



NRAMEDIA



I DEFEND **NRA** THE 2ND

2025

GUIDE TO ADVERTISING





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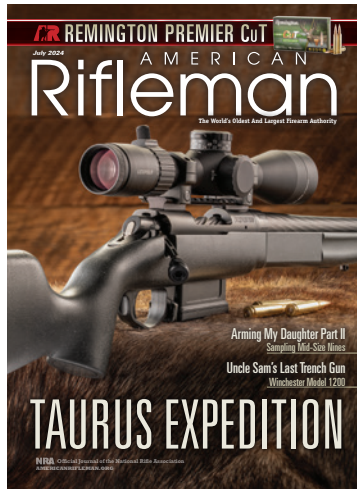
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NRA Publications strives to be a reflection of our members, millions Americans dedicated to freedom. Our brands and content mirror the members' daily passions for personal protection, shooting and hunting, as well as teaching **traditional values** to future generations. In-depth coverage of **firearm design, performance and history, hunting and conservation, shooting instruction** and **NRA's political leadership** is tailored

to contemporary reader tastes via award-winning legacy magazines, cutting-edge digital editions, dynamic websites, social media engagement and dynamic broadcast TV. Members and online followers trust NRA Publications for honest, timely reporting on guns, gear and the shooting sports. No other means come close for marketing your products to this uniquely large and influential customer base.

NRA PUBLICATIONS BRAND REACH

	Print	Digital	Web	E-News	Social Media	TV
American Rifleman	•	•	•	•	•	•
American Hunter	•	•	•	•	•	
America's 1 st Freedom	•	•	•	•	•	
Shooting Illustrated	•	•	•	•	•	
Shooting Sports USA		•	•	•	•	
NRA Family			•	•	•	
NRA Women			•	•	•	



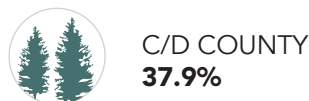
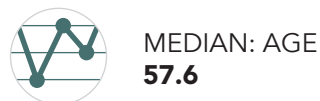
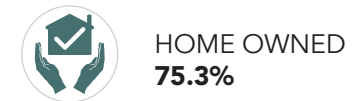
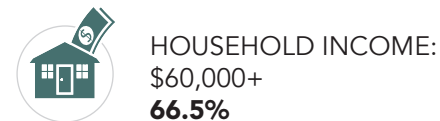
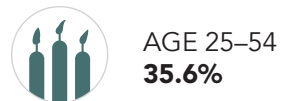
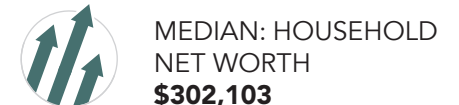
THE WORLD'S OLDEST AND LARGEST FIREARM AUTHORITY

As the NRA's flagship publication, *American Rifleman* presents its loyal readers with expert coverage of rifles, shotguns, handguns, ammunition, optics and other shooting accessories. *American Rifleman* is the largest firearm magazine in the world, covering everything from the newest products off the manufacturing line to historical firearms, and keeps its audience updated on political events regarding the Second Amendment.



GFK-MRI TOTAL AUDIENCE: **3,939,000** | AAM — JUNE 30, 2024 — PRINT AND DIGITAL 6 MONTHS AVERAGE: **1,389,907**

PRINT AUDIENCE STATISTICS



SOURCE: 2023 SPRING MRI-SIMMONS



2025 DISPLAY RATES

AMERICAN RIFLEMAN	1X	3X	6X	9X	12X
Cover 2	\$60,560	\$58,745	\$56,990	\$55,270	\$53,620
Cover 4	63,185	61,285	59,455	57,670	55,930
Page/Cover 3	56,630	54,930	53,290	51,685	50,130
2/3	40,780	39,565	38,370	37,220	36,105
1/2	31,730	30,775	29,850	28,960	28,090
1/3	23,870	23,160	22,465	21,785	21,135

MARKETPLACE	1X	3X	6X	9X	12X
1/3	\$18,700	\$18,140	\$17,595	\$17,070	\$16,555
1/6	11,325	10,990	10,660	10,335	10,030
1/12	3,580	3,465	3,365	3,270	3,165
1 Inch	930	905	875	850	815

Rates and dates subject to change.

