



**FMG-INSIDE**

VOLUME 18 • NUMBER 9 SEPTEMBER 2008

# NEWS

INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

## FMG Helps NRA Recruitment Effort By Offering Free NRA Memberships

Free NRA membership are being offered to American Handgunner and GUNS Magazine readers who subscribe through a special online offer.

With a potential political fire storm brewing in 2009 it's more important than ever to bolster the NRA membership rolls. FMG Publications is hoping to play a large part in the recruiting effort by offering a free one year NRA membership to gun rights supporters who subscribe to *American Handgunner* and *GUNS Magazine* through recently launched special online subscription offers.

"We know a large number of our readers are already NRA members," said FMG promotion director Randy Molde. "We're hoping this will entice current members to subscribe and use the free membership to bring family or close friends into the NRA fold."

Gun enthusiasts who visit [www.americanhandgunner.com](http://www.americanhandgunner.com) and [www.gunsmagazine.com](http://www.gunsmagazine.com) can take advantage of the membership offer by clicking on the subscribe button or

on one of the NRA Free Membership banners placed strategically throughout both Web sites. Visitors who order *American Handgunner* will get a one year subscription plus a one year NRA membership for \$17.76. A *GUNS Magazine* order includes 12 monthly issues plus the NRA membership for only \$19.55. Current NRA members are given a new NRA membership gift certificate for a family member or friend when they complete the subscription order.

"In politics, as in life, being big and strong has an enormous deterrent value," commented former NRA president, Sandy Froman. "The more members the NRA has, and the bigger and stronger we are, the less likely it is that our enemies will want to take us on."

Contact [randy@fmgpublishings.com](mailto:randy@fmgpublishings.com) if you'd like to add the FMG Free NRA membership banner to your Web site.

## Showcasing 2009 New Products

As in the past three years, *Shooting Industry* will showcase the coming year's new products in the mega December and January issues. In the previous two New Business Year issues, more than 500 new products were announced, with 100 new product photos, from 93 companies.

"We'd like to include your 2009 new products in the December 2008 or January 2009 New Product Showcases," said editor Russ Thurman. "The deadline to have your new product information, along with any photos, to us is Nov. 1, 2008. So mark that date — in red — on your calendars. As in the past, that's a firm deadline."

E-mail product releases to [russ@shootingindustry.com](mailto:russ@shootingindustry.com).

## FMG Publications Promotes Key Players

FMG Publications has announced major promotions in its business and commercial magazine divisions and advertising department.

Russ Thurman is now the publisher of FMG Business Publications.

Roy Huntington is the publisher of FMG Consumer and Law Enforcement Publications.

Anita Carson has been promoted to national advertising sales director of all FMG Publications.

"These promotions are long overdue and well deserved," said Tom von Rosen, FMG president. "Russ and Roy have been performing at the publisher's level for some time. These promotions are an important part of streamlining our operations.

"Anita is widely respected throughout the industry for her professionalism. She will have an important impact on the advertising efforts of all our titles."

Thurman, a retired Marine officer, has been the editor of *Shooting Industry* magazine since 1994.

Huntington, a retired police officer, has been the editor of *American Handgunner* magazine since 2001.

Carson has been the advertising account manager of *Shooting Industry* since 1991.

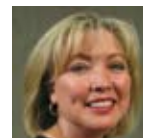
FMG also publishes *GUNS Magazine*, *American COP* magazine, six Special Edition publications, as well as dedicated Web sites for each of the major titles.



Thurman



Huntington



Carson

# REP RAP

FMG insiders speak

Steve

American Handgunner



EVATT

## Don't Blink, It'll Be Gone In No Time

It occurred to me that this September is my 16th year with FMG Publications and my 16th season of looking ahead to the next year's issues.

Working in the publishing world is almost surreal since you spend most of your time living in the future. I heard a Kenny Chesney song the other day about a young guy watching a 102 year old man being interviewed on the evening news.

When asked what it was like to live that long, the old guy simply said, "Don't blink, it goes by faster than you can imagine."

So that's where we are, working on your ad programs for 2009 with a full quarter of 2008 still yet to be experienced. The earliest closing date is September 25, which will mark the space reservation close of the January/February issue of *American Handgunner* and the January issue of *GUNS*. These January issues are important since they come out in mid-November, just in time for the Christmas gift buying season. These issues are traditionally high volume sellers on the newsstands so let's get your message out.

