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DEFENSETM
WORLD.COM

TACTICAL-LIFE.COMTM

GUNSTM
OF THE OLD WEST

gunsoftheoldwest.com

THE NEW
PioneerTM
The Complete Guide to Self-Reliant Living

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RIFLE FIREPOWERTM

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HARRIS TACTICAL 2013
DIGITAL & SOCIAL MEDIA INFORMATION

TACTICAL-LIFE.com™

TACTICAL-LIFE.com is the umbrella website for all of Harris Publications' tactical, military and law enforcement print magazines. In addition to hosting *TACTICAL WEAPONS*, *GUNS & WEAPONS FOR LAW ENFORCEMENT* and *SPECIAL WEAPONS FOR MILITARY & POLICE*, TACTICAL-LIFE.com features exclusive content not found in print. The site hosts daily aggregated news stories from around the world as well as daily updated new product announcements.

TACTICAL-LIFE.com
is geared toward tactical, law enforcement,
security and military viewers.

DAILY original content includes:

- TACTICAL DAILY NEWS
- TACTICAL NEW PRODUCTS
- TACTICAL EXCLUSIVES

and it includes content from the following titles:

SPECIAL WEAPONS FOR MILITARY & POLICE
TACTICAL WEAPONS

GUNS & WEAPONS FOR LAW ENFORCEMENT

AR COMPLETE RIFLEMAN • *BLACKGUNS*

AK47s & SOVIET WEAPONRY

MILITARY SURPLUS • *GUN ANNUAL*



Periodical Magazines

Featured On Tactical-Life.com:

SPECIAL WEAPONS FOR MILITARY & POLICE • *TACTICAL WEAPONS*
GUNS & WEAPONS FOR LAW ENFORCEMENT

TACTICAL-LIFE.com™

HARRIS PUBLICATIONS, INC. • 1115 BROADWAY, NEW YORK, NY 10010

PH: 212-807-7100 • F: 212-463-9958 • tactical-life@harris-pub.com

special-weapons-magazine.com • AK47weaponsmag.com • tacticalweapons-mag.com
militarysurplusmag.com • gun-weapons.com

MISSION

TACTICAL-LIFE.com features the newest and most important tactical information available on the Web, allowing viewers to browse one reliable source for all things tactical. **TACTICAL-LIFE.com** delivers breaking news of government and commercially awarded contracts, weapons and product laws, weapons test results, and industry trends—all the while serving as a comprehensive source of information for the industry's most innovative products and developments.

In addition to offering readers exclusive news and information, **TACTICAL-LIFE.com** is home to several of the world's leading tactical magazines. Titles include: **TACTICAL WEAPONS, GUNS & WEAPONS FOR LAW ENFORCEMENT** and **SPECIAL WEAPONS FOR MILITARY & POLICE**. These periodicals are available for perusal on **TACTICAL-LIFE.com** the day each issue goes on sale.

A
LEADERBOARD
728 x 90

B
TOP RECTANGLE
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F
SKYSCAPER
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(150 x 820)

TACTICAL-LIFE.com™

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A 728x90 Leaderboard

TACTICAL-LIFE.com

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E2 150 x 820

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150px CREATIVE SHOULD MAINTAIN WITHIN 150px POSITION

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VIEWERS MAY HAVE SMALLER SCREENS THAN IMAGE WILL ALLOW OUTSIDE 150px

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D 300x250

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PERSONAL DEFENSE WORLD.COM™

PERSONALDEFENSEWORLD.com gives security-conscious individuals not only clear and concise information on the newest and most popular self-defense firearms and equipment, but also professional-level advice on how to put them to use safely and effectively. With articles ranging from in-depth firearms reviews to discussions of physical-confrontation avoidance and engagement, **PDW** offers citizens a comprehensive, no-nonsense guide to effective and intelligent self-protection.

PERSONALDEFENSEWORLD.COM (PDW) caters to the civilian market, hosting readers who are interested in home/self protection, tactics and products.