EDITORIAL CALENDAR

		Ad Close	In Home
JANUARY	The General-Purpose Rifle	10/15/24	12/17/24
FEBRUARY	New Pistols & Obsolete Pistol Cartridges	11/15/24	1/25/25
MARCH	The Latest In Firearm Technology	12/15/24	2/22/25
APRIL	New For 2025	1/15/25	3/22/25
MAY	2025 Golden Bullseye Awards	2/15/25	4/26/25
JUNE	250th Anniversary Of "The Shot Heard 'Round The World"	3/15/25	5/24/25
JULY	Red-Dots Come Of Age	4/15/25	6/21/25
AUGUST	Shotguns Today	5/15/25	7/26/25
SEPTEMBER	Tactical Training	6/15/25	8/23/25
OCTOBER	Hunting Gear	7/15/25	9/20/25
NOVEMBER	New Cartridge Introductions	8/15/25	10/22/25
DECEMBER	Concealed Carry	9/15/25	11/22/25



THE WORLD'S LARGEST HUNTING MAGAZINE

American Hunter reaches out to all sportsmen and women, bringing information about the newest hunting guns, optics and accessories, as well as providing techniques and tips for all kinds of game. Top outdoor writers provide detailed articles on strategy, adventure and the commitment to conservation. American Hunter's audience leads the effort to pass the outdoor sportsman's rich heritage to the next generation.



GFK-MRI TOTAL AUDIENCE: 2,655,000 | AAM — JUNE 30, 2024 — PRINT AND DIGITAL 6 MONTHS AVERAGE: **716,860**

PRINT AUDIENCE STATISTICS



**MEN
83%**



**MARRIED
62.3%**



**MEDIAN: INDIVIDUAL
EMPLOYMENT INCOME
\$47,184**



**MEDIAN: HOUSEHOLD
NET WORTH
\$228,219**



**AGE 25–54
45.1%**



**PET OWNER
58.8%**



**HOUSEHOLD INCOME:
\$60,000+
59.2%**



**HOME OWNED
68.2%**



**MEDIAN: AGE
50.5**



**C/D COUNTY
38.9%**



**MEDIAN:
HOUSEHOLD INCOME
\$70,488**



**MEDIAN: VALUE
OF OWNED HOME
\$256,274**

SOURCE: 2023 SPRING MRI-SIMMONS



2025 DISPLAY RATES

AMERICAN HUNTER	1X	3X	6X	9X	12X
Cover 2	\$49,210	\$47,735	\$46,310	\$44,915	\$43,570
Cover 4	52,145	50,585	49,065	47,595	46,160
Page/Cover 3	45,590	44,215	42,890	41,610	40,360
2/3	32,835	31,845	30,890	29,970	29,065
1/2	25,530	24,765	24,020	23,310	22,610
1/3	19,230	18,655	18,090	17,545	17,010

MARKETPLACE	1X	3X	6X	9X	12X
1/3	\$15,220	\$14,765	\$14,320	\$13,890	\$13,475
1/6	9,230	8,955	8,680	8,430	8,170
1/12	3,405	3,300	3,200	3,110	3,010
1 Inch	850	830	810	785	765

Rates and dates subject to change.

EDITORIAL CALENDAR

		Ad Close	In Home
JANUARY	Winter Sports	10/15/24	12/17/24
FEBRUARY	Farflung Locales	11/15/24	1/25/25
MARCH	Hogs Day and Night	12/15/24	2/22/25
APRIL	Turkey Season	1/15/25	3/22/25
MAY	New Product Focus	2/15/25	4/26/25
JUNE	Fellowship	3/15/25	5/24/25
JULY	Guns & Shooting	4/15/25	6/21/25
AUGUST	Into the Backcountry	5/15/25	7/26/25
SEPTEMBER	Elk Season	6/15/25	8/23/25
OCTOBER	Upland Out West	7/15/25	9/20/25
NOVEMBER	Deer Season	8/15/25	10/22/25
DECEMBER	Waterfowl	9/15/25	11/22/25



THE HARD-HITTING NEWS ON FIREARM ISSUES

America's 1st Freedom is dedicated to preserving our fundamental right to self-defense. While providing news on the latest anti-gun schemes that affect our gun rights, it also serves as an avenue for top NRA leaders to present the truth about legislative battles on Capitol Hill and throughout the 50 states. America's 1st Freedom debunks the myths that the mainstream media present daily, and it educates readers who want to help get the word out about firearm rights.



AAM — JUNE 30, 2024 — PRINT AND DIGITAL 6 MONTHS AVERAGE: **501,519**

PRINT AUDIENCE STATISTICS



MEN
85%



MARRIED
75%



AGE 35-64
54%



GRADUATE DEGREE
20%



HOUSEHOLD INCOME:
\$100,000+
36%

SOURCE: 2018 SUBSCRIBER SURVEY





2025 DISPLAY RATES

AMERICA'S 1 ST FREEDOM	1X	3X	6X	9X	12X
Cover 2	\$34,045	\$33,035	\$32,055	\$31,085	\$30,155
Cover 4	38,410	37,255	36,135	35,055	34,005
Page/Cover 3	27,540	26,715	25,920	25,130	24,395
2/3	19,815	19,240	18,660	18,100	17,560
1/2	15,430	14,965	14,515	14,085	13,655
1/3	11,625	11,275	10,945	10,610	10,300

MARKETPLACE	1X	3X	6X	9X	12X
1/3	\$9,120	\$8,845	\$8,585	\$8,325	\$8,075
1/6	5,535	5,365	5,205	5,050	4,895
1/12	2,030	1,945	1,905	1,845	1,795
1 Inch	520	505	495	475	455

Rates and dates subject to change.