Please keep in mind that the March/April issue of *American Handgunner*, and the March issue of *GUNS* will be the ones we distribute at the SHOT Show in Orlando. If you are one of the fortunate few who have your ad budget for '09 done and ready to roll, by all

means let's talk and hammer out the most effective plan for you. If you don't have a budget set yet, we can still map out some tentative plans then adjust as needed. Either way, give me a call at (800) 533-7988 or drop me a line to: [steve@americanhandgunner.com](mailto:steve@americanhandgunner.com) and I'll stand by ready to help.

Don't forget our online editions either. Some exciting new features are going to be added to the online magazines that will really make your print dollars go even further on the web. Watch for the special information promos coming in the next few weeks. Don't blink.

'Til next time...

Jeff

GUNS Magazine



MOREY

## Plan To End 2009 With More Pleasant Memories

It is time to plan next year. 2009 might seem far off to many, but we have rounded the bend and are now heading into the final months of 2008. As usual, the turning of the earth has accelerated and time continues to speed by with a relentless indifference.

Remember, this year is an election year, which means that, come January, a new administration will be assuming office. Because of the politicization of firearms, we can't be sure how a new administration will affect gun ownership. One thing is clear, however, those who are committed to denying "we the people" an ability to own firearms will continue to push their draconian agenda. That's why it is so important to select venues for your ads with considered attention.

So, what does the political landscape have to do with advertising? When it comes to guns, everything. We need to make our voices heard! We need to make our presence known! Right now, we need to chart a course to ensure an American way of life, which is persistently being questioned and attacked. *GUNS Magazine* has long been a champion of the right to bear arms. Employ our publication to let the world know what you have in the way of

self-protection, hunting, shooting sports and collectibles. Employ our magazine to engage the hesitant first time buyer. Employ our magazine to reassure the long time shooter that your products will continue to be available. 2008 was a very good year for gun owners because of the recent Supreme Court decision. Let's make 2009 a special year for the entire gun industry. To do that, we need to begin planning now.

You should have received our new Editorial Calendar for 2009. There will be some significant changes in the upcoming year:

- The **January** issue will concern itself with Rimfire Rifles.
- **February** directs our attention to Holsters and Carry Options.
- **March** will be our SHOT SHOW Issue and will focus on What is New for 2009.
- In **April** we will cover Ammunition.
- **May** brings us to Knives.
- **June** continues to reflect what's exciting in the world of Tactical Firearms and Accessories.
- **July** is now our month for Handloading.
- In **August** we will report on Shotguns.
- **September** now becomes our Cowboy Shooter's Issue.
- **October** leads us into the hunting season with a consideration of Optics.
- **November** will deal with Hunting Accessories.
- Finally **December** will be devoted to Hunting.

Please, take some time now to develop an aggressive advertising plan for 2009. Remember, those who prepare for the future end up with many more pleasant memories.

Delano

American COP



AMAGUIN

## Big News For 2009

We are doing some exciting things for *American COP* magazine starting with the January/February 2009 issue.

The circulation of *American COP* is making a huge jump from 25,000 to an expected circulation of 60,000 in

2009. It will also be available online starting with the Jan/Feb issue. Each issue from cover to cover including the advertisements will be available on the Web site. What this means is that our editorial and your advertisements will be seen by more eyes.

It's only September but we are already planning for SHOT Show 2009 in Orlando.

The Jan/Feb issue of *American COP* will be distributed from both our *American COP* and our FMG booths. The LE section of the SHOT Show continues to grow. The size and scope of SHOT Show's law enforcement section surpasses most of the LE shows in the US. All of this extra exposure at no extra cost will have advertisers clamoring for premier positioning in this issue. Space is limited so contact me now to get more info about the Jan/Feb issue of *American COP*. The deadline to reserve space is October 28.

Our 2009 *American COP* media kits are now available in electronic and hard copy format. Market and media information is available at: [www.american-copmagazine.com](http://www.american-copmagazine.com).

