



NRA MEDIA



I DEFEND **NRA** THE 2ND

2026 GUIDE TO ADVERTISING



NRA Media strives to be a reflection of our members, millions of 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 Media 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 MEDIA BRAND REACH

	Print	Digital	Web	E-News	Social Media	TV
American Rifleman	•	•	•	•	•	•
American Hunter	•	•	•	•	•	
Shooting Sports USA			•		•	
NRA Women			•	•	•	



AMERICAN
Rifleman



THE WORLD'S OLDEST AND LARGEST FIREARM AUTHORITY

As the NRA's flagship cation, *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.



PRINT AUDIENCE STATISTICS



MEN
83%



MARRIED
57.7%



MEDIAN: INDIVIDUAL
EMPLOYMENT INCOME
\$59,882



MEDIAN: HOUSEHOLD
NET WORTH
\$398,553



AGE 25-54
34.8%



PET OWNER
55.7%



HOUSEHOLD INCOME:
\$60,000+
66.2%



HOME OWNED
75.1%



MEDIAN: AGE
58



C/D COUNTY
35%



MEDIAN:
HOUSEHOLD INCOME
\$89,151



MEDIAN: VALUE
OF OWNED HOME
\$319,020

Source: 2025 Spring MRI-Simmons USA

GFK-MRI Total Audience: **3,846,000** | AAM — DECEMBER 31, 2025 — PRINT AND DIGITAL 6 MONTHS AVERAGE: **1,255,548**

2026 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
January Digital	The State Of The M1911 Pistol	10/15/25	12/16/25
February Print & Digital	Guide To Cartridge Nomenclature	11/15/25	01/21/26
March Digital	The Latest Shotguns	12/15/25	02/18/26
April Digital	New For 2026	1/15/26	03/18/26
May Print & Digital	2026 Golden Bullseye Awards	2/15/26	04/15/26
June Digital	Father's Day Gift Guide	3/15/26	05/20/26
July Digital	250 Years Of The Armed Citizen	4/15/26	06/17/26
August Print & Digital	Bolt-Action Rifles Today	5/15/26	07/22/26
September Digital	Firearm Accessories For Hunting	6/15/26	08/19/26
October Digital	Suppressor Technology	7/15/26	09/23/26
November Print & Digital	Concealed Carry Options	8/15/26	10/21/26
December Digital	Christmas Gift Guide	9/15/26	11/18/26

Rates and dates subject to change.



American
HUNTER

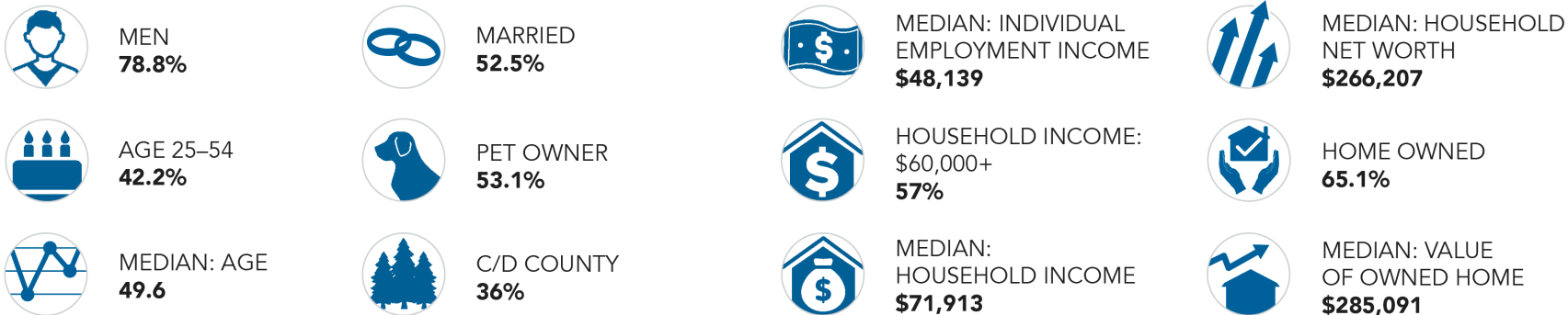


THE WORLD'S LARGEST HUNTING MAGAZINE

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.



