

The background of the entire image is a photograph of a large crowd of people at an event, with an American flag draped across the top. The scene is backlit, creating a warm, golden glow. Many people in the crowd have their arms raised, some holding up smartphones to take pictures or videos. The stars and stripes of the flag are clearly visible in the upper portion of the frame.

**NRA** Publications

**REACH  
INFLUENCE  
VALUE**

2024

GUIDE TO ADVERTISING

**NRA** Publications





## TOTAL REACH PER MONTH

- PRINT SUBSCRIPTIONS 3,123,504
- DIGITAL SUBSCRIPTIONS 295,411
- WEB SESSIONS 1,895,075
- NEWSLETTERS (INBOXES REACHED) 6,134,244
- TELEVISION HOUSEHOLDS 750,000 VIEWERS
- SOCIAL MEDIA
  - 3,715,876 FACEBOOK LIKES
  - 456,764 TWITTER FOLLOWERS
  - 1,200,000 YOUTUBE VIEWS

# 17,570,874

## AUDIENCE MEMBERS REACHED



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NRA Publications strives to be a reflection of our members, 5 million Americans dedicated to freedom. Our brands and content mirror the members’ daily passions for personal protection, shooting and hunting, as well as teaching **traditional values** to future generations. In-depth coverage of **firearm design, performance and history, hunting and conservation, shooting instruction** and **NRA’s political leadership** is tailored

to contemporary reader tastes via award-winning legacy magazines, cutting-edge digital editions, dynamic websites, social media engagement and dynamic broadcast TV. Members and online followers trust NRA Publications for honest, timely reporting on guns, gear and the shooting sports. No other means come close for marketing your products to this uniquely large and influential customer base.

**NRA PUBLICATIONS BRAND REACH**

	Print	Digital	Web	E-News	Social Media	TV
American Rifleman	•	•	•	•	•	•
American Hunter	•	•	•	•	•	
America's 1 <sup>st</sup> Freedom	•	•	•	•	•	
Shooting Illustrated	•	•	•	•	•	
Shooting Sports USA		•	•	•	•	
NRA Family			•	•	•	
NRA Women			•	•	•	





## THE WORLD'S OLDEST AND LARGEST FIREARM AUTHORITY

As the NRA's flagship publication, *American Rifleman* presents its loyal readers with expert coverage of rifles, shotguns, handguns, ammunition, optics and other shooting accessories. *American Rifleman* is the largest firearm magazine in the world, covering everything from the newest products off the manufacturing line to historical firearms, and keeps its audience updated on political events regarding the Second Amendment.



2023 GFK-MRI TOTAL AUDIENCE: **3,939,000** | AAM — JUNE 30, 2023 — PRINT 6 MONTHS AVERAGE: **1,504,881**

### PRINT AUDIENCE STATISTICS



**MEN**  
79.6%



**MARRIED**  
63.5%



**MEDIAN: INDIVIDUAL EMPLOYMENT INCOME**  
\$57,618



**MEDIAN: HOUSEHOLD NET WORTH**  
\$302,103



**AGE 25-54**  
35.6%



**PET OWNER**  
60.4%



**HOUSEHOLD INCOME: \$60,000+**  
66.5%



**HOME OWNED**  
75.3%



**MEDIAN: AGE**  
57.6



**C/D COUNTY**  
37.9%



**MEDIAN: HOUSEHOLD INCOME**  
\$82,709



**MEDIAN: VALUE OF OWNED HOME**  
\$282,602

SOURCE: 2023 SPRING MRI-SIMMONS



## 2024 DISPLAY RATES

AMERICAN RIFLEMAN	1X	3X	6X	9X	12X
Cover 2	\$60,560	\$58,745	\$56,990	\$55,270	\$53,620
Cover 4	63,185	61,285	59,455	57,670	55,930
Page/Cover 3	56,630	54,930	53,290	51,685	50,130
2/3	40,780	39,565	38,370	37,220	36,105
1/2	31,730	30,775	29,850	28,960	28,090
1/3	23,870	23,160	22,465	21,785	21,135

MARKETPLACE	1X	3X	6X	9X	12X
1/3	\$18,700	\$18,140	\$17,595	\$17,070	\$16,555
1/6	11,325	10,990	10,660	10,335	10,030
1/12	3,580	3,465	3,365	3,270	3,165
1 Inch	930	905	875	850	815

Rates and dates subject to change.