Don't forget to support your advertising by taking advantage of our new product spotlights. I have started planning my new product spotlight schedule for 2009. If you have a new product that you want to see in *American COP* then contact me. Here is a great opportunity for free exposure in our publications! I will require a 50-80 word product description and a hi-res image at least 300 dpi. Call (888) 732-6461 or e-mail for more information, [delano@americancopmagazine.com](mailto:delano@americancopmagazine.com)



Shooting Industry

**CARSON**

## Flash Forward To A Most Exciting Year Ahead

Who would have thought that a mere 30 years ago, when we were all still enthralled by *Saturday Night Fever* and its disco music, flared slacks, and El Camino trucks, that we would ever be living with technological adventures such as iPods, iPhones, plasma televisions and talking computers? Back then the jump from 8-track cartridges to cassette tapes seemed like a leap. FLASH FORWARD ... to a time when texting from a Blackberry and sealing deals in the comfort of your own vehicle via a small gadget attached to your ear is so commonplace we don't give it a second thought. Brave New World...

We, here at FMG Publications, have always been on the forefront of innovative services, ideas and products. It is with great pride therefore that we are pleased to announce that digital versions of our magazines will be introduced to our readers beginning with the Jan/Feb issue of *American COP* and the December issue of *Shooting Industry*.

This will mean easy access to more

information than anyone ever thought possible. Not only will dealers be able to read the magazine online but since just about everything will be hot-linked, they'll be able to literally click their way through, and obtain, an amazing amount of information regarding advertisers, new products, showcases, articles and industry headlines. This is not only an efficient timesaver but will also expose products and services to worldwide readers in a way not possible before.

Please keep your eyes open for more information on our digital magazines. As we continue to define and refine our digital advertising programs we will keep you updated and certainly look forward to the opportunity of offering you added exposure to online readers.

As you know, we've got the SHOT Show Preview issues of *Shooting Industry* looming ahead. I'd like to remind everyone that both the December as well as the January Show Preview editions will be distributed at the show in Orlando and I encourage you to contact me regarding space reservations for these two spectacular new business year editions.

For those of you wishing to place your advertising sales message in an issue which will be released prior to Christmas, it's not too late. The November issue of *Shooting Industry* is our Safety & Storage edition and will close on October 1. We'll also take a close look at Airguns & Paintball profits as well as varmint hunting products.

Please contact me at (866) 972-4545 or [anita@shootingindustry.com](mailto:anita@shootingindustry.com) to reserve space in the November issue.

**Scott**

Special Editions



**McGREGOR**

## Special Editions Fit Every Season And Budget

The leaves are changing, the hunters are coming out and there was college football on TV this week. It must be fall, already? I'm amazed how quickly the summer has passed. Events I was looking forward to have come and gone and school has

been in for a couple of weeks. I still don't have any idea where I'm going to fill my deer tag, with the rifle hunt only weeks away. Guess I'll be breaking out the hiking boots and the binoculars.

As busy as the summer has been, the fall looks busier. We've just opened the 2009 *GUNS Combat* Special Edition with a deadline of Oct. 9. The lineup runs the gamut from building an AR to fighting pistols to long range shooting. Editor Sammy even gets in there with the **Robar** QR-2 rifle he's been telling me about for months. The 2009 *GUNS Combat* Special Edition is the perfect place for your tactical products for rifle or handgun. Please call me at (800) 553-7780 or your FMG rep for more information on running an ad. If you have a product for our free of charge Spotlight section, just let us know.

With the end of the summer usually comes the end of the advertising bud-

get year as well. Keep FMG and the Special Editions in mind to get a lot of mileage out of your advertising dollar.



Scott McGregor (r) recently presented the Shooting Industry Academy of Excellence 2008 Knife of the Year award to Leatherman's Jake Nichol who was unable to attend the July 25 awards reception.



inside industry news

# AMERICAN HANDGUNNER®

From the Editor:

Roy Huntington

## Customer Service?

*"You helped tremendously as usual. You guys are the absolute best in the business! This is the second or third time I've e-mailed you Roy, and gotten an amazingly quick and thoughtful personal response, something that unfortunately isn't the norm for people in your profession." American Handgunner reader Ed Lovelace (via e-mail).*

At FMG our editors respond personally to all the reader mail, fielding questions about advertiser's products (often we're your first line of contact from readers), shooting, guns and gear. We also take every call from readers — personally. No assistants get in the way and there's no "lost in space" on the phone system. It's how we keep in touch with our customers, and critical to keeping our magazines timely, fresh and on-target.

