



SPORTING  
**SHOOTER**

Media Kit **2024**



## FROM THE EDITOR

Welcome to our 2024 Media Kit. Here you'll find the essential information about *Sporting Shooter* magazine, website and our social presence. With hunting and shooting at the core of everything we do, we provide broad coverage of our wide-ranging sport.

*Sporting Shooter* is growing all the time. I'm excited about how far our online profile has come in the past couple of years, adding a strong and complementary medium to the ongoing success of the magazine.

We have a small team of dedicated, experienced and dependable contributors providing much of our content with great professionalism. Meanwhile, the enthusiasm of our readership to contribute their own hunting stories and experiences rounds out the appeal that underscores our success.

I'd like to thank all of our advertisers, partners and supporters for putting their faith in *Sporting Shooter*. I know that 2024 will be a great year for all of us.

Shoot straight!

Mick Matheson  
Editor, *Sporting Shooter*





## WHO WE ARE

*Sporting Shooter* is Australia's premium hunting and shooting media brand, published by Yaffa Media, one of Australia's largest independent media companies.

Yaffa Media consists of 18 consumer and B2B media brands, each fully integrated and collectively providing access to more than 3 million obsessed readers in print and online.

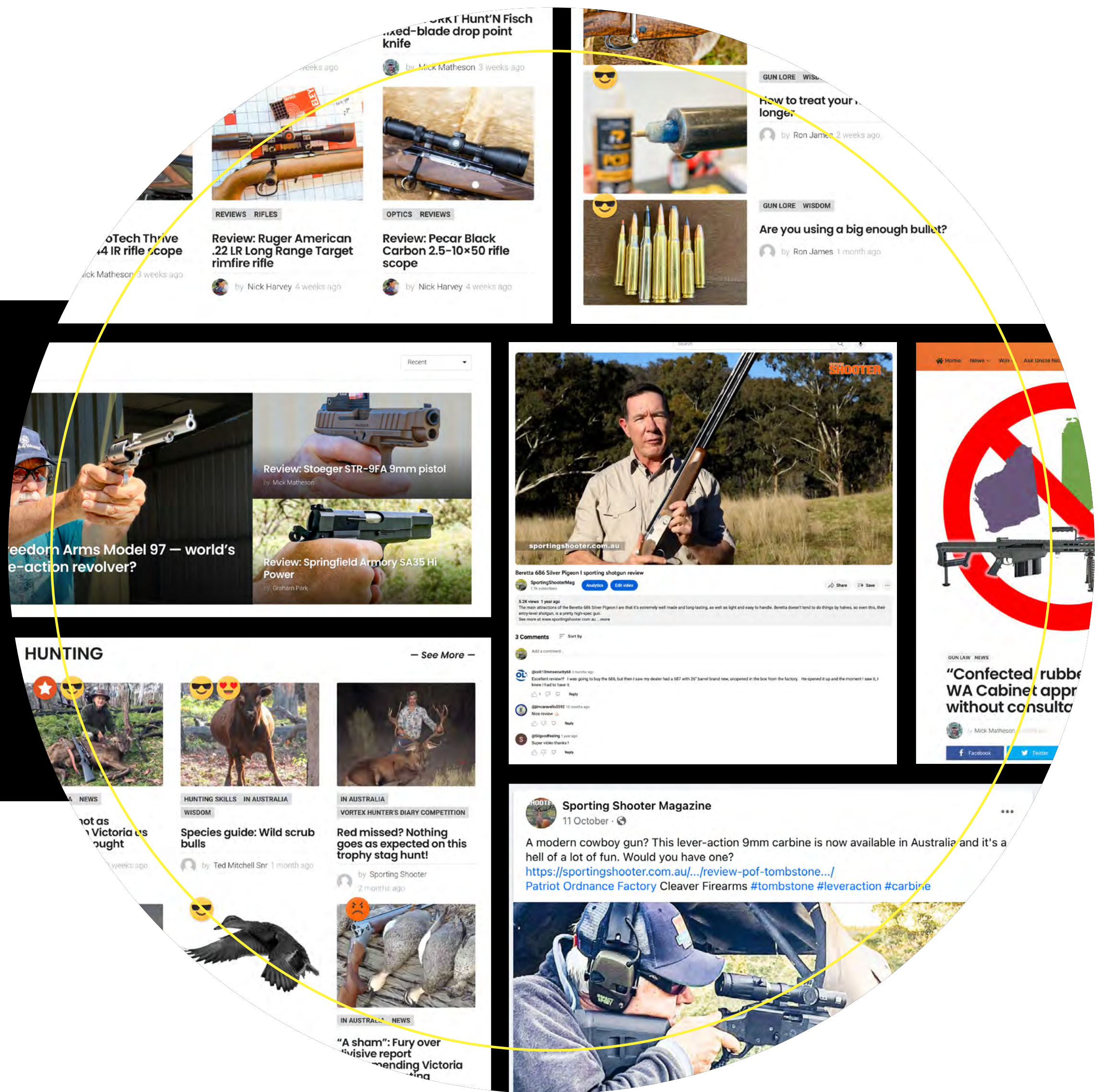
Produced by shooters for shooters, *Sporting Shooter* taps into the Australian hunting and shooting culture with features and local and international content that speaks directly to our audience. It is the magazine of choice for firearm enthusiasts looking for high-quality information and entertaining articles that will help them become better in the field and at the range.

