

Where & When

- Vertical Publications

- NRA's, Field and Stream, Outdoor Life, Shooting Times, Sports Afield, Shooting Times, Petaluma Hunting, etc.

- 3 months - 2002

- April, May, June

21,000,000 impressions per month
63,000,000 total

- Website

- 20,000 people per day - 6,000,000 + per year

- Enhanced notification & information through technology

1/5/2006