Daily original content includes:

- Exclusive editorial
- Personal and home defense news
- New products

as well as content from the following titles:

**COMBAT HANDGUNS • TACTICAL KNIVES • POCKET PISTOLS
CONCEALED CARRY HANDGUNS • PERSONAL & HOME DEFENSE
COMPLETE BOOK OF AUTOPISTOLS • COMPLETE BOOK OF HANDGUNS
HANDGUN BUYER'S GUIDE • GLOCK AUTOPISTOLS • GUN BUYERS GUIDE
GUN BUYER'S ANNUAL • THE COMPLETE BOOK OF GUNS**



PersonalDefenseWorld.com™

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combathandguns.com • tacticalknives.com • pocketpistolmag.com
personal-homedefense.com • glockautopistolsmag.com

MISSION

PERSONALDEFENSEWORLD.com was launched in 2013 to meet the needs of the growing number of consumers who are taking their personal safety measures seriously. A sister site to the extremely popular **TACTICAL-LIFE.com**, **PERSONALDEFENSEWORLD** (or **PDW**) brings new insight to the popular subject of self-defense, featuring not only material from our stable of excellent publications (including **COMBAT HANDGUNS**, **TACTICAL KNIVES**, **POCKET PISTOLS**, **PERSONAL & HOME DEFENSE**...and more), but also fresh exclusives!

Offering innovative civilian-oriented content that differs from the material found on its military- and law enforcement-oriented sibling, **TACTICAL-LIFE.com**, **PDW** gives readers insight into the latest and greatest guns, tools and tactics appearing in the world of self-defense. In addition to publishing guns and gear reviews and sneak peeks at new products, **PDW** also provides the legally armed male or female citizen the information they need to safely and effectively protect themselves and those they care about.

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Advertising Opportunities—RIFLEFIREPOWER.com

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RIFLE FIREPOWER JULY 2012

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RIFLE FIREPOWER™

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Contact Harris Publications for advertising rates: riflefirepower@harris-pub.com

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GUNS™

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GUNS OF THE OLD WEST WINTER 2011



GUNS OF THE OLD WEST FALL 2011



GUNS OF THE OLD WEST SUMMER 2011

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GUNS

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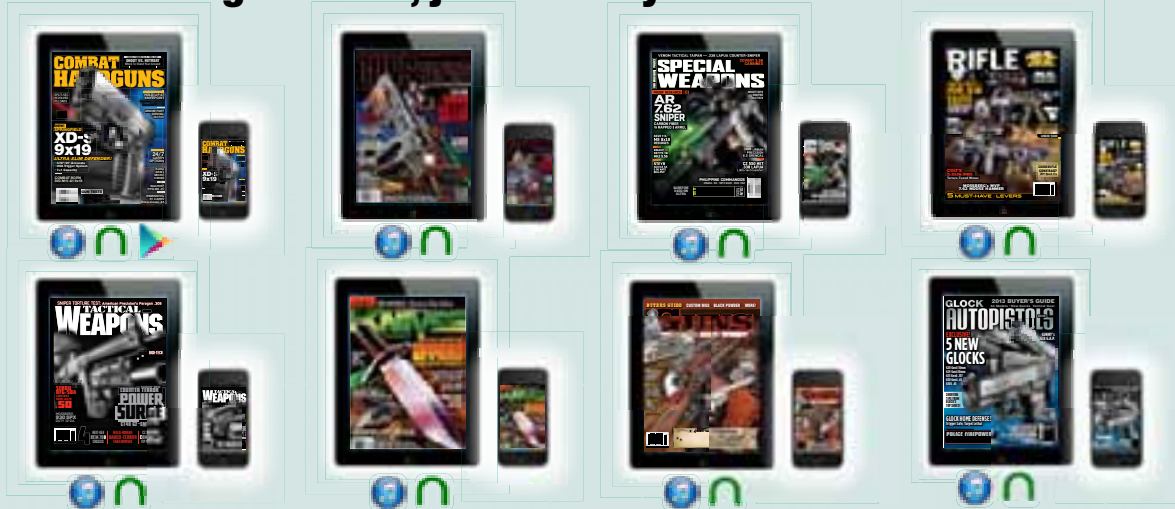
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DIGITAL/MOBILE INFORMATION

On the go access, just the way our customers like it...