# OUR AUDIENCE, YOUR CUSTOMER

Through our magazine, our website and our social media, we are in touch with the people who live and breathe hunting, shooting and the outdoors; the people who buy the gear and seek out the services that support the lifestyle they are dedicated to.

*Sporting Shooter* magazine is long established and still enjoys a strong and loyal readership. Our website, which we completely revamped two years ago, speaks to a broader audience again, covering everything from product tests to the news that affects us all. Our social media reflects and promotes everything we do.

Our core team of journalists and writers connect with our community with professionalism and personality, underlined by a tone that paints our industry and sport in the best possible light.



# EDITORIAL PILLARS



## GUN TESTS

We provide professional tests of rifles, shotguns and, thanks to our expanding website, handguns, all at a level that goes well beyond short impressions. Our tests are designed to appeal to potential buyers.



## PRODUCT REVIEWS

Sporting Shooter has the scope to properly review almost everything in the hunting and shooting market, whether large or small, simple or high-tech, at any price point. We review them in context too, ensuring balanced conclusions.



## HUNTING STORIES

Hunting in Australia is incredibly diverse and our hunting stories, often submitted by enthusiastic readers, reflect the gamut of it. We cover big and small game, trophy hunting and meat hunting, feral pests and foreign exotica, and everything else.



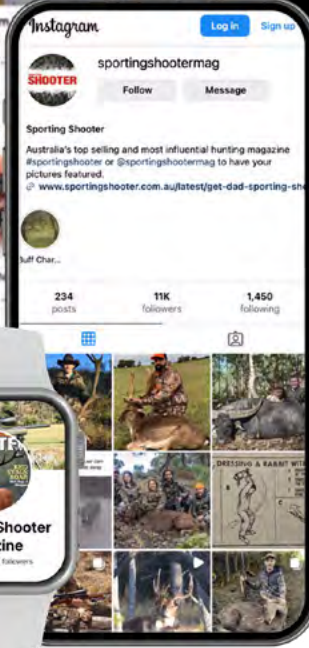
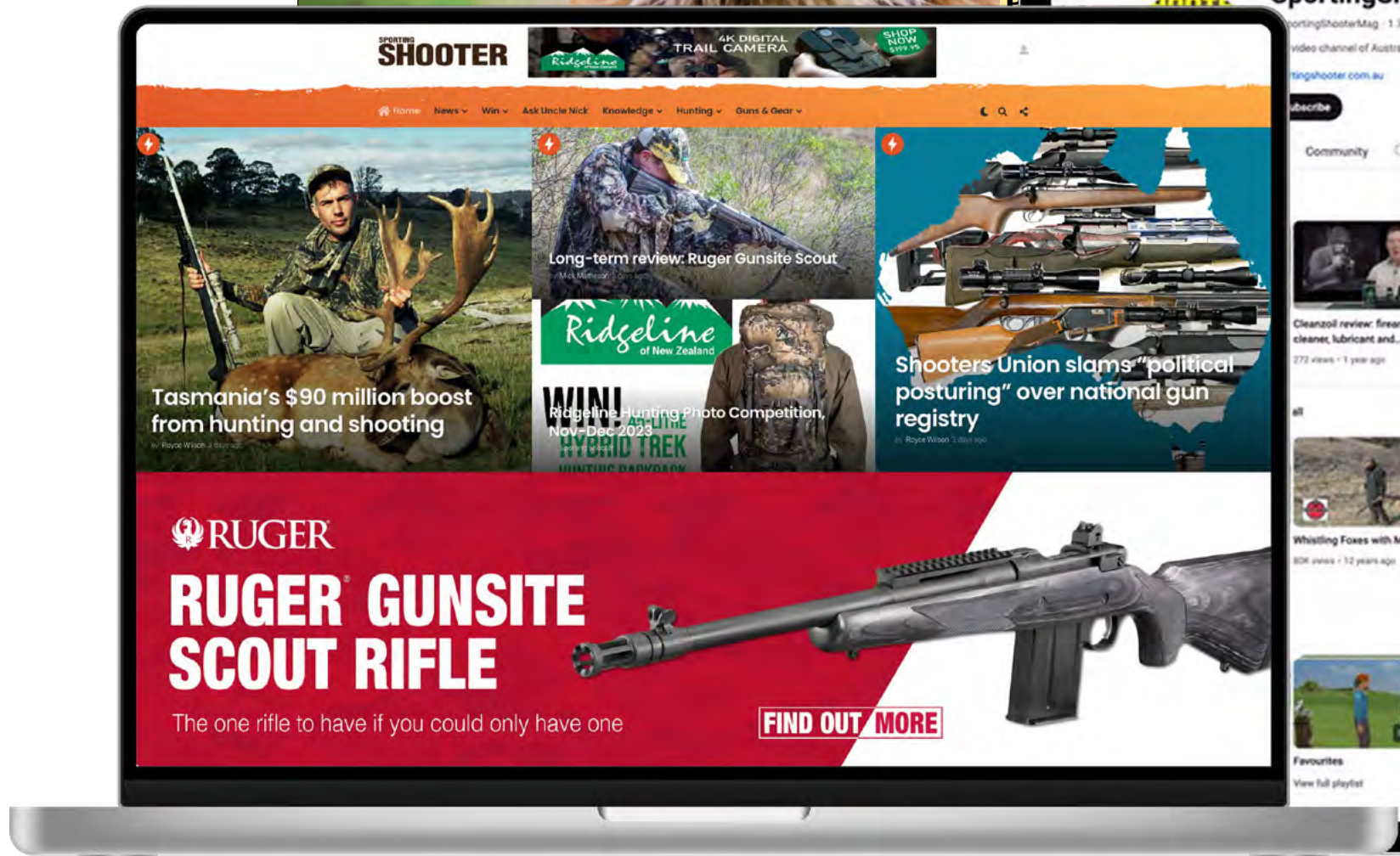
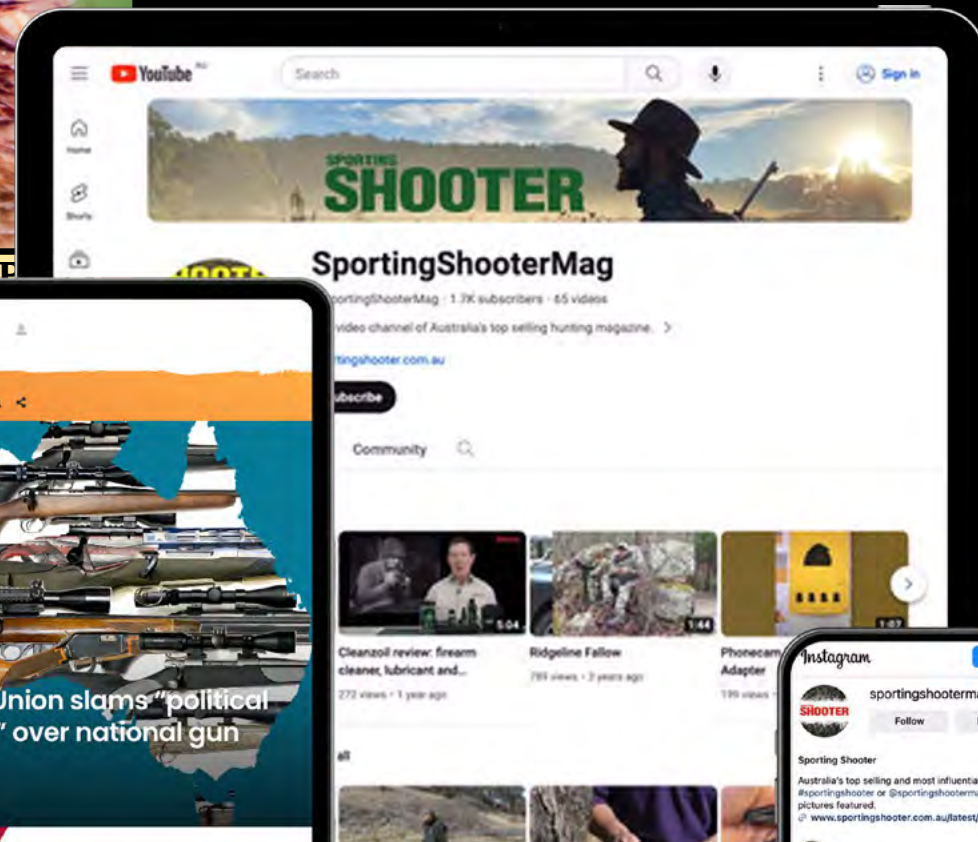
## NEWS