## EDITORIAL CALENDAR

		Ad Close	In Home
<b>JANUARY</b>	Alternative Carry Trends	10/15/23	12/19/23
<b>FEBRUARY</b>	U.S. Military Officer Pistols	11/15/23	1/16/24
<b>MARCH</b>	Cutting-Edge Optics	12/15/23	2/20/24
<b>APRIL</b>	New Guns & Gear 2024	1/15/24	3/19/24
<b>MAY</b>	Golden Bullseye Awards	2/15/24	4/16/24
<b>JUNE</b>	Factors In Long-Range Accuracy	3/15/24	5/21/24
<b>JULY</b>	Competitive Shooter Tips	4/15/24	6/19/24
<b>AUGUST</b>	Long-Range Shooting	5/15/24	7/23/24
<b>SEPTEMBER</b>	Hunting Ammunition Trends	6/15/24	8/20/24
<b>OCTOBER</b>	Lightweight Revolvers	7/15/24	9/17/24
<b>NOVEMBER</b>	New Cartridge Technologies	8/15/24	10/22/24
<b>DECEMBER</b>	Rifles of Professional Hunters	9/15/24	11/19/24



## THE WORLD'S LARGEST HUNTING MAGAZINE

American Hunter reaches out to all sportsmen and women, bringing information about the newest hunting guns, optics and accessories, as well as providing techniques and tips for all kinds of game. Top outdoor writers provide detailed articles on strategy, adventure and the commitment to conservation. American Hunter's audience leads the effort to pass the outdoor sportsman's rich heritage to the next generation.



2023 GFK-MRI TOTAL AUDIENCE: **2,655,000** | AAM — JUNE 30, 2023 — PRINT 6 MONTHS AVERAGE: **780,583**

### PRINT AUDIENCE STATISTICS



**MEN**  
83%



**MARRIED**  
62.3%



**MEDIAN: INDIVIDUAL EMPLOYMENT INCOME**  
\$47,184



**MEDIAN: HOUSEHOLD NET WORTH**  
\$228,219



**AGE 25-54**  
45.1%



**PET OWNER**  
58.8%



**HOUSEHOLD INCOME:**  
\$60,000+  
59.2%



**HOME OWNED**  
68.2%



**MEDIAN: AGE**  
50.5



**C/D COUNTY**  
38.9%



**MEDIAN: HOUSEHOLD INCOME**  
\$70,488



**MEDIAN: VALUE OF OWNED HOME**  
\$256,274

SOURCE: 2023 SPRING MRI-SIMMONS



## 2024 DISPLAY RATES

AMERICAN HUNTER	1X	3X	6X	9X	12X
Cover 2	\$49,210	\$47,735	\$46,310	\$44,915	\$43,570
Cover 4	52,145	50,585	49,065	47,595	46,160
Page/Cover 3	45,590	44,215	42,890	41,610	40,360
2/3	32,835	31,845	30,890	29,970	29,065
1/2	25,530	24,765	24,020	23,310	22,610
1/3	19,230	18,655	18,090	17,545	17,010

MARKETPLACE	1X	3X	6X	9X	12X
1/3	\$15,220	\$14,765	\$14,320	\$13,890	\$13,475
1/6	9,230	8,955	8,680	8,430	8,170
1/12	3,405	3,300	3,200	3,110	3,010
1 Inch	850	830	810	785	765

Rates and dates subject to change.