PRINT AUDIENCE STATISTICS



Source: 2025 Spring MRI-Simmons USA

2026 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

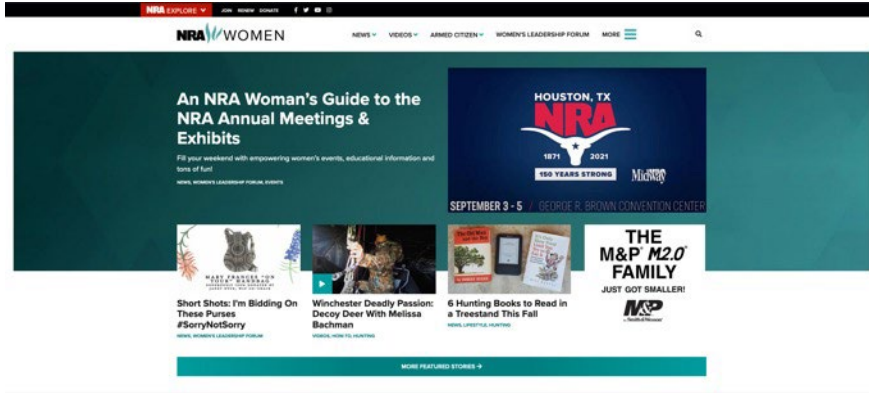
MARKETPLACE	1X	3X	6X	9X	12X
1/3	\$15,220	\$14,765	\$14,320	\$13,890	\$13,475
1/6	9,230	8,955	8,680	8,430	8,170
1/12	3,405	3,300	3,200	3,110	3,010
1 Inch	850	830	810	785	765

Rates and dates subject to change.

EDITORIAL CALENDAR

		Ad Close	In Home
January Digital	Late-Season Hunts	10/15/25	12/16/25
February Print & Digital	Far-flung Locales	11/15/25	01/21/26
March Digital	Turkey Season	12/15/25	02/18/26
April Digital	Hogs Are Always In Season	1/15/26	03/18/26
May Print & Digital	New Product Focus (Golden Bullseyes)	2/15/26	04/15/26
June Digital	Fellowship (Members' Best)	3/15/26	05/20/26
July Digital	The Gear Issue	4/15/26	06/17/26
August Print & Digital	Backcountry Hunts	5/15/26	07/22/26
September Digital	DIY Elk Tactics	6/15/26	08/19/26
October Digital	Upland/Western Game	7/15/26	09/23/26
November Print & Digital	Deer Season	8/15/26	10/21/26
December Digital	Waterfowl	9/15/26	11/18/26

Rates and dates subject to change.



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.



WEBSITE TRAFFIC:
79,332 MONTHLY AVERAGE



SOCIAL MEDIA
REACH: **128,100**



DIGITAL NEWSLETTER REACH:
456,964 MONTHLY AVERAGE

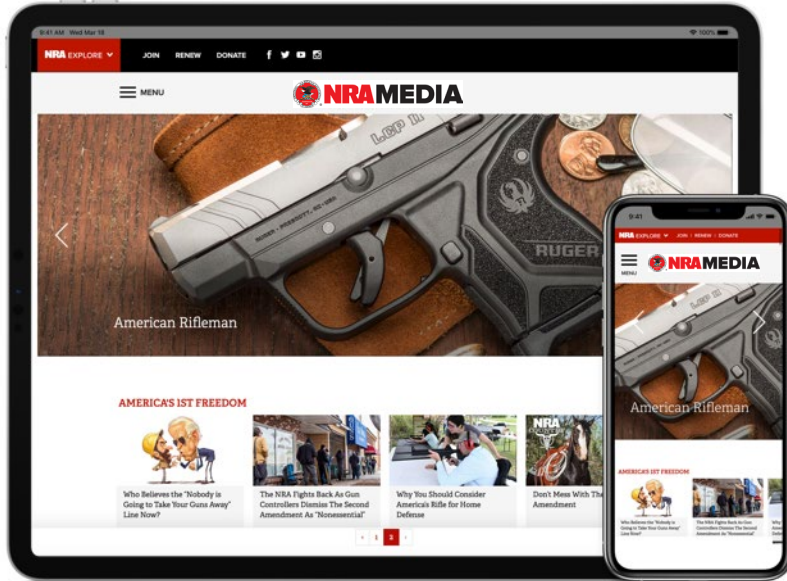
Average Digital Audience Reach: **664,396**

