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

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