GUN BUYER'S GUIDE APP



CONCEALED CARRY WEAPONS APP



IN-APP ADVERTISING OPPORTUNITIES:

Digital Links:



Customized Web:



Videos:



NEW PIONEER APP



Custom opportunities available upon request

Please contact a sales representative:

Shirley Steffen, Group Publisher: 212-462-9603; shirley@harris-pub.com
Karin Levine, Associate Publisher: 212-462-9651; karin@harris-pub.com

KEY: iTunes Nook Google Play for Droid

* More platforms and titles coming soon

IN-APP ADVERTISING OPPORTUNITIES:

DIGITAL LINKS:

BREAK RECORDS WITHOUT BREAKING THE BANK

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(561) 584-8550
AMERICA'S HUNT YOUR SPECIALTY
www.NewRifleStocks.com

Kimber
PREMIUM 9111 PARTS,
ACCESSORIES & GEAR

Small Link
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- Locks
- Night Sights
- 2118 Components
- Links
- Custom Parts
- Precision Finishes
- Locks Rebuilt
- Custom Shop

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Kimber
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(entire ad)

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- Slings
- Locks
- Night Sights
- 2118 Components
- Links
- Custom Parts
- Precision Finishes
- Locks Rebuilt
- Custom Shop

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Ads in their entirety can be hyperlinked.



Customized Web Directory:
 Website directory listings in our digital magazines can be hyperlinked.

VIDEOS:

Inserted into every digital magazine ad will be a video icon or link that will take the reader directly to video provided by the advertiser.



For more information on these in APP Advertising Opportunities please contact a sales representative:

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Karin Levine, Associate Publisher 212-462-9651; karinl@harris-pub.com

DIGITAL ADVERTISING OPPORTUNITIES



Social media connects companies instantly and continuously to customers interested in their business and curious about their products. Harris Tactical social media commands a growing following of dedicated firearms and self-defense enthusiasts. Each day, tens of thousands of professional operators, hunters, hobbyists and entry-level novices receive and respond to the latest information on the products and trends foremost on the shooting public's mind. Let's make the connection: Partner with Harris Tactical social media to bring your cutting-edge products to the high-value customers who want and depend on them.

FACEBOOK and TWITTER

Followers of Harris Tactical's various Facebook pages and Twitter feeds are the most interested, knowledgeable and reliable firearms enthusiasts in the country. They depend on **TACTICAL-LIFE.COM** and **PERSONALDEFENSEWORLD.COM** to deliver daily breaking reports on the industry's latest and hottest guns, ammunition and gear. Through Facebook and Twitter, customers are connected instantly to products highlighted, photographed and reviewed by writers our readers know and trust.

YOUTUBE

Through our various YouTube channels, Harris Tactical provides readers with gripping, real-world footage of your products *in action*—and the numbers speak for themselves: On our **TACTICAL-LIFE** channel alone, more than 15 million viewers have pressed play, watching experts and everyday shooters alike discuss and test the products promoted across Harris Media. Harris YouTube is marketing for the 21st century, taking your product out of 2-D and making it real and vivid for millions of dedicated customers.

EMAIL

Harris keeps closely in contact with our tens of thousands of email subscribers, regularly delivering newsletters, updates and promotions, and linking them to you both directly and through the destination media of **TACTICAL-LIFE.COM**, **PERSONALDEFENSEWORLD.COM** and Harris YouTube channel. Harris does not sell or rent email lists.

Facebook: www.facebook.com/TacticalLife; www.facebook.com/PersonalDefenseWorld

Twitter: @TacticalLife; @PersonalHomeDef; @DefenseWorldPDW

YouTube: TacticalLifeVideo

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