



ABOUT CHIPOTLE PUBLISHING

Chipotle Publishing, LLC, is a family-owned niche publishing company specializing in magazines and books pertaining to subjects within the defense and firearms industries. Chipotle Publishing also provides a full range of publishing services including advertising sales, magazine and book layout design, ad design, editing, print production and project management.

chipotlepublishing.com

OUR PUBLICATIONS

| | | | |
|--|---|-----------------------------------|--------------------------|
| <i>California Firing Line</i> (for the California Rifle & Pistol Association, Inc.) | <i>Semper Fi</i> (for the Marine Corps League, Inc.) | <i>Small Arms Defense Journal</i> | <i>Small Arms Review</i> |
|--|---|-----------------------------------|--------------------------|

SOME OF OUR BOOK TITLES

| | | | | |
|-------------------------------|---|---|--|--|
| <i>AK-47: The Grim Reaper</i> | <i>The Smith & Wesson Model 76 Submachine Gun</i> | <i>The U.S. M14 Rifle: The Last Steel Warrior</i> | <i>The Vickers Machine Gun: Pride of the Emma Gees</i> | <i>The Mac Man: Gordon B. Ingram and His Submachine Guns</i> |
|-------------------------------|---|---|--|--|



CALIFORNIA FIRING LINE

OFFICIAL MAGAZINE OF THE CALIFORNIA RIFLE & PISTOL ASSOCIATION



MEDIA KIT

2022

PRICING AND ISSUE SCHEDULE

PRINT CIRCULATION: OVER 28,300

2022 PRINT ADVERTISING RATES

| AD SIZE | 1x | 2x | 3x | 6x |
|--|---------|---------|---------|---------|
| PREMIUM (Back Cover) | \$1,950 | \$1,852 | \$1,755 | \$1,657 |
| PREMIUM (Inside Front / Inside Back) | \$1,800 | \$1,710 | \$1,620 | \$1,530 |
| Full Page | \$1,500 | \$1,425 | \$1,350 | \$1,275 |
| 2/3 Page | \$1,200 | \$1,140 | \$1,080 | \$1,020 |
| 1/2 Page | \$975 | \$926 | \$877 | \$829 |
| 1/3 Page | \$720 | \$684 | \$648 | \$612 |
| 1/4 Page | \$525 | \$499 | \$472 | \$446 |
| 1/6 Page | \$405 | \$385 | \$364 | \$344 |
| 1/8 Page | \$300 | \$285 | \$270 | \$255 |

2022 PRINT DISTRIBUTION SCHEDULE

| ISSUE NUMBER | COVER DATE | RESERVE SPACE BY | MATERIALS DUE | APPROX. IN-HOME DATE |
|--------------|--------------|------------------|---------------|----------------------|
| 1057 | Jan/Feb 2022 | 11/7/2021 | 12/1/2021 | 1/1/2022 |
| 1058 | Mar/Apr 2022 | 1/6/2022 | 1/30/2022 | 3/1/2022 |
| 1059 | May/Jun 2022 | 3/10/2022 | 4/3/2022 | 5/1/2022 |
| 1060 | Jul/Aug 2022 | 5/12/2022 | 6/5/2022 | 7/1/2022 |
| 1061 | Sep/Oct 2022 | 7/8/2022 | 8/1/2022 | 9/1/2022 |
| 1062 | Nov/Dec 2022 | 9/8/2022 | 10/2/2022 | 11/1/2022 |

To advertise in *California Firing Line*, please call Chipotle Publishing, LLC at **702-565-0746** or email **CFL@chipotlepublishing.com**.



PRINT AD ARTWORK SPECIFICATIONS

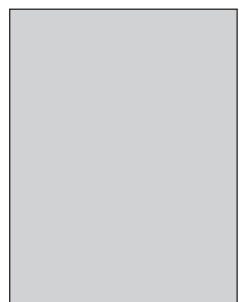
ABOUT *CFL*



Two-Page Spread

Full bleed: 17" x 11.125"
Page trim area: 16.75" x 10.875"
Live area: 15.75" x 9.875"

Ad Artwork Submission Process: Please send ad artwork only after confirmation of placement with an advertising representative. Files may be submitted via CD, DVD, FTP or email. Email ads to CFL@chipotlepublishing.com and copy your advertising representative. In the email subject line, please type "CFL AD" and indicate the issue cover dates or number. For ads over 20MB in size, please contact your advertising representative for alternate submission instructions.