PRODUCTION SCHEDULE

		Ad Close	In Home
JANUARY	How to Carry Concealed	10/15/24	12/17/24
FEBRUARY	The Ultimate Home-Defense Firearm	11/15/24	1/25/25
MARCH	The Truth About Active-Shooter Training	12/15/24	2/22/25
APRIL	Blind Justice? How the Judiciary is Being Reshaped	1/15/25	3/22/25
MAY	Profiles in Courage—How these people saved lives (and what they used)	2/15/25	4/26/25
JUNE	The American Marketplace Needs This Freedom	3/15/25	5/24/25
JULY	The Truth About American Patriotism and the Tools We Carry	4/15/25	6/21/25
AUGUST	NRA Training Guidebook—Guns, Gear, Places to Go...	5/15/25	7/26/25
SEPTEMBER	Thinking About Trying Hunting?—Here is What You'll Need	6/15/25	8/23/25
OCTOBER	How to Deflate Gun-Control Talking Points	7/15/25	9/20/25
NOVEMBER	For the Millions Joining us, Here is the Art of Gun Ownership	8/15/25	10/22/25
DECEMBER	What Every Gun Owner Wants for Christmas	9/15/25	11/22/25



THE DEFINITIVE SOURCE FOR THE MODERN SHOOTER

From concealed carry and home defense to gun mods and tactical training, *Shooting Illustrated* is loaded with expert information on the subjects today's shooters care about most. Each issue offers expert analysis of the latest self-defense and tactical firearms and gear, along with training tips for personal protection. Practical knowledge, dynamic photography and cutting-edge design make for the best guide to defensive hardware and tactics available.



AAM — JUNE 30, 2024 — PRINT AND DIGITAL 6 MONTHS AVERAGE: **533,366**

PRINT AUDIENCE STATISTICS



MEN
95%



SERVED IN THE MILITARY
34%



TAKEN NEW SHOOTER TO RANGE
52%



AGE 35–64
65%



HOUSEHOLD INCOME:
\$100,000+
40%



MARRIED
75%



SUBURBAN/URBAN AREA
70%

SOURCE: 2018 SUBSCRIBER SURVEY





2025 DISPLAY RATES

SHOOTING ILLUSTRATED	1X	3X	6X	9X	12X
Cover 2	\$38,785	\$37,625	\$36,500	\$35,400	\$34,340
Cover 4	43,480	42,180	40,915	39,685	38,495
Page/Cover 3	31,280	30,345	29,430	28,550	27,695
2/3	22,525	21,850	21,195	20,560	19,940
1/2	17,520	16,995	16,485	15,990	15,515
1/3	13,140	12,745	12,365	11,995	11,635

MARKETPLACE	1X	3X	6X	9X	12X
1/3	\$10,325	\$10,015	\$9,720	\$9,430	\$9,145
1/6	6,265	6,080	5,895	5,715	5,550
1/12	2,345	2,280	2,210	2,140	2,080
1 Inch	630	615	595	580	560

Rates and dates subject to change.

EDITORIAL CALENDAR

		Ad Close	In Home
JANUARY	CCW Handgun	10/15/24	12/17/24
FEBRUARY	Duty-Size Handgun	11/15/24	1/25/25
MARCH	Modern Sporting Rifle	12/15/24	2/22/25
APRIL	Home-Defense Shotgun	1/15/25	3/22/25
MAY	New Gun Guide	2/15/25	4/26/25
JUNE	CCW Handgun	3/15/25	5/24/25
JULY	Tactical Rifle; New Suppressor Guide	4/15/25	6/21/25
AUGUST	Duty-Size Handgun; New Optics Guide	5/15/25	7/26/25
SEPTEMBER	CCW Handgun	6/15/25	8/23/25
OCTOBER	Pistol-Caliber Carbine	7/15/25	9/20/25
NOVEMBER	Modern Sporting Rifle; Holiday Gift Guide	8/15/25	10/22/25
DECEMBER	CCW Handgun	9/15/25	11/22/25



PUTTING COMPETITIVE SHOOTERS ON TARGET

Every month, over 100,000 competitive shooters read the digital edition of *Shooting Sports USA* for in-depth product reviews from active competitors, and strategies for excellence on the firing line. All shooting disciplines are covered, and upcoming matches are promoted in Coming Events, a listing of thousands of tournaments nationwide. Each issue also features reports from NRA-sanctioned matches and local club shoots.