## EDITORIAL CALENDAR

		Ad Close	In Home
<b>JANUARY</b>	Predator Hunting	10/15/23	12/19/23
<b>FEBRUARY</b>	Worldwide Adventure	11/15/23	1/16/24
<b>MARCH</b>	Great Destinations	12/15/23	2/20/24
<b>APRIL</b>	Turkey Season	1/15/24	3/19/24
<b>MAY</b>	Gun & Ammo Trends	2/15/24	4/16/24
<b>JUNE</b>	Fellowship/Member's Best	3/15/24	5/21/24
<b>JULY</b>	Guns & Shooting	4/15/24	6/19/24
<b>AUGUST</b>	Backcountry Pursuits	5/15/24	7/23/24
<b>SEPTEMBER</b>	Elk Season	6/15/24	8/20/24
<b>OCTOBER</b>	Shoes to Fill/Make A Hunter	7/15/24	9/17/24
<b>NOVEMBER</b>	Deer Season/Deer Camp USA	8/15/24	10/22/24
<b>DECEMBER</b>	Waterfowl Hunting	9/15/24	11/19/24





## THE HARD-HITTING NEWS ON FIREARM ISSUES

America's 1st Freedom is dedicated to preserving our fundamental right to self-defense. While providing news on the latest anti-gun schemes that affect our gun rights, it also serves as an avenue for top NRA leaders to present the truth about legislative battles on Capitol Hill and throughout the 50 states. America's 1st Freedom debunks the myths that the mainstream media present daily, and it educates readers who want to help get the word out about firearm rights.



AAM — JUNE 30, 2023 — PRINT 6 MONTHS AVERAGE: **562,844**

### PRINT AUDIENCE STATISTICS



**MEN**  
85%



**MARRIED**  
75%



**AGE 35–64**  
54%



**GRADUATE DEGREE**  
20%



**HOUSEHOLD INCOME:**  
\$100,000+  
36%

SOURCE: 2018 SUBSCRIBER SURVEY







## 2024 DISPLAY RATES

AMERICA'S 1 <sup>ST</sup> FREEDOM	1X	3X	6X	9X	12X
Cover 2	\$34,045	\$33,035	\$32,055	\$31,085	\$30,155
Cover 4	38,410	37,255	36,135	35,055	34,005
Page/Cover 3	27,540	26,715	25,920	25,130	24,395
2/3	19,815	19,240	18,660	18,100	17,560
1/2	15,430	14,965	14,515	14,085	13,655
1/3	11,625	11,275	10,945	10,610	10,300

MARKETPLACE	1X	3X	6X	9X	12X
1/3	\$9,120	\$8,845	\$8,585	\$8,325	\$8,075
1/6	5,535	5,365	5,205	5,050	4,895
1/12	2,030	1,945	1,905	1,845	1,795
1 Inch	520	505	495	475	455

Rates and dates subject to change.

## PRODUCTION SCHEDULE

		Ad Close	In Home
<b>JANUARY</b>	Gun Making, Selling and Use By the Astounding Numbers	10/15/23	12/19/23
<b>FEBRUARY</b>	The War on the Most-Popular Self-Defense Firearms Ever	11/15/23	1/16/24
<b>MARCH</b>	Will the Second Amendment Soon Become a Thought Crime?	12/15/23	2/20/24
<b>APRIL</b>	The Truth About Gun Makers	1/15/24	3/19/24
<b>MAY</b>	Federal Enforcement of Gun Laws	2/15/24	4/16/24
<b>JUNE</b>	The Modern Pistol	3/15/24	5/21/24
<b>JULY</b>	Our Heroes in Action	4/15/24	6/19/24
<b>AUGUST</b>	The Political End Game	5/15/24	7/23/24
<b>SEPTEMBER</b>	The Future of the Gun	6/15/24	8/20/24
<b>OCTOBER</b>	It's the Criminals, Stupid! Plus: Gun Review, Gun Skills, Gun Gear and more	7/15/24	9/17/24
<b>NOVEMBER</b>	Guns are on the Ballot	8/15/24	10/22/24
<b>DECEMBER</b>	A Gun for Christmas— A Gift Guide	9/15/24	11/19/24



## THE DEFINITIVE SOURCE FOR THE MODERN SHOOTER

From concealed carry and home defense to gun mods and tactical training, *Shooting Illustrated* is loaded with expert information on the subjects today's shooters care about most. Each issue offers expert analysis of the latest self-defense and tactical firearms and gear, along with training tips for personal protection. Practical knowledge, dynamic photography and cutting-edge design make for the best guide to defensive hardware and tactics available.



