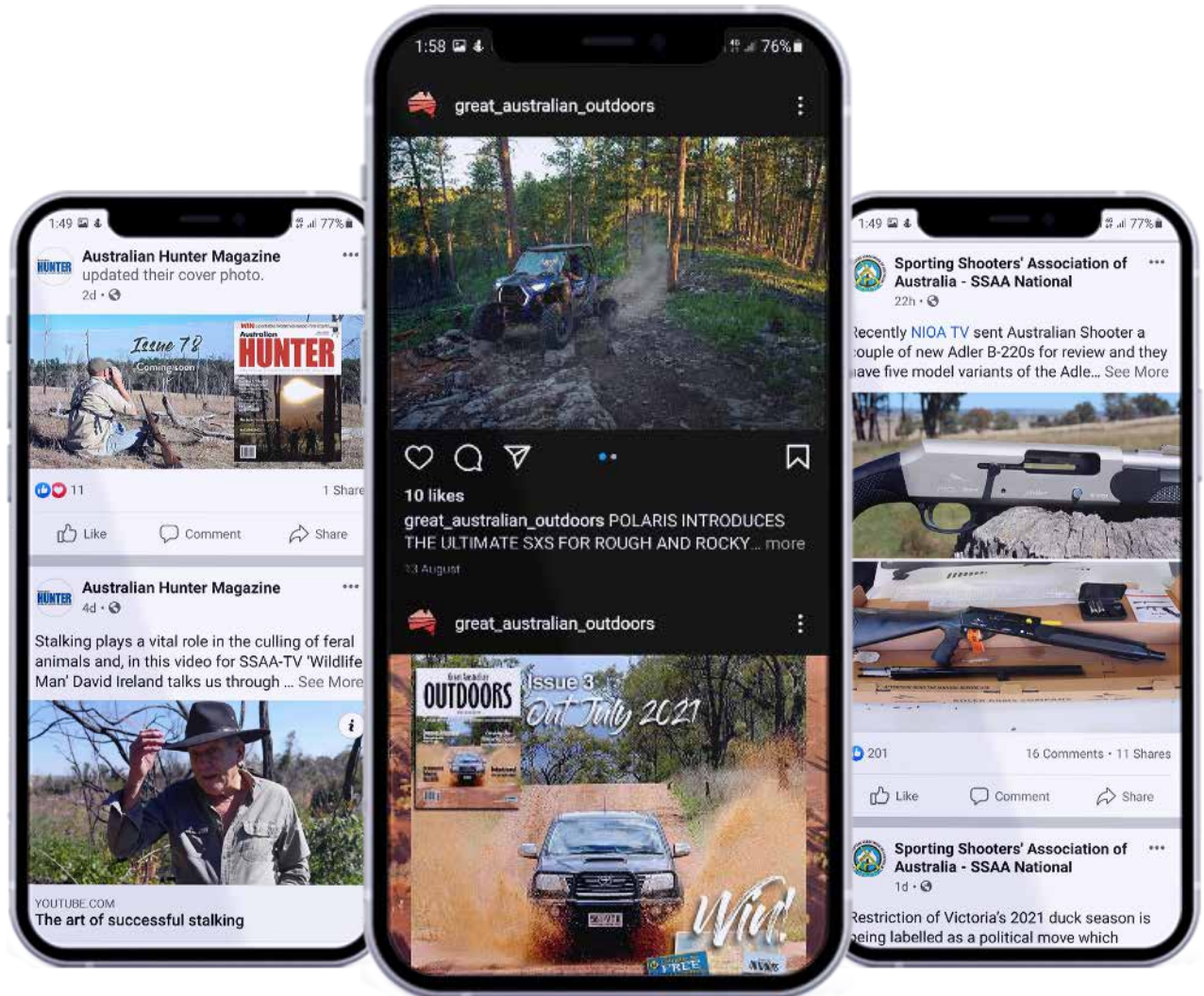
I GET KNOCKED DOWN, BUT I GET UP AGAIN

We are all well aware of the precarious nature of running any form of social media account that is related to firearms.

Despite it's hurdles, warnings, bans and locked accounts, SSAA Inc persevere to manage a number of social media accounts, with a combined audience of 85,000 loyal and engaged followers, which include:

- SSAA Inc Facebook, Instagram and TikTok
- *Australian Hunter* Facebook and Instagram
- *Great Australian Outdoors* Facebook and Instagram

We offer sponsored content spots, re-sharing, and account promotion for anyone that has found themselves needing to get back up again.