Total Digital Audience Reach: 452,678

DIGITAL AUDIENCE STATISTICS



MEN
65%



MEN 25-54
35%



TARGET SHOOTERS
SPEND \$9.9 BILLION
DOLLARS A YEAR

SOURCE: NSSF





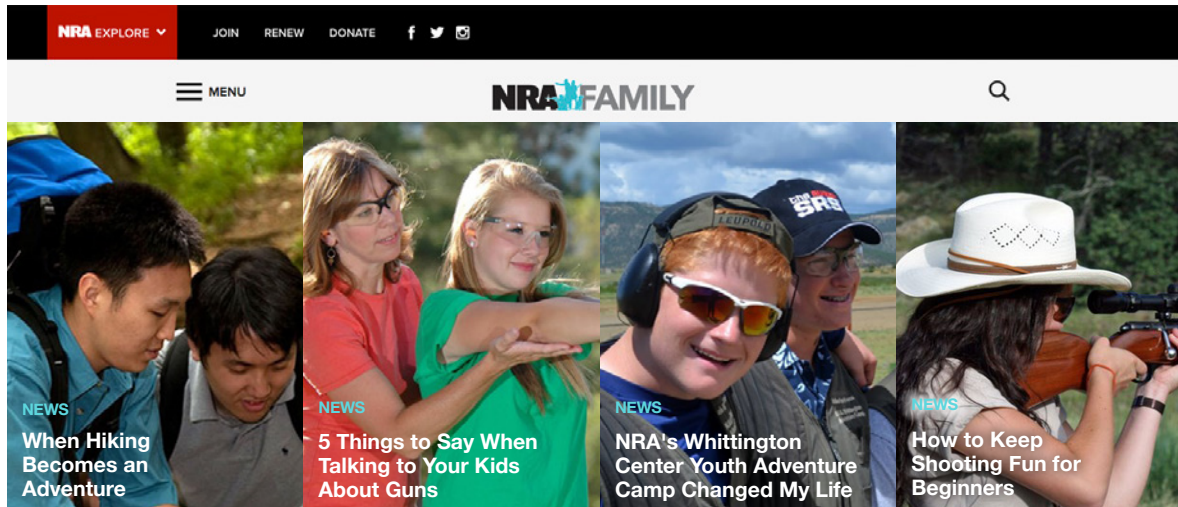
2025 DISPLAY RATES

SHOOTING SPORTS USA	1X	3X	6X	9X	12X
2 Page Spread	\$4,015	\$3,615	\$3,255	\$2,930	\$2,635
Page	2,365	2,125	1,910	1,720	1,550

Rates and dates subject to change.

EDITORIAL CALENDAR

		Ad Close	In Home
JANUARY	USPSA, Steel Challenge, Action Pistol & 3-Gun	10/15/24	1/1/25
FEBRUARY	SHOT Show 2025 New Product Roundup	11/15/24	2/1/25
MARCH	Precision Rifles For PRS & NRL Competition	12/15/24	3/1/25
APRIL	NCAA Rifle Championship	1/15/25	4/1/25
MAY	NRA World Shooting Championship	2/15/25	5/1/25
JUNE	Competition Pistols	3/15/25	6/1/25
JULY	High Power Rifle: Back To Basics	4/15/25	7/1/25
AUGUST	NRA National Matches at Camp Atterbury (Part 1)	5/15/25	8/1/25
SEPTEMBER	NRA National Matches at Camp Atterbury (Part 2)	6/15/25	9/1/25
OCTOBER	Pistol-Caliber Carbines	7/15/25	10/1/25
NOVEMBER	National Sporting Clays Championship	8/15/25	11/1/25
DECEMBER	High Performance Shotguns	9/15/25	12/1/25



YOUR ALL-ACCESS PASS TO THE OUTDOOR LIFESTYLE

NRA Family is NRA's property for beginning shooters of all ages and their families, designed to provide a friendly, entertaining, informative introduction to the world of shooting and the outdoors. As a "lifestyle" property, NRA Family offers a wide variety of basic information on gun safety, shooting skills, hunting, camping, self-defense and general preparedness—as well as family-friendly outdoor destinations, historical insights and humor.

