

Knifite



**Das Magazin
für Druckluftschützen**

Advertising & Media Information 2023

"Die Knifte" is a magazine, specifically aimed at owners of air rifles and air guns in Germany.

Concept:

"Die Knifte" - German slang for "the Air Gun". We write about news and updates from the big field of air rifles, air guns and BB-guns. This includes presentations and tests of current and vintage air rifles, covering air rifle events, presenting air rifle clubs as well as everything related to this field of topic.

Doing so, we are the only german speaking magazine of it's kind. Unlike other magazines that are aimed at professional shooters with heavily regulated firearms (which is the standard when it comes to firearms in Germany) , we target the millions of recreational shooters in Germany, who are using air rifles and air guns that can be purchased without restrictions after the age of 18.

**"Die Knifte" is published quarterly.
As e-Paper, it is available for free.
Additionally, it can be purchased as
a high quality print version.**

print | **online**

Available for purchase through our website and in select stores, for € 6.95.

Also available as a yearly subscription.

High quality 4/4 Euroscale Print on 135g/m² paper, with a 270g/m² Cover Sheet.

E-Paper version freely available through Calameo and as PDF-Download.

All previous issues are archived and accessible for free.

Certain articles are also being published on our website on a regular basis.

Why you should advertise in "Die Knifte":

- Standalone Magazine, covering the german recreational shooting sport with air rifles.
- Standalone Magazine, covering the fast-growing topics of Field Target, HFT, AIPSC and Co2-Cowboy Action Shooting.
- Standalone Magazine, covering the strongly growing area of german Air Rifle Shooting in general
- Previous issues are available in our online archive and can be read free of charge - new readers, as well as readers looking for older topics, are reading through the archives as well. Therefore, your ads will reach your target group even long after the issue containing your ad was published.

Facts and numbers

Why advertisers should not rely on provided data such as "Printed issues" alone:

Looking at shooting- and weapons magazines on the German market, their sales have declined up to 80% since 1998. According to their provided sales numbers, sales dropped up to 12,5% in Q4/22, compared to Q4/21 alone.

Even though publishers often claim they print up to five digit issues, the number of sold issues can be up to 60% less. Meaning a large amount of printed issues is going from the press to the store, and then right to the trash.

This is not only a major waste of valuable resources - To be cost-effective, those accruing costs are being forwarded to their readers and advertisers.

Already a very competitive magazine in the german shooting scene:

Title *	Sold Issues(s) / Readers per Issue (r)	Source
***	13514 (s)	*2
*****	9726 (s)	*1
***** *****	9500	*3
*** *****	8500	*3
***** *****	5087 (s)	*2
*****	4182 (s)	*1
Die Knifte	3855 (r)	*4
***** *****	2563 (s)	*2
***** *****	2000	*3

* Competitor Titles redacted for legal reasons.

*1) Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e. V.; *2) Available information from the publisher; *3) Available information from the publisher. Printed issues. No information on sold issues available *4) Individual readers on Calameo, as well as sold issues and subscriptions

All provided information covers shooting magazines that are available on the german market.

Facts and numbers

Reader statistics

Individual Readers per Issue (on average):	3855
Page requests per issue:	230.606
Average Reading Time per Reader:	8:26

Demographic Data

- Our Readers Age:** 18-30: 3,6% / 31-50: 48,2% / 51-70: 43,6% / 70+: 3,6%
- Yearly Budget spent on the shooting hobby by our Readers:**
Up to 500 €: 36,4% / 500 € to 2000 €: 40,9% / More than 2000 €: 16,4%
- Shooting Club Memberships and Training Locations (Multiple answers possible):**
39% are members of a Shooting Club or any other Sports Shooting Group
57% are able to legally train on their own property
- Our Readers are interested in the following: (Multiple answers possible):**
Match rifles & guns: 20% / PCP & Co2 Weapons: 32% / Springer Rifles: 25% / Replicas: 16% / Airsoft: 6%
- Our Readers are interested in the following Disciplines: (Multiple answers possible):**
Target practice & Plinking: 35% / Field Target: 24% / Long Range: 19% / Benchrest: 12% / Cowboy Action: 5%
- Besides air rifles, our Readers are interested in the following: (Multiple answers possible):**
Outdoor & Survival Gear: 42% / WBK-regulated firearms: 21% / Reenactment: 11% / Horseback Riding & Sports: 5%

Available Rebates:

Booking ads in 2 consecutive issues: 10%

Booking ads in 4 consecutive issues: 20%

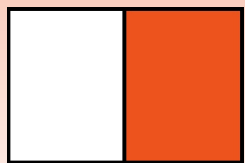
Rebate when booking multiple ads per issue: 10%

* Price for a 2-Page ad: 1150 €

Rebates are applied to the sum of all ad costs at booking.

Ad-Formats and Pricing

online & print | webseite



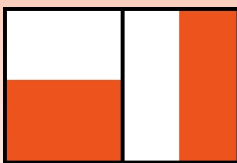
1/1 Seite *

650 €

U2: 850 €

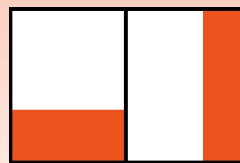
U3: 750 €

U4: 850 €



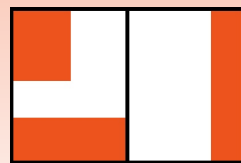
1/2 Seite

350 €



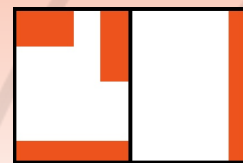
1/3 Seite

250 €



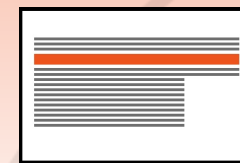
1/4 Seite

200 €



1/8 Seite

130 €



1170 x 90

150 €
/ mtl.



728 x 90

90 €
/ mtl.



300 x 250

150 €
/ mtl.

Printing Information

Format	Measurements	Bleed
1/1 Page	297mm x 210mm	7mm
1/2 Page	149mm x 210mm	7mm
1/3 Page	297mm x 105mm	7mm
	99mm x 210mm	7mm
1/4 Page	297mm x 70mm	7mm
	75mm x 210mm	7mm
1/8 Page	297mm x 53mm	7mm
	149mm x 105mm	7mm
	37mm x 210mm	7mm
	75mm x 105mm	7mm
	149mm x 52mm	7mm
	297mm x 26mm	7mm

Ads are to be submitted as either PDF or PNG, with a print resolution of 300 DPI

Dates and Deadlines

Issue	Publishing Date	Deadline
1/23	Januar 2023	31 Dezember 2022
2/23	April 2023	31 März 2023
3/23	Juli 2023	30 Juni 2023
4/23	Oktober 2023	30 September 2023
1/24	Januar 2024	31 Dezember 2023
2/24	April 2024	31 März 2024
3/24	Juli 2024	30 Juni 2024
4/24	Oktober 2024	30 September 2024

Legal, Imprint & Contact

Contact:

Michael Kesler
Jahnstr. 5, 76879 Kandel
redaktion@die-knifte.de / <https://die-knifte.de>

Publisher:

ehando UG (haftungsbeschränkt)
Jahnstr. 5, 76870 Kandel
Sitz der Gesellschaft: Kandel
Amtsgericht Landau in der Pfalz, HRB 33366
Umsatzsteuer-ID gemäß § 27 a UStG: DE348887808

Vertretungsberechtigte Geschäftsführer: Michael Kesler

Verantwortlich für den Inhalt nach § 55 Abs. 2 RStV: Michael