AAM — JUNE 30, 2023 — PRINT 6 MONTHS AVERAGE: **607,512**

### PRINT AUDIENCE STATISTICS



MEN  
**95%**



SERVED IN THE MILITARY  
**34%**



TAKEN NEW SHOOTER TO RANGE  
**52%**



AGE 35–64  
**65%**



HOUSEHOLD INCOME:  
\$100,000+  
**40%**



MARRIED  
**75%**



SUBURBAN/URBAN AREA  
**70%**

SOURCE: 2018 SUBSCRIBER SURVEY







## 2024 DISPLAY RATES

SHOOTING ILLUSTRATED	1X	3X	6X	9X	12X
Cover 2	\$38,785	\$37,625	\$36,500	\$35,400	\$34,340
Cover 4	43,480	42,180	40,915	39,685	38,495
Page/Cover 3	31,280	30,345	29,430	28,550	27,695
2/3	22,525	21,850	21,195	20,560	19,940
1/2	17,520	16,995	16,485	15,990	15,515
1/3	13,140	12,745	12,365	11,995	11,635

MARKETPLACE	1X	3X	6X	9X	12X
1/3	\$10,325	\$10,015	\$9,720	\$9,430	\$9,145
1/6	6,265	6,080	5,895	5,715	5,550
1/12	2,345	2,280	2,210	2,140	2,080
1 Inch	630	615	595	580	560

Rates and dates subject to change.

## EDITORIAL CALENDAR

		Ad Close	In Home
<b>JANUARY</b>	CCW Handguns	10/15/23	12/19/23
<b>FEBRUARY</b>	Duty-Size Handguns	11/15/23	1/16/24
<b>MARCH</b>	Modern Sporting Rifles	12/15/23	2/20/24
<b>APRIL</b>	Home-Defense Shotguns	1/15/24	3/19/24
<b>MAY</b>	New Gun Guide	2/15/24	4/16/24
<b>JUNE</b>	CCW Handguns	3/15/24	5/21/24
<b>JULY</b>	Tactical Rifles	4/15/24	6/19/24
<b>AUGUST</b>	Duty-Size Handguns/ New Optics Guide	5/15/24	7/23/24
<b>SEPTEMBER</b>	CCW Handguns	6/15/24	8/20/24
<b>OCTOBER</b>	Pistol-Caliber Carbines	7/15/24	9/17/24
<b>NOVEMBER</b>	Modern Sporting Rifles/ Holiday Gift Guide	8/15/24	10/22/24
<b>DECEMBER</b>	CCW Handguns	9/15/24	11/19/24



## PUTTING COMPETITIVE SHOOTERS ON TARGET

Every month, over 100,000 competitive shooters read the digital edition of *Shooting Sports USA* for in-depth product reviews from active competitors, and strategies for excellence on the firing line. All shooting disciplines are covered, and upcoming matches are promoted in Coming Events, a listing of thousands of tournaments nationwide. Each issue also features reports from NRA-sanctioned matches and local club shoots.