BANNER DISPLAY ADVERTISING



NRA MEDIA

NRAMEDIAKIT.COM



OUR DIGITAL NETWORK



www.americanrifleman.org



www.americanhunter.org



www.nrawomen.com



www.ssusa.org

2025 total sessions:

~20 million

Advertising campaigns

Running annually: **100+**

PRICING:

• CPM: **(\$10)**

• CPM For Package / Bonus Buys:
(Negotiable)



NRA MEDIA

www.nracations.org

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.



Tale of the Twist: How Does Twist Rate Affect a Shot?

Ever wonder exactly how twist rate affects projectiles and bullet selection? Dive into this important component of ballistics with Phil Massaro. [Read More](#)



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“INSIDER” DIGITAL NEWSLETTER

4 MILLION TOTAL MONTHLY EMAILS

The NRA Media Digital Operations Department sends out one digital newsletter per title each week highlighting the top features from each of our titles. 1 million subscribers have opted-in to receive these communications on a weekly basis. We reach approximately 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!
2026 AVAILABILITY
IS LIMITED.**



"BEST OF" DIGITAL NEWSLETTER

1 MILLION MEMBER SUBSCRIBERS

Twice a month, we send the "Best Of" NRA Media digital newsletter highlighting each magazine's top features from the past month. These digital newsletters are sent to 1 million NRA members a total of 24 times per year. Content consists of features shed in *American Rifleman*, *American Hunter*, 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.

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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](#)

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.

HOLIDAY DIGITAL NEWSLETTER

4 MILLION TOTAL HOLIDAY EMAILS

The NRA Media 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 Media. 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 per send
- » 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!
2026 AVAILABILITY
IS LIMITED.**



ANNUAL MEETINGS & EXHIBITS

**APRIL 17-19, 2026
HOUSTON, TX**

PRE-SHOW DIGITAL MARKETING

- Website Banners, Pre and Post Show Emails

2025 SHOW DIRECTORY ADVERTISING

- Full Page and Fractional Rates Available

ONSITE ADVERTISING - EXHIBIT HALL OPPORTUNITIES

- Signage, Banners & Sponsorships

ONSITE EVENT SPONSORSHIPS

RING OF FREEDOM & CORPORATE PARTNERS

WELCOME RECEPTION

- Supporting Sponsorship (Non-exclusive)



THE RING OF FREEDOM, WOMENS LEADERSHIP FORUM BRUNCH & AUCTION

- Presenting Sponsorship
- Supporting Sponsorship
- Contributing Sponsorship
- Gold Sponsorship
- VIP Pre-Auction Reception Sponsorship
- Wine Sponsorship
- Photo Booth Sponsorship
- Bid Paddle Sponsorship

Auction Seating

- Host Committee Table
- VIP Ticket
- Premier Seating Ticket
- General Admission ticket



The **NRA** Foundation™

Teach Freedom.



