

# CALIFORNIA FIRING LINE

OFFICIAL MAGAZINE OF THE CALIFORNIA RIFLE & PISTOL ASSOCIATION



# HOPE

# MEDIA KIT

# 2024



# PRICING AND ISSUE SCHEDULE

## PRINT CIRCULATION: OVER 28,300 2024 PRINT ADVERTISING RATES

AD SIZE	1x	2x	3x	6x
<b>PREMIUM</b> (Back Cover)	\$1,950	\$1,852	\$1,755	\$1,657
<b>PREMIUM</b> (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

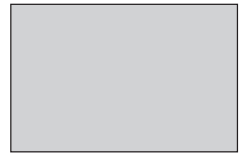
## 2024 PRINT DISTRIBUTION RATES

ISSUE NUMBER	COVER DATE	RESERVE SPACE BY	MATERIALS DUE	APPROX. IN-HOME DATE
1069	Jan/Feb 2024	11/6/2023	11/30/2023	1/1/2024
1070	Mar/Apr 2024	1/5/2024	1/29/2024	3/1/2024
1071	May/Jun 2024	3/9/2024	4/2/2024	5/1/2024
1072	Jul/Aug 2024	5/11/2024	6/4/2024	7/1/2024
1073	Sep/Oct 2024	7/6/2024	7/30/2024	9/1/2024
1074	Nov/Dec 2024	9/7/2024	10/1/2024	11/1/2024

To advertise in *California Firing Line*, please call 949.715.4100 or email [advertising@firebrandmediainc.com](mailto:advertising@firebrandmediainc.com)

# PRINT AD ARTWORK SPECIFICATIONS

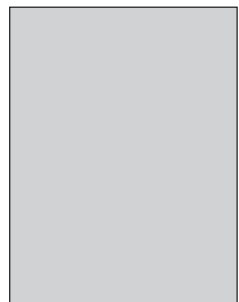
# ABOUT *CFL*



## 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 email artwork to [tina@firebrandmediainc.com](mailto:tina@firebrandmediainc.com). For ads over 15MB in size, please request alternate submission instructions.



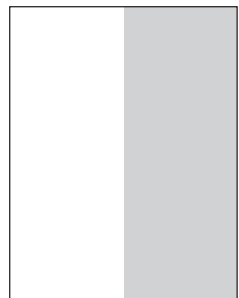
## Full Page

**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"



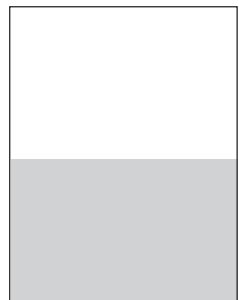
## 1/2 Page Vertical

**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"



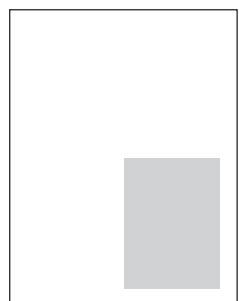
## 1/2 Page Horizontal

**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](http://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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# CFL READERSHIP AT A GLANCE

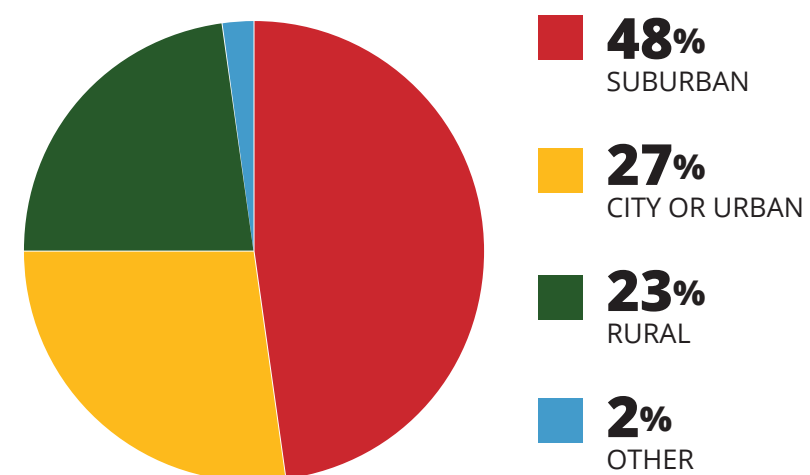
## IN GENERAL



## 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!

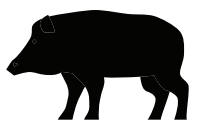
PREFERRED PREY INCLUDES:



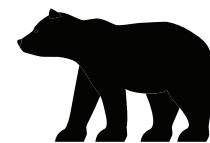
**66%**  
DEER



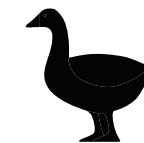
**50%**  
SMALL GAME



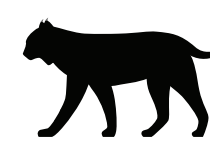
**46%**  
WILD PIG



**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