Total Digital Audience Reach: 316,629

DIGITAL AUDIENCE STATISTICS



DIGITAL NEWSLETTER REACH:
208,520 MONTHLY AVERAGE



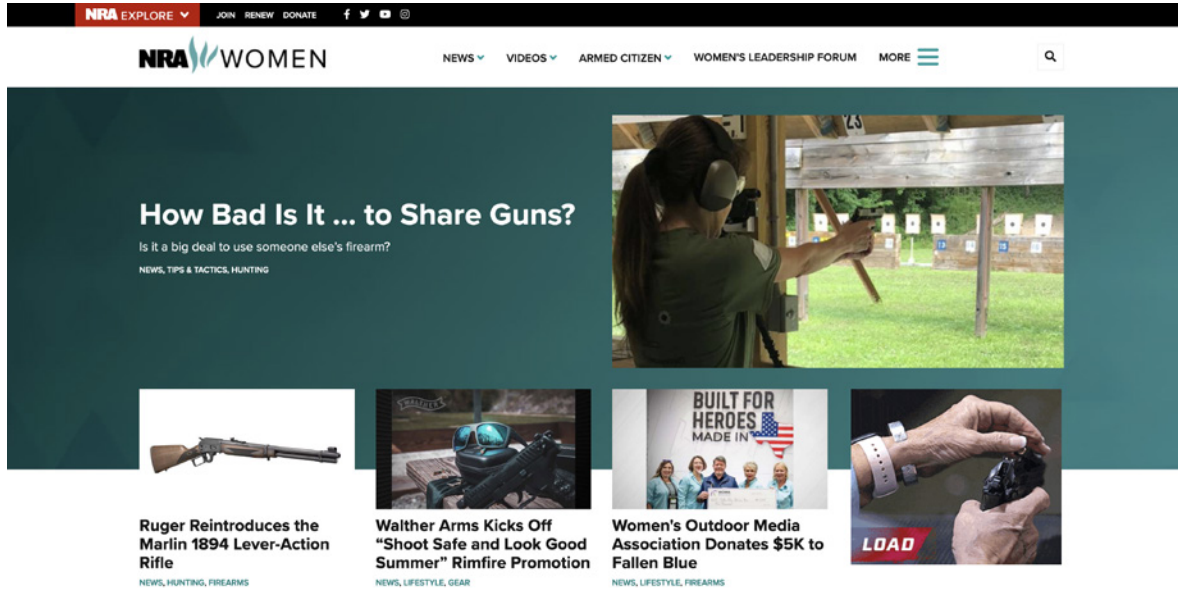
WEBSITE TRAFFIC:
75,709 MONTHLY AVERAGE



FACEBOOK:
19,000 TOTAL LIKES



X (TWITTER):
13,400 TOTAL FOLLOWERS



NRAWOMEN.COM

NRAWomen.com is the National Rifle Association's website dedicated to the fastest-growing community of firearm owners, hunters and defenders of freedom. The website offers expert information for women at all levels of their Second Amendment journey, whether they seek to further their knowledge of firearms, personal protection strategies, or the guns and gear that reflects participation in the shooting sports. NRAWomen.com promotes the outdoor lifestyle, and also gives voice to women who walk steadfastly into ongoing battles where gun rights hang in the balance.