Our website keeps hunters and shooters up to date with what affects them and the industry that supports them. It's not just about breaking news, politics and gun laws, but also the new products that hit the shelves.



## KNOWLEDGE

Through all the features we publish, we aim to educate and empower our audience. You'll always find hunting tips, shooting skills, reloading advice and lots more in our features, tests and other articles.



## PORTFOLIO STATISTICS

### MAGAZINE

3,500 Readership

Published monthly *Publisher's Statement Oct 2023*

### WEBSITE

50,747 Sessions

217,888 Events

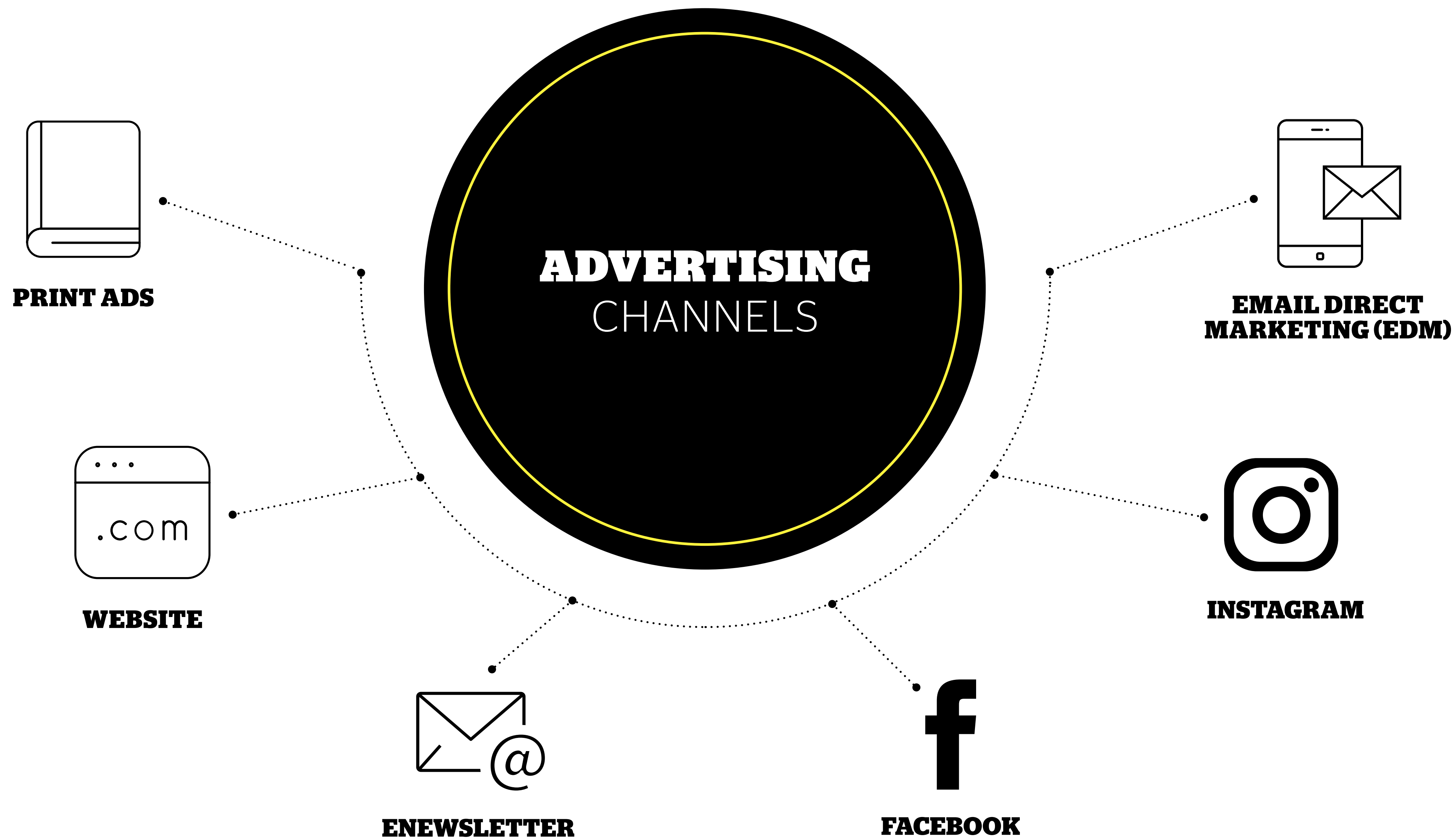
2023 Average

### SOCIAL MEDIA/DIGITAL

32,000 Facebook followers

11,000 Instagram followers

1,700 Youtube subscribers



**MAGAZINE RATES**

Size	Casual	3x	6x	12x
Full page	\$3,623	\$3,255	\$3,003	\$2,709
2/3 page	\$2,709	\$2,457	\$2,237	\$2,037
1/2 page	\$2,373	\$2,153	\$1,985	\$1,796
1/3 page	\$1,575	\$1,218	\$1,113	\$1,029
1/4 page	\$1,187	\$1,071	\$1,008	\$882
Directory (various sizes)	\$POA			