The *Secure Your Gun, Secure Your Sport* brochure is a digital publication dedicated to firearm safes and safety. Released periodically, and available free on ssaa.org.au, it has a long shelf life.

The digital 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.

Distributed nationally to all SSAA members and SSAA state and territory branches, readership is well in excess of 400,000.



SECURE YOUR GUN SECURE YOUR SPORT AD DEADLINES + SPECIFICATIONS

ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE	RELEASE DATE
SYGSYS EDITION 8	SEP 15	SEP 29	OCT 2025

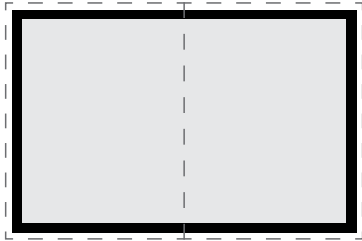
RATES

SIZE

DOUBLE PAGE	\$3690
FULL PAGE	\$2460
HALF PAGE	\$1265
THIRD PAGE	\$950
QUARTER PAGE	\$775

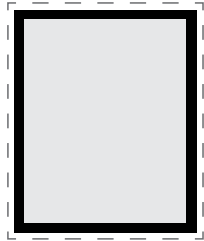
Enquire about our
Multi Title Discount
premium package
(pg 8)

DOUBLE PAGE



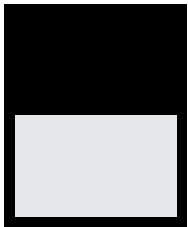
W 410 x H 270mm
+BLEED: 5mm on all sides

FULL PAGE



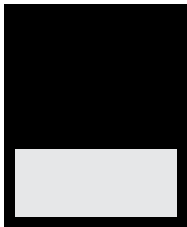
W 205 x H 270mm
+BLEED: 5mm on all sides

HALF PAGE



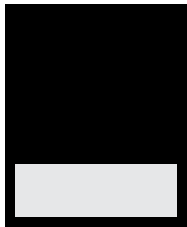
W 184 x H 115mm
NO BLEED AT ALL

THIRD PAGE



W 184 x H 79mm
NO BLEED AT ALL

QTR PAGE



W 184 x H 57mm
NO BLEED AT ALL

FILE SUPPLY

COLOUR: RGB

FILE: 72dpi JPG or GIF

PROMOTIONS



Enter to win

The incredibly popular Enter to Win competitions for SSAA Members are run in *Australian Shooter*, *Australian Hunter*, *Australian & New Zealand Handgun*, and on ssaa.org.au and receive thousands of entries per prize pack.

Our prize donors have enjoyed the exposure generosity of spirit brings.

As of 2025, we can now legally share data collected from entries with prize donors.

The AS Team CHRISTMAS WISHLIST

New in 2024 is the *Australian Shooter* Team Christmas Wishlist featured in November and December editions of *Australian Shooter*, as well as the December edition of *Australian Hunter*. A sum up of all the products through the year that we, like our readers, have been drooling over. The idea came to SSAA CEO Tom Kenyon in a dream. A man who holds Christmas and gift giving close to his heart, he wanted to simultaneously say thanks to all our advertisers, and also spread Christmas cheer amongst our members.

Advertisers on the MTD package can choose a product to promote, fee free, right in the lead up to Christmas and opt in or out of the giveaway. Members don't need to enter, their SSAA Membership automatically puts them in the draw to win a wishlist item.

We can't wait to sit like proud mums on Christmas morning, sipping our tea, watching the members' surprise and joy.

Great Australian **OUTDOORS** SOCIAL MEDIA MONTHLY GIVEAWAY

The *Great Australian Outdoors* monthly giveaway is run on Facebook and Instagram. Advertisers donate a prize worth up to \$500. Entrants follow standard social media contest instructions, including following both great australian outdoors, and our prize donor social media account.

It has proven to be successful at both increasing following and promoting new and relevant products.

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 Gun Sales, Great Australian Outdoors website (greataustralianoutdoors.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%.

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 artwork must be supplied digitally as high resolution print-ready PDFs with 5mm bleed. No printer marks are required, as they will be created when the publisher exports the complete publication for print.

All artwork must be flattened and not exceed 10MB. Please ensure 'Preserve Photoshop Editing Capabilities' is unticked when exporting artwork from Photoshop.

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 ask the advertiser to fix and resubmit. Should the advertiser not respond or resubmit in time, the publisher may 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. Site accepted formats include: PNG, GIF, JPG. Supply in RGB colour space. PNG and GIF must be 72ppi. Keep your file sizes low.

POLICIES

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

SSAA Inc 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.

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.

TOM KENYON
0439 977 221
ceo@ssaa.org.au