



**FIREARMS. PEOPLE. EVENTS.**

Advertising & sponsorship / Media kit / October 2026

## A magazine built around the community.

Gunfire Magazine is a Full Access Media Group publication connecting firearms news, sporting equipment, history, responsible ownership and public-event discovery. Its editorial features and source-linked national gun show directory give readers reasons to return.

### Editorial coverage

Firearms news • Product features and buying guides • Industry profiles; interview program in development • Firearms history • Shooting sports • Hunting and outdoors • Safety resources • Gun show guides • Gunfire TV

### Core placements & packages

| Opportunity                     | Published rate     |
|---------------------------------|--------------------|
| Premium Homepage Banner         | \$300 / month      |
| Gun Show Directory Banner       | \$200 / month      |
| Sponsored Gun Show Spotlight    | \$150 / 30 days    |
| Complete Advertising Package    | \$550 / month      |
| Three-Month Advertising Package | \$1,500 / 3 months |

The complete package combines the homepage banner, directory banner and sponsored show spotlight. The three-month package includes those three core placements for three months. Inventory and dates are confirmed by the publisher.

Traffic, readership and newsletter audience figures are provided only when verified measurement is available. No audience size or campaign outcome is guaranteed.

# Make your campaign clear.

CREATIVE, BOOKING & EDITORIAL INDEPENDENCE

## Artwork specifications

**Rotating banners:** 1200 × 300 pixels recommended (4:1). Existing 1200 × 200 creative is accepted and displays proportionally. **Sponsored spotlight:** 900 × 600 pixels (3:2). **Article sidebar:** 300 × 250 pixels; confirm the intended slot before preparing artwork.

Supply JPG, PNG or WebP artwork, a working destination URL, descriptive alternative text and confirmation that you hold the required image rights. Aim below 500 KB; maximum 2 MB. Keep essential wording away from edges. Staff reviews each creative before activation.

## Rotation & placement

Banner placements rotate every six seconds and accept at most ten concurrent paid ads per placement. Pause and previous/next controls are provided. House promotions fill unsold inventory and do not imply a third-party purchase. The homepage placement is below navigation; the directory banner appears before filters. Sponsored show spotlights are labeled above ordinary results.

## Additional opportunities

Mid-Page Banner: \$150/month • Section Sponsorship: \$175/month • Sponsored Article / Advertorial: \$250/article. Custom geographic and brand opportunities require a publisher quote. Newsletter and social options remain on the waitlist until their delivery channels are configured and tested.

## Submit an inquiry

Send your business name, contact, desired placement, proposed dates, destination URL and geographic focus. The publisher confirms inventory, artwork, campaign details and payment arrangements before activation. An inquiry does not reserve a placement or purchase advertising.

**Advertising:** [gunfiremagazine.com/gunfire/advertise/](http://gunfiremagazine.com/gunfire/advertise/)

**Editorial & publishing:** [editorial@fullaccessmediagroup.com](mailto:editorial@fullaccessmediagroup.com)

**Phone:** 813.400.3110

**Publisher:** Full Access Media Group, 9713 Takomah Trail, Tampa, FL 33617

**Editorial independence:** Paid placements and sponsored content are labeled. Advertising does not purchase a favorable product review or interview. Source-based product features are distinguished from documented hands-on testing. Operational impression and click counts are not audited unique-audience figures.