Yet, we — and you too — often concentrate so much on the hard goods, the "product" side of our industry, we forget our customers. In the magazine business, there is much focus, rending of hair and tearing of clothing over how a cover looks, are the layouts nifty, are the pictures over-the-top (yes, they are) and making sure the editorial is spot-on, timely and done with humor and in



Jeff and Kristi Hoffman with their daughter, Rhianna of Black Hills Ammunition. They've built a business on quality and customer service, going toe-to-toe with the big makers — and often winning!

an easy-to-read style. Then we ship the magazine to the printer and off it goes to the newsstands and to our subscribers. Then we sit smugly and point and say, "Wow, ain't that grand?" Or is it?

It's only grand if someone actually reads it. It's only grand if someone actually picks it up, pays their money and then responds to an ad, calls a manufacturer, goes to their local dealer or otherwise takes action — and reaches for their wallet. One of the most important ways to support those people (our readers = your customers) is to deliver the customer service that is the "Part Two" of the plan. Reading the ad, or article is Part One — talking to you is the all-important Part Two. And how you — and FMG — answer their questions is the connective tissue between the two parts.

And we all have to remember that all of the time. If you look at the businesses who deliver consistent, "over-the-top" customer service (can you say **Dillon Precision, Taurus, S&W, Ruger, Leupold** and many smaller ones) you'll see the successful companies in our industry. If you look at the SHOT Show guide and notice a company missing one year ... well, there's probably a lesson there.



From the Editor:

Dave Douglas

## Running The Gamut In LE Coverage

The upcoming November / December of *American COP* runs the gamut of gear, training and guns. **TJ's Gunworks** is featured in the cover article about all things possible with a workhorse in the LE gun world — the **Sig Sauer** 9mms. Accompanying the article are some absolutely stunning photos by Chuck Pittman.

We also tackle the subject of Defensive Tactics instructors in Paul Markel's "Are You An SME Or An SOB."

One of the areas I like to keep fresh in the minds of our readers is history — least we be doomed to repeat it. Bob Pilgrim, a retired and revered FBI agent, takes us back to Wounded Knee.

So as not to be accused of being called "only another gun magazine" in this issue, among other topics, we also



A pair of custom Sig Sauer 9mms by TJ's Gunworks will be featured on the cover of *American COP's* Nov/Dec issue.

cover: gun belts, ABS braking systems, gloves, GPS tracking systems and hiring reserve/auxiliary officers.

Take a look and if you have any ideas for subjects you'd like to see covered, drop me a note when you can to [dave@americancopmagazine.com](mailto:dave@americancopmagazine.com).



American *COP* readers will get a crash course on GPS tracking systems in the Nov/Dec issue.

# GUNS®

From the Editor:

Jeff John

## Self Loading Rifles Rule in January

Holt Bodinson evaluates **FN USA's** new FN2000 self-loading rifle, a bullpup .233 with space-age looks you'd think would spit rays instead of bullets. With an overall length of less than 30", the FN 2000 is a compact firearm suitable for many of today's shooting games as well as personal defense. Using standard AR-15 magazines is a welcome plus. A unique design attribute is the cases are ejected forward through a tunnel to dribble out at the shooter's feet. Such a design is a reloader's best friend. FN testing shows the system works well in harsh environments.

Self-loading rifles have a place in the hunting fields as well and John Taffin tests the new **Sauer** 303 in .300

Winchester Magnum. John is nigh on to 70-years old now, and not normally inclined to shoot magnum rifles anymore, but welcomed testing the .300 Win Mag in the soft-shooting 303. John fired numerous loads from **Black Hills, Federal, Hornady, Remington, Speer** and **Winchester**. The featured scope is a superb 6X **Schmidt & Bender**.

New for GUNS in 2009 is a focus on rimfire firearms. Always popular, the rimfire makes even more sense today with the high cost of centerfire ammunition. Practice makes perfect and trigger control can only be accomplished with practice. To that end, John Taffin wrings out some of the newer and classic rimfire handguns including offerings from **Browning, Ruger, S&W** as well as classics from **Colt** and **Dan Wesson**. John shoots these guns extensively with ammunition from **CCI, Federal, Winchester** and **PMC** and provides extensive performance charts.

## SHOOTING INDUSTRY MAG

**From the Editor:**

Russ Thurman

### Firearm Business Still Increasing

The industry continues to defy predictions of a drop in sales, with a continuing increase in the number of firearm background checks.

While the background-check data is not a "pure" indication of "sales," it is the best indicator available of what is happening nationally in the firearm market, and the number of customers who are visiting gun shops and gun departments to fill out a Form 4473.

For the first seven months of 2008, there was a 9.42 percent increase in background checks over the same months in 2007, according to the FBI's NICS. As noted in our previous analysis of the data, the increases this year are impressive since 2007 was a record-setting year in background checks.

