

Rimfire Ads by Brand
Remington \$0.02
Savage \$0.01
Ruger \$0.30
Marlin \$0.50

2001 Domestic Rifle Distribution
Others 15%
Specialty Sports Shops 17%
Mass Merchants 21%
Sporting Goods 47%

**2001 Advertising Expenditures
Key Rimfire Brands
(\$ in Millions)**



**2002 Domestic Rifle Distribution
Retail Sales % of Total Units**