Total Digital Audience Reach: 690,424

DIGITAL AUDIENCE STATISTICS



WEBSITE TRAFFIC:
82,770 MONTHLY AVERAGE



FACEBOOK:
101,000 TOTAL LIKES



DIGITAL NEWSLETTER REACH:
475,924 MONTHLY AVERAGE



X (TWITTER):
28,200 TOTAL FOLLOWERS

BANNER DISPLAY ADVERTISING



NRAPublications
www.nrapublications.com

OUR DIGITAL NETWORK

NRA AMERICAN RIFLEMAN
www.americanrifleman.com

NRA American Hunter
www.americanhunter.com

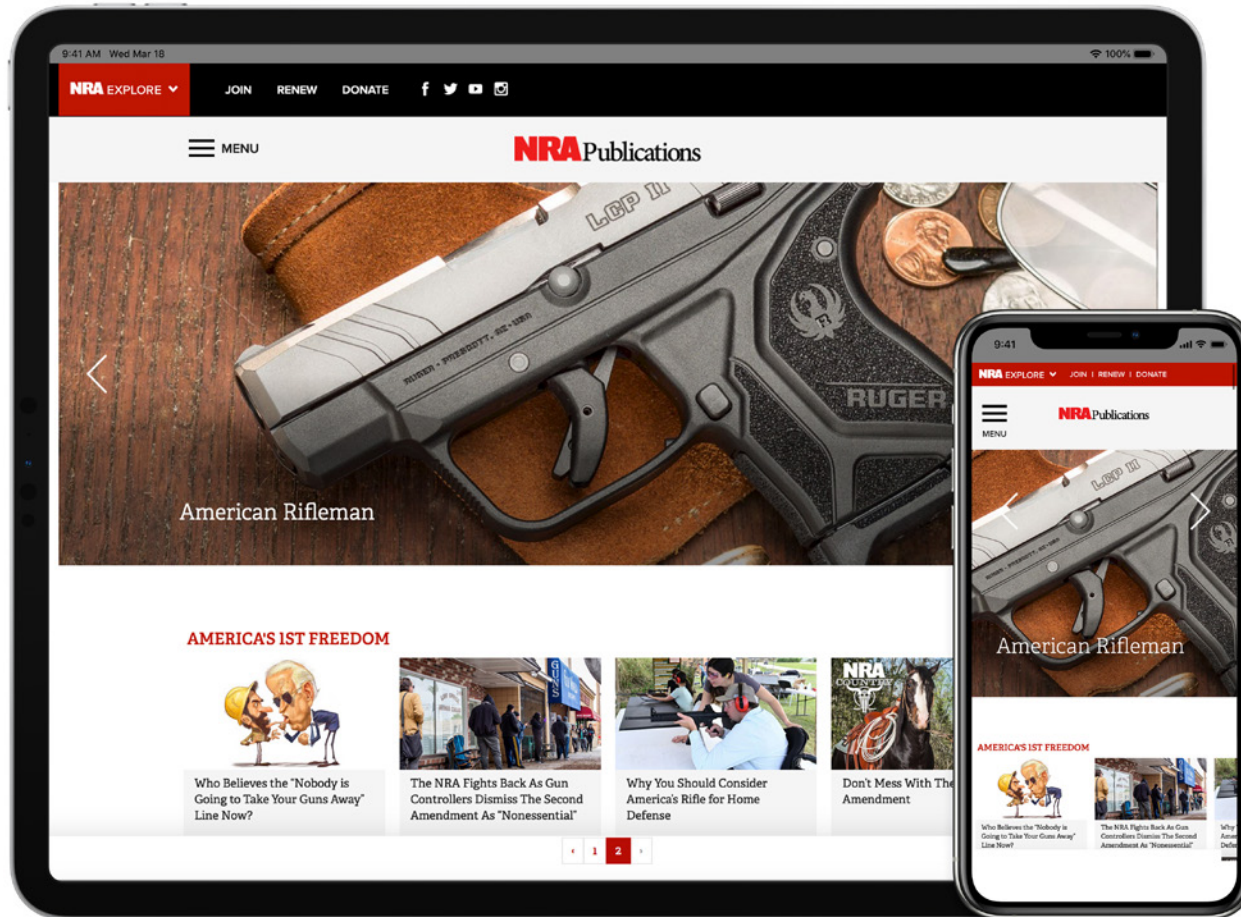
NRA SHOOTING Illustrated
www.shootingillustrated.com

NRA America's 1st Freedom
www.a1f.com

NRA SHOOTING SPORTS USA
www.ssusa.org

NRA FAMILY
www.nrafamily.com

NRA WOMEN
www.nrawomen.com



2025 TOTAL SESSIONS:
20 MILLION ESTIMATED

ADVERTISING CAMPAIGNS
RUNNING ANNUALLY: **100+**

PRICING:
• CPM: **(\$10)**

• CPM FOR PACKAGE / BONUS
BUYS: **(NEGOTIABLE)**



Behind the Bullet: .204 Ruger
The .204 Ruger occupies the space between the .22 centerfires and the .17s, giving fantastic results on varmints and predators alike without the wind deflection issues of the .17s and less recoil than the .22 centerfires. [Read More](#)



Review: Springfield Armory Ronin Operator 1911
The Springfield Operator name is a strong one, going back at least as far as the custom M1911s the company made for the FBI's Hostage Rescue Team in the early 2000s. The Ronin Operator, the company's newest series, is an attractive two-tone M1911 with a forged stainless



2020 Father's Day Gift Guide
Need some ideas for what to get that hard-to-buy-for outdoorsman in your life? Whether searching for a gift for your dad, husband or grandfather, we've got you covered. [Read More](#)



Review: Taurus G3c
Last year was a successful product year for Taurus USA. The company clearly demonstrated its renewed commitment to manufacturing practical, affordable handguns with consistent quality control. [Read More](#)

"INSIDER" DIGITAL NEWSLETTER

CLOSE TO 4 MILLION TOTAL MONTHLY EMAILS

The NRA Publications Digital Operations Department sends out one digital newsletter per title each week highlighting the top features from each of our 6 titles. 1 million subscribers have opted-in to receive these communications on a weekly basis. We reach over 4 million subscribers every month, spreading the NRA message and keeping our readers informed and entertained.