# Total Digital Audience Reach: 459,373

### DIGITAL AUDIENCE STATISTICS



MEN  
65%



MEN 25-54  
35%



TARGET SHOOTERS  
SPEND \$9.9 BILLION  
DOLLARS A YEAR

SOURCE: NSSF







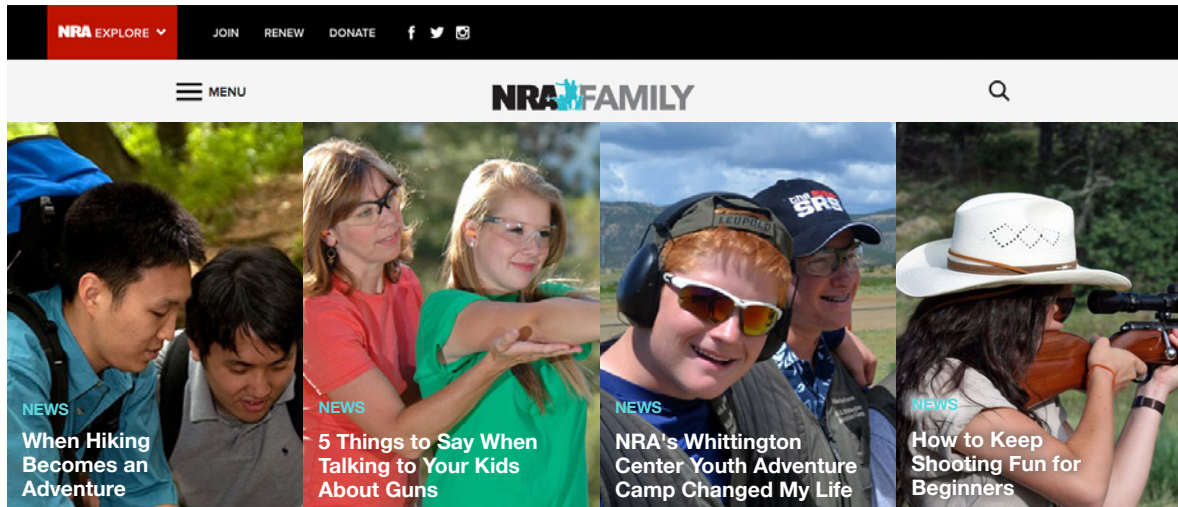
## 2024 DISPLAY RATES

SHOOTING SPORTS USA	1X	3X	6X	9X	12X
2 Page Spread	\$4,015	\$3,615	\$3,255	\$2,930	\$2,635
Page	2,365	2,125	1,910	1,720	1,550

Rates and dates subject to change.

## EDITORIAL CALENDAR

		Ad Close	In Home
<b>JANUARY</b>	Exercise, Health & Training for Competitive Shooting	10/15/23	1/1/24
<b>FEBRUARY</b>	SHOT Show 2024 New Product Roundup	11/15/23	2/1/24
<b>MARCH</b>	USPSA, Steel Challenge, Action Pistol & 3-Gun	12/15/23	3/1/24
<b>APRIL</b>	2024 NCAA Rifle Championship	1/15/24	4/1/24
<b>MAY</b>	Return of the NRA World Shooting Championship	2/15/24	5/1/24
<b>JUNE</b>	Precision Long-Range Rifle Competition	3/15/24	6/1/24
<b>JULY</b>	NRA National Matches at Camp Atterbury (Part 1)	4/15/24	7/1/24
<b>AUGUST</b>	NRA National Matches at Camp Atterbury (Part 2)	5/15/24	8/1/24
<b>SEPTEMBER</b>	Paris 2024 Olympic Games	6/15/24	9/1/24
<b>OCTOBER</b>	ATA Grand American, Clay Target Roundup	7/15/24	10/1/24
<b>NOVEMBER</b>	NRA National Police Shooting Championships	8/15/24	11/1/24
<b>DECEMBER</b>	NRA Silhouette Championships	9/15/24	12/1/24



**YOUR ALL-ACCESS PASS TO THE OUTDOOR LIFESTYLE**

NRA Family is NRA's property for beginning shooters of all ages and their families, designed to provide a friendly, entertaining, informative introduction to the world of shooting and the outdoors. As a "lifestyle" property, NRA Family offers a wide variety of basic information on gun safety, shooting skills, hunting, camping, self-defense and general preparedness—as well as family-friendly outdoor destinations, historical insights and humor.