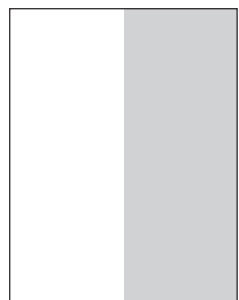
Full Page

Non-bleed: 7.375" x 9.875"
Full bleed: 8.625" x 11.125"
Page trim area: 8.375" x 10.875"
Live area: 7.375" x 9.875"



1/3 Page Vertical

Non-bleed: 2.25" x 9.875"
Full bleed: 2.875" x 11.125"
Page trim area: 2.75" x 10.875"



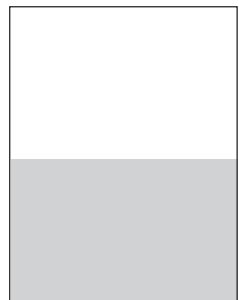
1/2 Page Vertical

Non-bleed: 3.6875" x 9.875"
Full bleed: 4.25" x 11.125"
Page trim area: 4.125" x 10.875"



1/3 Page Horizontal

Non-bleed: 7.375" x 3.0833"
Full bleed: 8.625" x 3.7083"
Page trim area: 8.375" x 3.5833"



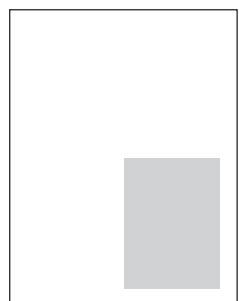
1/2 Page Horizontal

Non-bleed: 7.375" x 4.9445"
Full bleed: 8.625" x 5.5"
Page trim area: 8.375" x 5.375"



1/4 Page Horizontal

Non-bleed: 7.375" x 2.1562"
Full bleed: 8.625" x 2.7812"
Page trim area: 8.375" x 2.7812"



1/4 Page Square

Ad size: 3.6875" x 4.9375"



1/6 Page

Ad size: 3.6875" x 3.2917"



1/8 Page

Ad size: 3.6875" x 2.4688"

California Firing Line is the official publication of the California Rifle & Pistol Association (CRPA).

When you advertise in *California Firing Line*, your ad reaches a statewide readership of 30,000 strong with specific interest in your products. Additionally, your ad spend helps the California Rifle & Pistol Association (CRPA) fight back! Your advertising dollars assist in offsetting the production costs of our magazine and enable the CRPA to put more funding toward the fight in Sacramento and pro Second Amendment lawsuits in the courts. Advertise and join the fight today!

FREQUENCY

CFL is published bimonthly (6x per year).

CIRCULATION

Avg. 28,300 printed copies per issue.

This circulation is based on 2021, which did not include live event distribution due to regulations imposed by CA state government. We anticipate resuming event distribution in 2022, which will increase total circulation.

AUDIENCE

California Firing Line readership is comprised primarily of CRPA members across the state of CA with limited readership in the surrounding states of AZ, NV and OR. Membership includes recreational shooters, hunters, marksmen and Second Amendment supporters.

OUR MAILING LIST ALSO INCLUDES: Legislators and staffers, from the CA Governor's Office to every office of the Assembly, Senate and Attorney General. Leaders and influencers from state agencies from the CA Department of Fish and Wildlife to CA Department of Justice. Law enforcement agencies in every California county. Many order extra copies for their leadership, CCW classes, department stations and local government officials.

California Firing Line issues and articles are distributed through the CRPA Business Affiliate Program, which connects to over 2,500 businesses (gun stores, ranges, taxidermists, retail, medical offices, etc.). *CFL* is distributed at major events, trade shows, competitions and gun shows across the state of CA every weekend.

All print issues (except the most current) are archived online at crpa.org for secondary readership.

EDITORIAL FOCUS

CFL editorial focuses on firearm, Second Amendment and political news with an angle of interest to California gun owners.