THE NRA FOUNDATION YOUTH SUMMIT

July, 2026
Fairfax, VA

- Presenting Sponsor
- Product Sponsor

THE NRA FOUNDATION CORPORATE PARTNERS

- Guardian Level Sponsorship
- Volunteer Level Sponsorship
- Defender Level Sponsorship
- Protector Level Sponsorship



NRA NATIONAL MATCHES

June - July, 2026
Camp Atterbury, Indiana

- Presenting Sponsor
- Supporting Sponsor
- Contributing Sponsor
- Gold Sponsorship
- Silver Sponsorship
- Bronze Sponsor



WORLD SHOOTING CHAMPIONSHIP

September – October, 2025
Camp Atterbury, Indiana

- Presenting Sponsor
- Official Ammunition Partner
- Official Optics Partner
- Supporting Sponsor
- Contributing Sponsor
- Stage / Side Match Sponsor

THE GREAT AMERICAN OUTDOOR SHOW



NRAMEDIAKIT.COM

FEBRUARY 7-15, 2026
HARRISBURG, PENNSYLVANIA



EXHIBIT HALL SPONSORSHIP OPPORTUNITIES

- Presenting Sponsor
- Supporting Sponsor
- Hall Title Sponsor

PRE-SHOW DIGITAL MARKETING

- Website Banners, Pre and Post Show Emails

2025 SHOW DIRECTORY ADVERTISING

- Full Page and Fractional Rates Available

ONSITE ADVERTISING - EXHIBIT HALL OPPORTUNITIES

- Signage, Banners & Sponsorships

ONSITE EVENT SPONSORSHIPS

THE NRA FOUNDATION'S SPORTSMAN'S AUCTION

- Exclusive Presenting Sponsor

NRA FOUNDATION WALL OF GUNS

- Presenting Sponsorship
- Wall of Guns Product Donor
- Wall of Guns Reload Raffle Donor
- T-Shirt Donor

GREAT AMERICAN OUTDOOR SHOW CONCERT

- PA Farm Show Complex
- Presenting Sponsorship
- Supporting Sponsorship

NRA TRADEMARK LICENSING PROGRAM

AMERICAN
Rifleman

American
HUNTER

1st
Freedom

SHOOTING
Illustrated

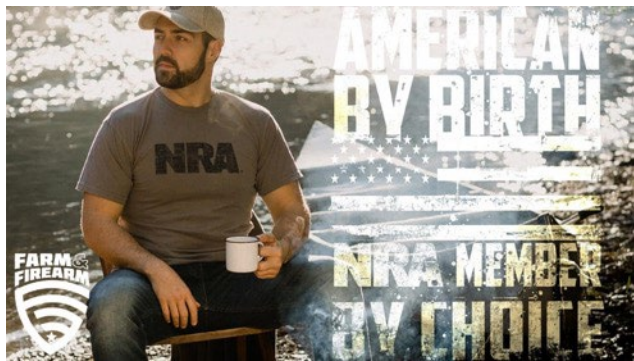
OFFICIAL
NRA
LICENSED
PRODUCT

NRA

NRA

NRA MEDIA

NRAMEDIAKIT.COM



NRA's trademark licensing program allows licensees to feature nationally recognized trademarks on products to attract millions of freedom loving, shooting, hunting, and outdoor enthusiasts nationwide.

Official licensed products allow NRA members and supporters to demonstrate celebrating American values. NRA licensees honor the NRA's heritage with classic apparel and accessories that show a commitment to Freedom and the Second Amendment.

Many product categories apply- Firearms & Accessories, lifestyle apparel, hunting apparel & gear, ATV & UTV accessories, firearm safes & security products, footwear, Truck & SUV accessories, Pet supplies, cutlery, lifestyle and heritage decor, survival equipment, optics and much more.

Benefits and Promotional Opportunities:

- Use of NRA trademarks including 'Official Licensed Product' logo.
- Listing on benefits.nra.org/licensed-products
- Inclusion in NRA Holiday Digital Newsletter
- Periodic feature in NRA Media magazine editorials
- Inclusion in annual featured licensed products e-mail
- NRA Media magazine advertising (discounted rates available to licensees)
- Discounted booth space at NRA Annual Meetings & Great American Outdoor Show

Tailored licensing agreements for each application. Many trademarks and logo variations available for use such as, Official Licensed Product, Association Logo, Disk Logo, Eagle Logo, American Rifleman, American Hunter, Shooting Illustrated, Etc.



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NRAMEDIA

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