**Total Digital Audience Reach: 376,078**

**DIGITAL AUDIENCE STATISTICS**



**DIGITAL NEWSLETTER REACH:**  
**219,336** MONTHLY AVERAGE



**FACEBOOK:**  
**19,469** TOTAL LIKES

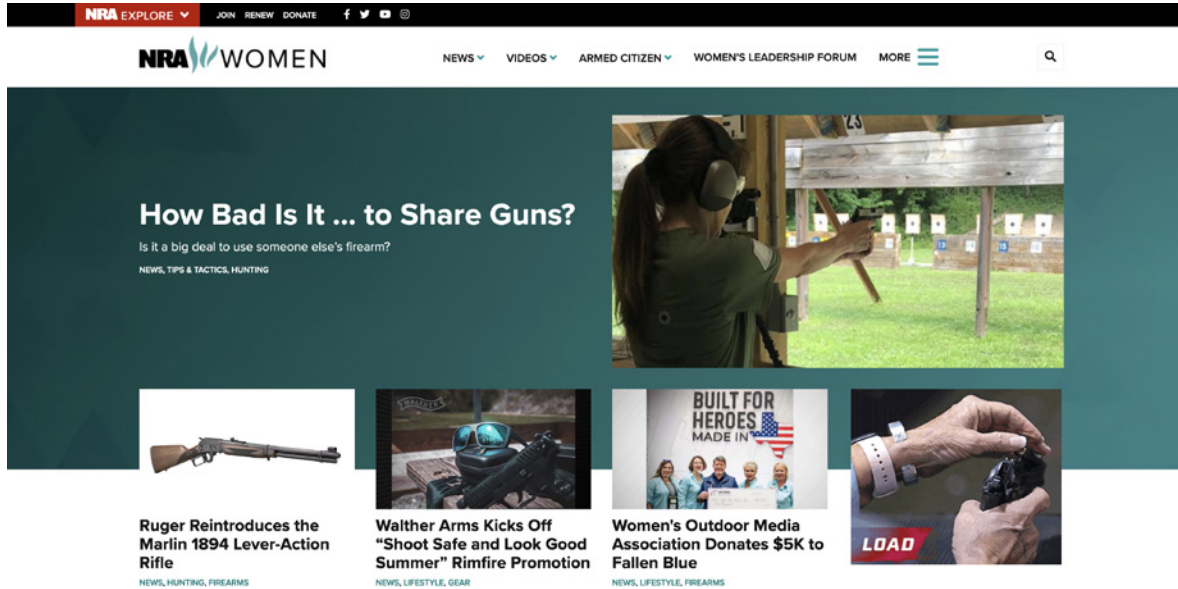


**WEBSITE TRAFFIC:**  
**123,473** MONTHLY AVERAGE



**TWITTER: 13,800**  
TOTAL FOLLOWERS





**NRAWOMEN.COM**

NRAWomen.com is the National Rifle Association's website dedicated to the fastest-growing community of firearm owners, hunters and defenders of freedom. The website offers expert information for women at all levels of their Second Amendment journey, whether they seek to further their knowledge of firearms, personal protection strategies, or the guns and gear that reflects participation in the shooting sports. NRAWomen.com promotes the outdoor lifestyle, and also gives voice to women who walk steadfastly into ongoing battles where gun rights hang in the balance.

