



# Boost Your Digital Advertising Firepower x4!



**Four Times a Month, Reach 250,000 Serious Gun Buyers Who Want to Buy Your Products RIGHT NOW**



**T**he shooter you need to reach is very serious. He grew up with firearms. He's devoted to top brands, new technologies, legacy guns that take him back to those great father-and-son days afield. He eagerly awaits hunting season, but he also understands he may one day have to stand his ground to defend the people he loves. He seeks out and stays on top of the latest firearms news, and he's

an early adopter of the newest firearms, optics, laser sights, grips, range bags and other products. The one thing he knows for sure? He's *always* in the market to buy another gun—maybe your gun, maybe your competitors'.

Not only do we know where to find this prime sales prospect, he's already reading our highly prized weekly e-Report, GunReports.com.

And now, GunReports.com is leaping ahead of other firearms media by delivering a huge segment of gun buyers you can't afford to ignore. How do we do it?

**G**unReports.com is the sister site for *Gun Tests* Magazine, an 80,000-circulation subscriber supported monthly magazine that's considered "The Consumer Reports" of the firearms industry. The highly qualified *Gun Tests* reader pays a premium price to learn how guns fare and compare during hands-on ranging testing. No periodical gets more respect. The only way you can reach them is through GunReports.com.... BECAUSE GUNREPORTS.COM OPT-IN SUBSCRIBERS ARE COMPRISED ENTIRELY OF GUN TESTS MAGAZINE READERS.

But there's more...

Through a special arrangement with AuctionArms.com, the official auction site of The National Rifle Association, GunReports.com is now aggregating the circulation of both GunReports.com and AuctionArms.com to reach the top 200,000 sales prospects in the shooting industry. AuctionArms.com is the go-to site to browse—and acquire!—every type of new and used firearm available. AuctionArms.com brings more—thousands more—of the most avid shooting enthusiasts in the business.

Each week a combined 200,000 passionate, ready-to-buy gun enthusiasts are reading our weekly e-Report. That's a total of 1,000,000 impressions every month. And because breaking, must-read information is delivered right to their inbox, our readers are opting-in, and retaining, your advertising message right along with our hard-hitting news. Right now, digital advertising is rapidly overtaking print buys in legacy media. YOUR company and YOUR product become associated with the fastest-growing "must read" in the industry.

**A**s an added bonus: High-frequency advertisers get banner ads on GunReports.com. GunReports.com can also create custom Special Reports that examine your product in exclusive, high-value articles.

**Plus:** Your banners can be placed adjacent to GunReports.com's industry leading Select-A-Gun research guide.

Why Advertising with GunReports.com makes sense:

- **Efficient:** Utilize all of your advertising platforms with us... Banners, Flash Ads, Video Production, Press Releases, Web site information, etc. We can utilize each of these components as part of an integrated marketing plan.
- **Flexible:** Ads and content can be changed upon request at no charge and normally executed within 24 hours. Buy only the number of positions you need, and move publication dates to fit your changing requirements.
- **Creative:** Online promotions, e-coupons, product giveaways, "first look" reviews- We'll work with you to construct unique promotions within our marketing framework...and drive buyers to your e-commerce portal.
- **Cost Effective:** We don't believe in "one-size-fits-all" pricing. We'll construct a customized marketing package to fit the size, scope and budget of your advertising plan. Our marketing strategy keeps your message in front of an interested, qualified buyer for a longer amount of time than other media sources can for a comparable price.



## BASIC RATES

Four ads: \$1,500 per insertion

Two ads: \$1,800 per insertion

One ad: \$2,000 per insertion

## ADVERTISING CONTACT

Call Gene Taylor, GunReports.com's advertising director, at 817-805-3030 (gtgunreports@me.com) to discuss extended term discounts, multi-banner programs, special promotions, and other options. Every ad package is customized to meet the needs of our clients.

