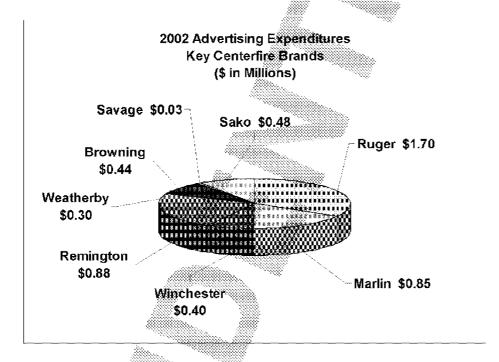
2002 Total Print Ad Expenditures - Centerfire Rifle



With the exception of Ruger, advertising dollars spent on supporting the centerfire rifle category are relatively evenly distributed between the top four players. Ruger, in contrast, spent nearly twice as many ad dollars supporting their centerfire rifles than did Remington, Marlin, and Winchester combined. This figure is significant and should not be overlooked. Ruger is working frantically to protect their piece of the centerfire rifle category.

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