**Total Digital Audience Reach: 264,895**

**DIGITAL AUDIENCE STATISTICS**



WEBSITE TRAFFIC:  
**134,235** MONTHLY AVERAGE

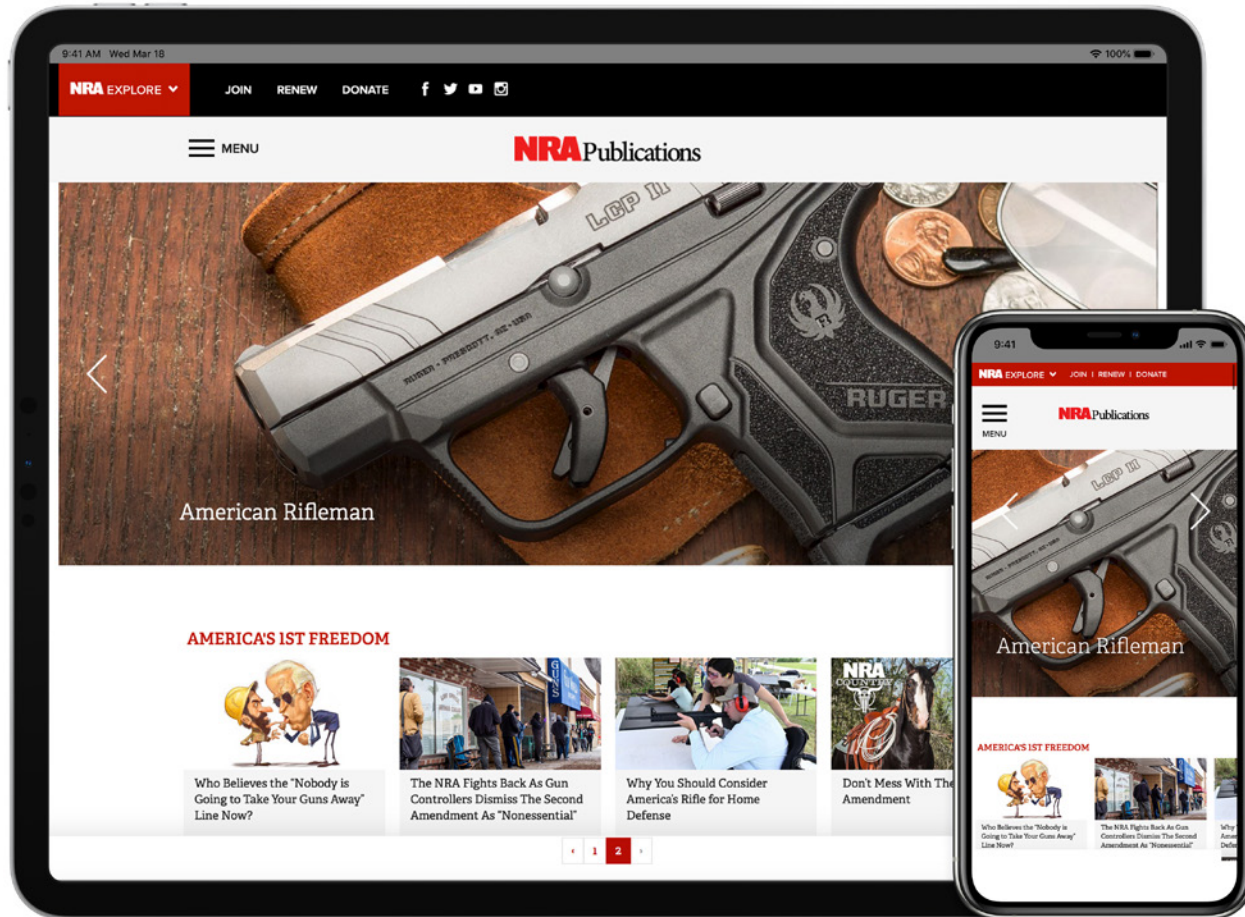


FACEBOOK:  
**99,000** TOTAL LIKES



TWITTER: **29,100**  
TOTAL FOLLOWERS

# BANNER DISPLAY ADVERTISING



2023 TOTAL SESSIONS:  
**23 MILLION ESTIMATED**

ADVERTISING CAMPAIGNS  
 RUNNING ANNUALLY: **100+**

PRICING:  
 • CPM: **(\$10)**

• CPM FOR PACKAGE / BONUS  
 BUYS: **(NEGOTIABLE)**

**NRA**Publications  
[www.nrapublications.com](http://www.nrapublications.com)

OUR DIGITAL NETWORK

**NRA** **AR** AMERICAN  
 RIFLEMAN  
[www.americanrifleman.com](http://www.americanrifleman.com)

**NRA** **American Hunter**  
[www.americanhunter.com](http://www.americanhunter.com)

**NRA** **SHOOTING**  
 Illustrated  
[www.shootingillustrated.com](http://www.shootingillustrated.com)

**NRA** America's 1<sup>st</sup> Freedom  
[www.a1f.com](http://www.a1f.com)

**NRA** **SHOOTING**  
 SPORTS USA  
[www.ssusa.org](http://www.ssusa.org)

**NRA** **FAMILY**  
[www.nrafamily.com](http://www.nrafamily.com)

**NRA** **WOMEN**  
[www.nrawomen.com](http://www.nrawomen.com)



**Behind the Bullet: .204 Ruger**  
The .204 Ruger occupies the space between the .22 centerfires and the .17s, giving fantastic results on varmints and predators alike without the wind deflection issues of the .17s and less recoil than the .22 centerfires. [Read More](#)



**Review: Springfield Armory Ronin Operator 1911**  
The Springfield Operator name is a strong one, going back at least as far as the custom M1911s the company made for the FBI's Hostage Rescue Team in the early 2000s. The Ronin Operator, the company's newest series, is an attractive two-tone M1911 with a forged stainless



**2020 Father's Day Gift Guide**  
Need some ideas for what to get that hard-to-buy-for outdoorsman in your life? Whether searching for a gift for your dad, husband or grandfather, we've got you covered. [Read More](#)



**Review: Taurus G3c**  
Last year was a successful product year for Taurus USA. The company clearly demonstrated its renewed commitment to manufacturing practical, affordable handguns with consistent quality control. [Read More](#)

## "INSIDER" DIGITAL NEWSLETTER

### 4 MILLION TOTAL MONTHLY EMAILS

The NRA Publications Digital Operations Department sends out one digital newsletter per title each week highlighting the top features from each of our 6 titles. 1 million subscribers have opted-in to receive these communications on a weekly basis. We reach over 4 million subscribers every month, spreading the NRA message and keeping our readers informed and entertained.