# Sample e-Report ...



## Auction Arms News Flash

Powered By  
**GUNREPORTS.COM**

The Official  
Auction Website of the **NRA**

### Hot Topics

- **NRA Hails NJ Gun Owner Commutation**
- **Breyer Fires Second Amendment Warning Shot**
- **Ohio's Supreme Court Upholds Preemption**
- **S&W M&P 15-22 called 2010 "Best in Class" Rifle**
- **More on ATF Multiple Sales Reporting**

[See stories below](#)

## Auction Arms — Auction of the week

### DPMS Panther Carbine in 7.62 Russian

(Auction Arms News Bureau)—Some AR-15 auction buyers are looking for more punch in the rifle than the 5.56mm provides. A recent *GunReports.com/Gun Tests* magazine evaluation looked at the DPMS Panther 16-Inch No. RFA2-762-16, MSRP \$850, chambered in 7.62 Russian (7.62x39mm), unusual for the AR-style rifle.

The reviewed gun came with a thumb-operated safety, right-side magazine-release button, pistol-grip stock, flash hider, combination



front sight station and gas block, fully adjustable rear sight protected in a carry handle, and civilian minimum legal length 16-inch barrel. The buttstock on the 7.5-pound gun Panther was a full profile standard A2 Mil Spec, rather than the six-point adjustable buttstock that has become so popular. DPMS chose a fixed stock to provide a rigid rear end for the more powerful 7.62 round.

The DPMS Panther 16-inch 7.62x39mm No. RFA2-762-16 carbine successfully incorporates the 7.62 Russian round. Click below to jump to a search window and type in 'DPMS Panther' to view AA's 26 current auctions. [More...](#)

Click here to read more about the DPMS Panther 7.62 Russian carbine:  
<http://www.auctionarms.com/search/displayitem.cfm?itemnum=9786979>  
<http://www.auctionarms.com/search/auctions.aspx>

### SPONSOR ANNOUNCEMENT



Springfield Armory has taken one of the most popular concealed carry handguns in the Market (the Sub-Compact XD), and merged it with one of the most popular full-size handguns in the market (the XD(M) 3.8).

We have created what many expect will be the most popular handgun in the firearms industry, the XD(M) 3.8 Compact... for more information please visit: [www.the-m-factor.com](http://www.the-m-factor.com)

## More Gun News from Auction Arms

### Auction Arms — Auctions to Watch

This week, we're highlighting a very fine Colt model 1878 with London address a historical C&R Pistol, Item# 10109646. The Colts Patents Arms Manufacturing Company—Colt London 1878 Fat Grip Model 1878 has SN 473 from the first months of production. Most of these early guns went to London because the 1878 only existed due to pressure from Colt's London agent, Frederick von Oppen.



This very nice gun has at least 75% blue mixing with some plum. Has a number of tiny scratches. Excellent marks. Original numbered "fat" grips have quite a bit of wear to checkering and some dings but no cracks or missing wood. Looks like some oil finish has been added. Bore has strong rifling and a little pitting. Way above average for a black powder gun. Very reasonable start with no reserve. Buyer pays \$35 shipping in the continental US. [More...](#)

Click here to jump to the Fat Grip Model 1878 auction:  
<http://buy.auctionarms.com/10109646/colts-patents-arms-manufacturing-company-colt-london-1878-fat-grip>

### NRA Hails Decision to Commute NJ Gun Owner's Prison Sentence

The National Rifle Association praised New Jersey Governor Chris Christie for commuting the prison sentence of Brian Aitken—a gun owner who was arrested, convicted and imprisoned for illegal possession of firearms, even though he had made every effort to comply with New Jersey's restrictive and confusing laws. The NRA Civil Rights Defense Fund supported Mr. Aitken's case. [More...](#)

### Breyer Fires Warning Shot Across Second Amendment's Bow

NRA-ILA recently called attention to Supreme Court Justice Stephen Breyer's television interview to remind Americans why it is important to vote for a president whose nominees to the court will likely be faithful to the Constitution, to vote for U.S. senators who will reject nominees who likely will not be faithful, and to vote for federal and state legislators who can check and balance justices like Stephen Breyer who don't believe the Second Amendment protects any meaningful right. [More...](#)

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### SPONSOR ANNOUNCEMENT



By choosing a **GLOCK** pistol you have made a professional decision. A countless number of users swear by the advantages of the weapon at work and for leisure every day.