RATES EXCLUDE 10% GST. PREFERRED POSITION LOADING: OBC +30%, IFC +20%

**MATERIAL SPECIFICATIONS**

Size	Width	Height
FP (trimmed)	210	275
1/2 page vertical	90	245
1/2 page horizontal	185	121
1/3 page vertical	57	245
1/3 page horizontal	185	80
1/4 page horizontal	185	58
1/4 page square	90	121
1/6 classified	57	121

ALL SPECS ARE IN MM. PLEASE INCLUDE 5MM BLEED ON FP AND DPS ADS

**DEADLINES**

Issue	Booking	Material	Publication
Jan	1 November 2023	8 November 2023	15 December 2023
Feb	30 November 2023	7 December 2023	18 January 2024
Mar	9 January 2024	16 January 2024	18 February 2024
Apr	24 January 2024	31 January 2024	11 March 2024
May	28 January 2024	4 February 2024	14 April 2024
Jun	26 March 2024	2 April 2024	13 May 2024
Jul	30 April 2024	7 May 2024	14 June 2024
Aug	4 June 2024	11 June 2024	15 July 2024
Sep	28 June 2024	5 July 2024	11 August 2024
Oct	5 August 2024	12 August 2024	14 September 2024
Nov	28 August 2024	4 September 2024	11 October 2024
Dec	1 October 2024	8 October 2024	11 November 2024