- » Three content segments available per week
- » **\$7,500** per weekly mailing

### CONTENT SEGMENT SPECIFICATIONS

- » **Image Size:** 600x400 pixels
- » **Title:** 70 characters (with spaces included)
- » **Body Copy:** 300 characters (with spaces included)
- » Client-provided link (third party tags accepted)

### 33% AVERAGE OPEN RATE

**ACT TODAY! 2024 AVAILABILITY IS LIMITED.**

*The National Rifle Association is not responsible for viewable results if file requirements are not followed and reserves the right to reject any advertising for any reason at any time.*





### **The .22 LR: History & Performance**

The notion of a self-contained cartridge in a firearm is more than two centuries old. A Swiss gun maker, Jean Samuel Pauly, developed the first self-contained cartridge for a shotgun. It consisted of a metal base that had a slot similar to what you would see in a modern screw. In its center was a flash hole. The slot was filled with a priming compound made of sulfur, charcoal and potassium chlorate. [Read More.](#)



## **"BEST OF" DIGITAL NEWSLETTER**

### **1.5 MILLION MEMBER SUBSCRIBERS**

Twice a month, we send the "Best Of" NRA Publications digital newsletter highlighting each magazine's top features from the past month. These digital newsletters are sent to 1.5 million NRA members a total of 24 times per year. Content consists of features published in *American Rifleman*, *American Hunter*, *Shooting Illustrated*, *NRA Family*, *Shooting Sports USA* and *NRA Women*.

- » Three content segments available per mailing
- » **\$10,000** per mailing

### **CONTENT SEGMENT SPECIFICATIONS**

- » **Image Size:** 600x400 pixels
- » **Title:** 70 characters (with spaces included)
- » **Body Copy:** 300 characters (with spaces included)
- » Client-provided link (third party tags accepted)

### **30% AVERAGE OPEN RATE**

### **DEDICATED, 100% SHARE OF VOICE EMAIL NEWSLETTERS AVAILABLE**

Starting at \$25,000 — contact your Sales Representatives for details and specifications.

**Davidson's Exclusive Ruger Mark IV 22/45 Lite**

Davidson's offers a number of Exclusive Mark IV 22/45 Lite's in several colors. They feature a 4.4" barrel threaded 1/2x28 shrouded by a ventilated anodized aluminum upper receiver. These Mark IV's have checkered black synthetic 1911-style grips, adjustable rear sight, ambidextrous safety, simple one-button takedown, and include a picatinny rail for mounting optics. [Read More](#)

**\$849 MSRP**

SPRINGFIELD ARMORY  
**RONIN**

## HOLIDAY DIGITAL NEWSLETTER

### 4 MILLION TOTAL HOLIDAY EMAILS

The NRA Publications Digital Operations Department sends out four digital newsletters per title to a database of 1 million subscribers highlighting special Holiday deals. The 1 million subscriber database have opted-in to receive communication from NRA Publications. Advertisers will have the option to submit different creative for each send. The mailings are centered around Cyber-Monday and last minute gifts for Christmas around mid-December.

- » Eighteen content segments available
- » Four total sends
- » **\$10,000** (includes all 4 mailings, not sold separately)

### CONTENT SEGMENT SPECIFICATIONS

- » **Image Size:** 600x400 pixels
- » **Title:** 70 characters (with spaces included)
- » **Body Copy:** 300 characters (with spaces included)
- » Client-provided link (third party tags accepted)

**ACT TODAY! 2024 AVAILABILITY IS LIMITED.**

*The National Rifle Association is not responsible for viewable results if file requirements are not followed and reserves the right to reject any advertising for any reason at any time.*

REACH  
INFLUENCE  
VALUE

**NRA**Publications

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