

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