**WEBSITE RATES**

Section	Size	Monthly
Run of site	Premium Billboard*	\$1,980
	Extended Leaderboard	\$1,045
	Leaderboard	\$880
	Large Banner	\$770
	MREC	\$1,089
	Background Skin*	\$2,640
	TEADS Video	\$3,190
	Leaderboard	\$550
	Large Banner	\$770
	MREC	\$880
	MREC	\$715

\*DOES NOT DISPLAY ON MOBILE SITE  
RATES EXCLUDE 10% GST. PLEASE CONTACT THE SALES MANAGER FOR FURTHER DIGITAL OPTIONS

**MATERIAL SPECIFICATIONS**

Size	Width	Height
Background Skin*	1920	1200
Rails (x2)*	160	750
Billboard*	3840	1000
Extended Leaderboard	960	90
Leaderboard	1456	180
Large Banner	1456	300
LREC	600	1200
MREC	600	500
TEADS Video	Maximum 3MB	

ALL SPECS ARE IN PIXELS

**NEWSLETTER RATES**

Size	Monthly
eDM	\$2,420 (per broadcast)
Large Banner	\$770
MREC	\$715

RATES EXCLUDE 10% GST. PLEASE CONTACT THE SALES MANAGER FOR FURTHER DIGITAL OPTIONS

**MATERIAL SPECIFICATIONS**

Size	Width	Height
eDM	600	900
Large Banner	1456	300
MREC	600	500

ALL SPECS ARE IN PIXELS

**DEADLINES**

Website and eNewsletter online material deadline is five days prior to publishing. eDM broadcast material deadline is 10 days prior to publishing.

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**Tracy Yaffa, Publisher**

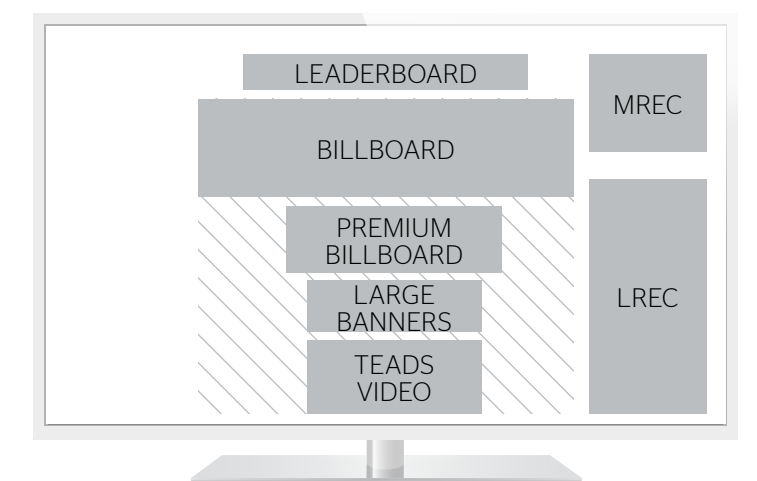
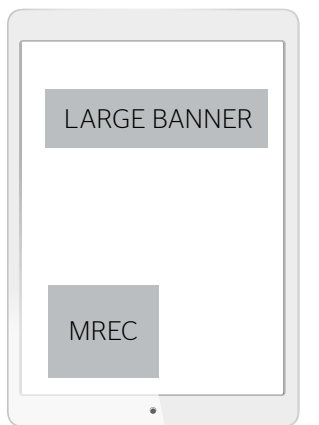
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**CONTENT MARKETING**

Custom content/advertorial options are available for all print and digital platforms. Card rates apply with a 30% production fee loading if Yaffa creates the content.



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