

SHOOTING TIMES

Unique Sales Position

Shooting Times is for shooters who enjoy getting the most out of shooting. It uses only experienced writers who write informative and thought-provoking articles at a level for readers who may already have advanced or expert knowledge. Its readers have identified shooting as their primary pastime, and as such, get and use the most accurate, reliable and up-to-date guns and equipment.

Shooting Times leads in ballistics and technology, expert-level handloading, moderate to high-priced sporting rifles and optics, double-action center-fire revolvers, and premium ammunition. Its topical articles are tempered with reminiscences of the great days of lawmen and outlaws and classic gun reviews.

Shooting Times will also cover semi-auto rifles of mainstream shooting sports, lever-action and single-shot rifles, autoloading pistols with emphasis on center-fires, low- to moderately priced shotguns, and politics in a broad sense.

Shooting Times will not cover airguns, hunting, machine guns, or “people shooting” tactical pistol use.