ABOUT THE CRPA

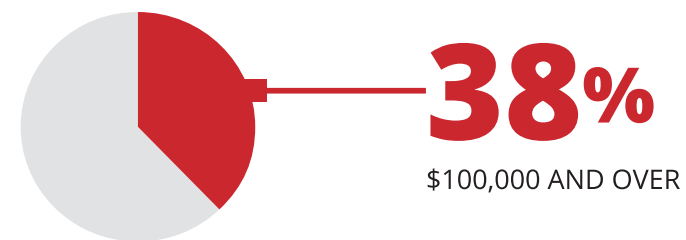
The California Rifle & Pistol Association, Inc. (CRPA) is a nonprofit association governed by an independent Board of Directors. CRPA's mission is to promote civilian marksmanship and qualifying state championship competitions; educate the public about firearms and the right to keep and bear arms; protect the right to choose to own a gun to hunt, for sport and to defend yourself and your family; and promote the shooting sports.

CFL READERSHIP AT A GLANCE

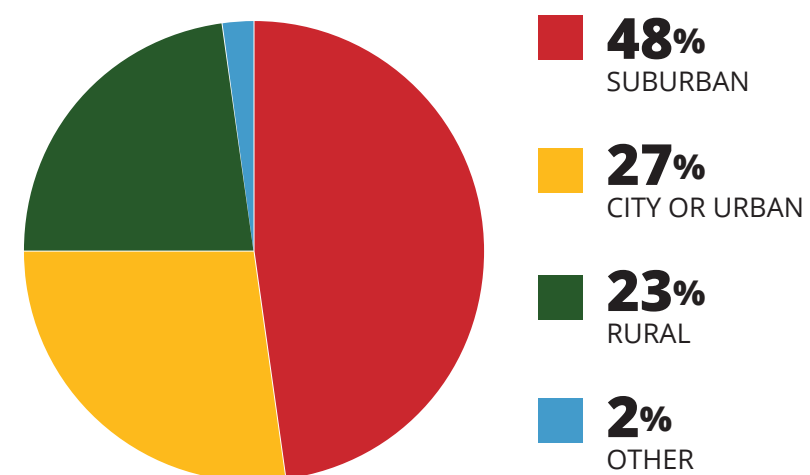
IN GENERAL



ANNUAL HOUSEHOLD INCOME



TYPES OF COMMUNITIES THEY LIVE IN



EDUCATION

87% ATTENDED COLLEGE

60% COLLEGE DEGREE

WITHIN THE LAST YEAR

50% PURCHASED A FIREARM

67% PURCHASED AMMUNITION

60%

OF OUR READERSHIP SPENDS
OVER \$500 PER YEAR ON
FIREARMS, AMMUNITION AND
RELATED ACCESSORIES.
HERE'S A BREAKDOWN:

26% \$501–\$1,000

21% \$1,001–\$2,500

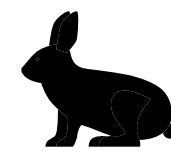
13% \$2,501 AND OVER

42%
OF CFL READERS
HUNT!

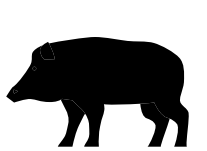
PREFERRED PREY INCLUDES:



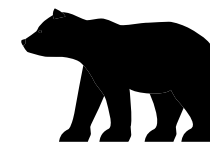
66%
DEER



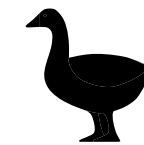
50%
SMALL GAME



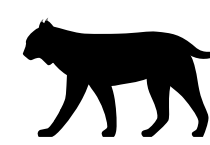
46%
WILD PIG



34%
BIG GAME



32%
WATERFOWL



28%
PREDATOR



26%
TURKEY

CFL READERS ARE EXPERIENCED SHOOTERS.
87% HAVE 11+ YEARS OF SHOOTING EXPERIENCE.

REASONS FOR OWNING A FIREARM



92%
SELF-DEFENSE



78%
SPORT SHOOTING



47%
COLLECTOR



42%
HUNTING



26%
COMPETITIVE SHOOTING