CULTURE
GUN CULTURE V/S.
MILLIONS ARM THEMSELVES
RIOTS DRIVE NEW GUN OWNERSHIP
USING DEADLY FORCE
THE LAW SAYS WHAT?

SUICIDE PREVENTION PROGRAM LAUNCHED
AS GUN ACCIDENTS HIT RECORD LOWS

LITIGATION / LEGISLATIVE UPDATES

SABATTI'S STR OVERWATCH TACTICAL PERFORMANCE
PROPELLANT SELECTION AND A GENERAL DESCRIPTION OF THE INTERIOR BALLISTIC EVENT ARGENTINEAN WEAPONS IN CENTRAL AMERICA

There's No "I" in "Team"
How Kim Galske Lives up to the Mantra
Determined to Wed One Marine's Crazy Antics
In Memoriam SF Pays Tribute to League Members

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AN OCTOGENARIAN GEEZER LOOKS AT SILENCERS
FORM FOLLOWS FUNCTION: THE NEW BENELLI LUPO BOLT ACTION RIFLE

WHY DO WE SAY "SEMPER FI?"
IT'S A MARINE THING

Leaving Vietnam
A Marine Recalls His Return Home

Taking Risks and Life Lessons
Marine Gary White Shares His Story

MEDIA KIT 2022

Hershel "Woody" Williams
The Interview
Andrew Biggio: The Marine Behind "They Fought We Ride"
Remembering Marine Carl Strong

CHIPOTLE PUBLISHING, LLC

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

SOME OF OUR BOOK TITLES
AK-47: The Grim Reaper
The Smith & Wesson Model 76 Submachine Gun
The U.S. M14 Rifle: The Last Steel Warrior
The Vickers Machine Gun: Pride of the Emma Gees
The Mac Man: Gordon B. Ingram and His Submachine Guns
11 YEARS LATER—SCOTUS TAKES A 2A CASE
WHAT DOES IT MEAN FOR CALIFORNIA GUN OWNERS?

MASS SHOOTINGS WILL ANYTHING STOP THEM?

DOJ SNAFU GUN SEIZURE SYSTEM FAILS

LEGISLATIVE, LITIGATION, LOCAL ADVOCACY AND PROGRAMS REPORT UPDATES

ISSUE 1054, JUL/AUG 2021

PRINT CIRCULATION: OVER 28,300

2022 PRINT ADVERTISING RATES

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2022 PRINT DISTRIBUTION SCHEDULE

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AduArtwork 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 date or number. For ads over 20mb in size, please contact your advertising representative for alternate submission instructions.

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.

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