

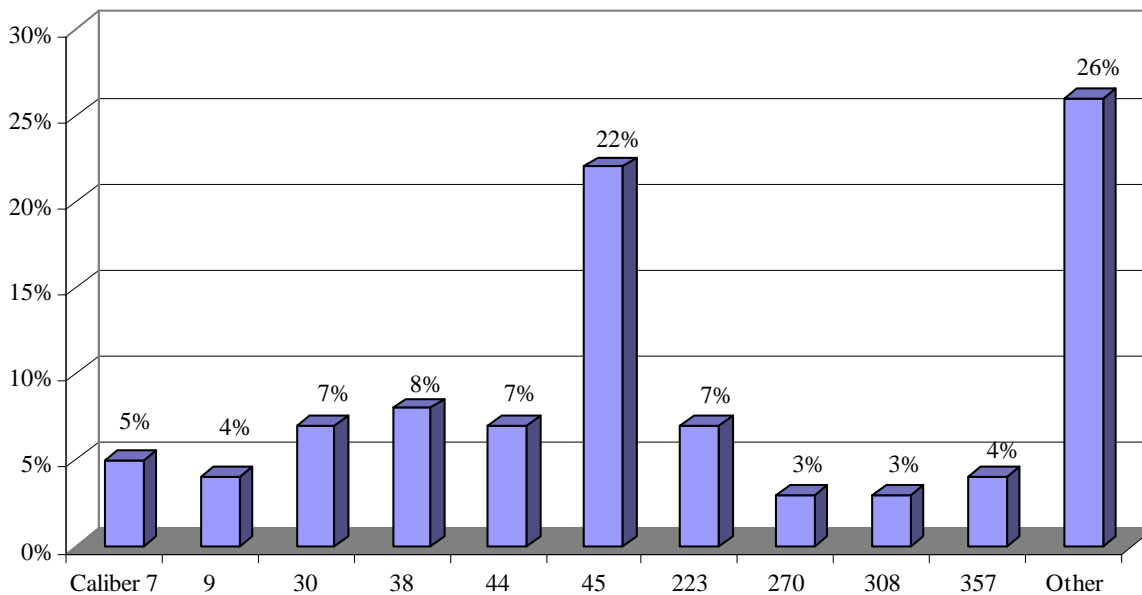
RELOADING

The hardcore handloader is in the vanguard of the shooting community. He's the authority to whom other shooters and hunters look for the latest in guns and ammunition. In turn, the hardcore handloader gets his information from the writers of SHOOTING TIMES. Experts like Lane Pearce, Layne Simpson and Ken Oehler are known as the best of the best. They're the men who experts at the local level consult every month for the lowdown on bullets, powder and the techniques to make them work together.

Reloaded Ammunition Usage

The average SHOOTING TIMES reader is involved in handloading for pistols, rifles and shotguns. He may be cranking out shells for the trap league or cooking up a long-range load for antelope, but throughout the year, he's handloading.

Caliber Most Often Reloaded in Last 12 Months



More than 78% of SHOOTING TIMES subscribers reload their own ammunition. Subscribers who reload their own ammunition reloaded an average of **1,931** rounds in the last 12 months! Interestingly, 13% reloaded 5,000 rounds or more. Subscribers also purchased an average of **1,898** rounds of factory-loaded ammunition in the past 12 months.

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