- » Three content segments available per week
- » **\$7,500** per weekly mailing

CONTENT SEGMENT SPECIFICATIONS

- » **Image Size:** 600x400 pixels
- » **Title:** 70 characters (with spaces included)
- » **Body Copy:** 300 characters (with spaces included)
- » Client-provided link (third party tags accepted)

35% AVERAGE OPEN RATE

ACT TODAY! 2025 AVAILABILITY IS LIMITED.

The National Rifle Association is not responsible for viewable results if file requirements are not followed and reserves the right to reject any advertising for any reason at any time.



The .22 LR: History & Performance

The notion of a self-contained cartridge in a firearm is more than two centuries old. A Swiss gun maker, Jean Samuel Pauly, developed the first self-contained cartridge for a shotgun. It consisted of a metal base that had a slot similar to what you would see in a modern screw. In its center was a flash hole. The slot was filled with a priming compound made of sulfur, charcoal and potassium chlorate. [Read More.](#)



"BEST OF" DIGITAL NEWSLETTER

1.2 MILLION MEMBER SUBSCRIBERS

Twice a month, we send the "Best Of" NRA Publications digital newsletter highlighting each magazine's top features from the past month. These digital newsletters are sent to 1.2 million NRA members a total of 24 times per year. Content consists of features published in *American Rifleman*, *American Hunter*, *Shooting Illustrated*, *NRA Family*, *Shooting Sports USA* and *NRA Women*.

- » Three content segments available per mailing
- » **\$10,000** per mailing


CONTENT SEGMENT SPECIFICATIONS

- » **Image Size:** 600x400 pixels
- » **Title:** 70 characters (with spaces included)
- » **Body Copy:** 300 characters (with spaces included)
- » Client-provided link (third party tags accepted)

33% AVERAGE OPEN RATE

DEDICATED, 100% SHARE OF VOICE EMAIL NEWSLETTERS AVAILABLE

Starting at \$25,000 — contact your Sales Representatives for details and specifications.



Davidson's Exclusive Ruger Mark IV 22/45 Lite

Davidson's offers a number of Exclusive Mark IV 22/45 Lite's in several colors. They feature a 4.4" barrel threaded 1/2x28 shrouded by a ventilated anodized aluminum upper receiver. These Mark IV's have checkered black synthetic 1911-style grips, adjustable rear sight, ambidextrous safety, simple one-button takedown, and include a picatinny rail for mounting optics. [Read More](#)

\$849 MSRP

SPRINGFIELD ARMORY
RONIN

HOLIDAY DIGITAL NEWSLETTER

4 MILLION TOTAL HOLIDAY EMAILS

The NRA Publications Digital Operations Department sends out four digital newsletters per title to a database of 1 million subscribers highlighting special Holiday deals. The 1 million subscriber database have opted-in to receive communication from NRA Publications. Advertisers will have the option to submit different creative for each send. The mailings are centered around Cyber-Monday and last minute gifts for Christmas around mid-December.

- » Eighteen content segments available
- » Four total sends
- » **\$10,000** (includes all 4 mailings, not sold separately)

CONTENT SEGMENT SPECIFICATIONS

- » **Image Size:** 600x400 pixels
- » **Title:** 70 characters (with spaces included)
- » **Body Copy:** 300 characters (with spaces included)
- » Client-provided link (third party tags accepted)

ACT TODAY! 2025 AVAILABILITY IS LIMITED.

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THE NRA ANNUAL MEETINGS & EXHIBITS



**APRIL 24-27, 2025
ATLANTA, GEORGIA**



PRE-SHOW DIGITAL MARKETING

- Website Banners, Pre and Post Show Emails

2025 SHOW DIRECTORY ADVERTISING

- Full Page and Fractional Rates Available

ONSITE ADVERTISING - EXHIBIT HALL OPPORTUNITIES

- Signage, Banners & Sponsorships

ONSITE EVENT SPONSORSHIPS

RING OF FREEDOM & CORPORATE PARTNERS

WELCOME RECEPTION

- Thursday, April 24th, 4:30 PM
- Supporting Sponsorship (Non-exclusive)

THE RING OF FREEDOM, WOMENS LEADERSHIP FORUM BRUNCH & AUCTION

Friday April 25th

- Presenting Sponsorship
- Supporting Sponsorship
- Contributing Sponsorship
- Gold Sponsorship
- VIP Pre-Auction Reception Sponsorship
- Wine Sponsorship
- Photo Booth Sponsorship
- Bid Paddle Sponsorship

Auction Seating

- Host Committee Table
- VIP Ticket
- Premier Seating Ticket
- General Admission ticket



THE NATIONAL NRA FOUNDATION BANQUET AND AUCTION

Friday April 25, 2025, 5:30 PM

Georgia World Congress Ballroom

- Presenting Sponsor (Non-exclusive)
- Contributing Sponsor (Non-exclusive)
- Showcase Donor Item (High ticket item: boat, RV, etc)
- Game Sponsor (Non-exclusive)
- Raffle Pack Hats Sponsor