**GLOCK** pistols offer you all the advantages of industrial quality manufacturing without forfeiting customization to your requirements.

### NRA: Ohio's Supreme Court Upholds Preemption, Shoots Down Cleveland's Hopes of More Useless Gun Laws

The Ohio Supreme Court made a ruling on Dec. 29, 2010, upholding Ohio's preemption law and siding with both the state and the National Rifle Association's position, as outlined in an amicus brief the organization filed with the Court. The case, *The City of Cleveland v. the State of Ohio*, stems from the City of Cleveland's scheme to establish a series of restrictive gun laws despite Ohio law, which clearly prohibits such municipal gun ordinances. [More...](#)

### Gun Tests Magazine Selects Smith & Wesson M&P 15-22 as 2010 "Best in Class" Rifle

Gun Tests Magazine has named the Smith & Wesson M&P 15-22 22 LR as the publication's "Best in Class" Rifle for 2010. [More...](#)

### More on ATF Multiple Sales Reporting

The gun industry's objections about ATF's new decision to require FFL retailers along the Southwest border to report multiple sales of almost all semi-automatic rifles got a fair airing recently. Larry Keane, counsel for the NSSF, wrote on his blog that 'an editorial in [the] Washington Post discussed the recent decision by ATF to require federally licensed firearms retailers along the Southwest border to report multiple sales, or other dispositions, of most semi-automatic rifles. Specifically this would impact .22 caliber or larger semi-automatic rifles that are capable of accepting a detachable magazine and are purchased by the same individual within five consecutive business days.' [More...](#)

### SPONSOR ANNOUNCEMENT



**Kel-Tec CNC Inc.** is a company that prides itself on the development and production of novel, high performance firearms.

We are a company committed to excellence in customer satisfaction and firmly stand by our lifetime warranties on all **Kel-Tec** products.

### Australia Buys HK Battle Rifles Worth \$16M

Australia's Defence Materiel Organisation has purchased more than \$16 million in HK417 Weapon Systems from armsmaker Heckler & Koch, according to a government contract tender. On 14 Dec. 2010, Defence Materiel Organisation published the terms of a contract with HK Systems Aust. Pty Ltd of Alphington, Australian for \$1,666,636.19 worth of HK417 Weapon Systems arms and ammunition accessories to run from 13 Dec. 2010 to 1 Jun. 2011. The guns are slated for the Integrated Soldier Systems Branch—Armament SPO, of the Land Systems Division. [More...](#)

### Crimson Trace Announces Laser Sight for Ruger's LC9

Crimson Trace has announced the LG-412 Laserguard for the new Ruger LC9. The laserguard fits on the trigger guard of Ruger's latest polymer-frame carry gun. Pre-zeroed from the factory, the Laserguard can be fine tuned by the individual user and will run for continuously for four hours on one 1/3N battery. [More...](#)

### First-Ever IDPA World Championship Set for September 2011

The International Defensive Pistol Association has announced the inaugural IDPA World Championship to be held September 21st–24th, 2011 at the Universal Shooting Academy in Frostproof, Florida. [More...](#)

### SPONSOR ANNOUNCEMENT



**Two Great American Brands, BACK TOGETHER AGAIN!**

Buy any new **Ruger** bolt-action rifle between September 1, 2010 and December 31, 2010 and receive a **FREE Ruger-branded Carhartt jacket**. Take advantage of the great offer TODAY!

### Thinking of a New SBR? Check out the AAC 300 Blackout

Thinking of a New SBR? David M. Goldman at NFA Gun Trust Lawyer blog suggests checking out the AAC 300 Blackout. The Advanced Armament Corp. 300 AAC Blackout (300BLK) is a new system developed to launch 30 caliber projectiles from the AR platform with an increase in magazine capacity as well as...