RING OF FREEDOM CIGAR & BOURBON RECEPTION

Saturday Evening, April 26th

- Presenting Sponsorship
- Supporting Sponsorship
- Contributing Sponsorship
- Gold Sponsorship
- Cigar Sponsor
- Bourbon Tasting Sponsor

PRAYER BREAKFAST SUPPORTING SPONSORSHIP

Non-Exclusive

Sunday April 27, 2025

WOMENS NEW ENERGY BREAKFAST SUPPORTING SPONSORSHIP

Non-Exclusive

Sunday April 25, 2025

NRA WALL OF GUNS

- Wall of Gun Sponsorship
- Wall of Product Donor
- Reload Raffle Donor
- Donor T-Shirts

RING OF FREEDOM HOSPITALITY SUITE

- Ring of Freedom Swag Bags



The
NRA Foundation™
Teach Freedom.



THE NRA FOUNDATION YOUTH SUMMIT

July 21-27, 2025
Fairfax, VA

- Presenting Sponsor
- Product Sponsor

THE NRA FOUNDATION CORPORATE PARTNERS

- Guardian Level Sponsorship
- Volunteer Level Sponsorship
- Defender Level Sponsorship
- Protector Level Sponsorship



NRA NATIONAL MATCHES

June - July, 2025
Camp Atterbury, Indiana

- Presenting Sponsor
- Supporting Sponsor
- Contributing Sponsor
- Gold Sponsorship
- Silver Sponsorship
- Bronze Sponsor



WORLD SHOOTING CHAMPIONSHIP

September 30 – October 4, 2025
Camp Atterbury, Indiana

- Presenting Sponsor
- Official Ammunition Partner
- Official Optics Partner
- Supporting Sponsor
- Contributing Sponsor
- Stage / Side Match Sponsor

THE NRA GREAT AMERICAN OUTDOOR SHOW



**FEBRUARY 7-15, 2026
HARRISBURG, PENNSYLVANIA**



EXHIBIT HALL SPONSORSHIP OPPORTUNITIES

- Presenting Sponsor
- Supporting Sponsor
- Hall Title Sponsor

PRE-SHOW DIGITAL MARKETING

- Website Banners, Pre and Post Show Emails

2025 SHOW DIRECTORY ADVERTISING

- Full Page and Fractional Rates Available

ONSITE ADVERTISING - EXHIBIT HALL OPPORTUNITIES

- Signage, Banners & Sponsorships

ONSITE EVENT SPONSORSHIPS

THE NRA FOUNDATION'S SPORTSMAN'S AUCTION

- February 6, 2026, 5:00 PM
- Exclusive Presenting Sponsor

NRA FOUNDATION WALL OF GUNS

- Presenting Sponsorship
- Wall of Guns Product Donor
- Wall of Guns Reload Raffle Donor
- T-Shirt Donor

GREAT AMERICAN OUTDOOR SHOW CONCERT

- February 14, 2026, 7:00-10:00 PM
- PA Farm Show Complex
- Presenting Sponsorship
- Supporting Sponsorship

NRA TRADEMARK LICENSING PROGRAM

AMERICAN
Rifleman

American
HUNTER

AMERICAN
1st
Freedom

SHOOTING
Illustrated



NRA's trademark licensing program allows licensees to feature nationally recognized trademarks on products to attract millions of freedom loving, shooting, hunting and outdoor enthusiasts nationwide.

Official licensed products allow NRA members and supporters to demonstrate celebrating American values. NRA Licensees honor the NRA's heritage with classic apparel and accessories that show a commitment to Freedom and the Second Amendment.

Many product categories apply- Firearms & Accessories, lifestyle apparel, hunting apparel & gear, ATV & UTV accessories, firearm safes & security products, footwear, Truck & SUV accessories, Pet supplies, cutlery, lifestyle and heritage decor, survival equipment, optics and much more.

Benefits and Promotional Opportunities:

- Use of NRA trademarks including 'Official Licensed Product' logo.
- Listing on benefits.nra.org/licensed-products
- Inclusion in NRA Holiday Digital Newsletter
- Periodic feature in NRA Media magazine editorials
- Inclusion in annual featured licensed products e-mail
- NRA Media magazine advertising (discounted rates available to licensees)
- Discounted booth space at NRA Annual Meetings & Great American Outdoor Show

Tailored licensing agreements for each application. Many trademarks and logo variations available for use such as, Official Licensed Product, Association Logo, Disk Logo, Eagle Logo, American Rifleman, American Hunter, Shooting Illustrated, Etc.



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