During the first seven months of 2008, NICS conducted 6,542,806 background checks, an increase of 563,291 over the same period in 2007.

While the number of firearm background checks are a positive sign, the high cost of gasoline is affecting the plans of many hunters. On **Remington's** Web site, [www.remington.com](http://www.remington.com), the company is asking "Will

rising gas prices change your hunting plans for the coming season?" As of August 29, there were 22,395 registered, with 52.74 percent voting "Yes." Let's hope the recent easing of gas prices change the minds of some of these hunters.

### Remington Draws Customers

Remington is using its Load Up On Savings promotion to draw hunting customers into gun shops. The promotion, which began Aug. 1, offers cash back on select Remington firearms and up to \$150 cash back on select Remington Wingmaster HD ammunition purchases.

The Wingmaster HD offers runs through Jan. 21, 2009. All other offers in the Load Up On Savings promotion are valid on purchases made through Dec. 31, 2008.



### Beretta Billboards Bucks Promotion

To help boost its sales of shotguns this fall, **Beretta USA** launched Aug. 1, its Beretta Bucks promotion, which offers customers a free Beretta shopping spree.

Customers who purchase of any Beretta Urika 2, Xtrema 2, 686 White Onyx, 687 Silver Pigeon II or 687 Silver Pigeon V shotgun will receive up to \$300 in Beretta Bucks that can be redeemed online at Beretta USA's e-Store for Beretta clothing, accessories or pro shop products. The promotion runs through Dec. 31, 2008.



### Smith & Wesson Luring Hunters

**Smith & Wesson** is attracting hunters with its Smith & Wesson Goes

Hunting Fall Spectacular, which began Aug. 1 and runs through Dec. 31, 2008.

Customers who purchase any new Elite Series Shotgun will receive a World-Class Case free, a \$299 value. Those who buy a new iBolt rifle or new 1000 Series Shotgun will receive \$50 rebates. Customers purchasing a new Model 500 or new Model 460 revolver will get a \$75 rebate.

## SPECIAL EDITIONS

**From the Editor:**

Sammy Reese

### Ya Gotta Love This Time Of Year

Summer is winding down and the kids are back to school. Did you hear the very loud "Ya Hoo" my wife yelled after dropping them off for the first day? I'm sure it was joined by all the moms around the country.

The fall is quickly approaching, which means it's time for the *GUNS Combat* Special Edition. Don't get stuck on the word Combat. Sam Fadala has written about how nice it is to have a .45-70 with the proper load when a Cape Buffalo decides to charge you and stomp the life out of you. He wasn't shot at, but I'm sure he would have preferred gunfire to not so happy Duga boy at 30 yards.

There are several different articles on precision bolt action rifles. Clint Smith takes the mystery out of doping your rifle for making long range shots — like some hunters may be taking this fall in the woods. I am the very proud owner of a Robar QR-2. Yes it's a sniper rifle in name, but it will be a hunting companion for years to come. I'll tell you all about what goes into making the rifle and how the Zeiss glass performed.

Mas Ayoob covers the various forms of Snubbies and the resurgence we are seeing in their popularity. Richard Mann reminds us of how great a pistol the CZ 75 is. He also breaks down what you need to have in a Combat Kit or go-bag.

Clint covers what makes a pistol a Fighting Pistol as well as his evaluation of the ARMY's M24 Sniper system. Michael Janich opens our eyes to improvised weapons.

These are just a few of the features in the *GUNS Combat* Special. Contact Scott McGregor for all your advertising needs. Stay Safe.

inside this issue:

- FMG Offers Free NRA Memberships
- Showcasing 2009 New Products
- FMG Promotes Key Players
- NEW Look Industry Wire

Published by:  
 FMG Publications  
 12345 World Trade Dr.  
 San Diego, CA 92128  
 (800) 537-3006 • FAX (858) 605-0247  
 Email: info@fmgnews.com



Printed on recycled paper

**BACK BLAST**  
 & OTHER HOT GASES

**They're Coming November 4!  
 Be Very Afraid!**

Ya notice how quiet it is on the Anti-Gun Front? There's hardly a hint of gun control, especially as we get closer to the November elections. But just wait. If the anti-gun candidate of choice gets elected president (I wonder who that would be?) the anti-gunners will unleash the Dogs of Vengeance.

Whoa! Kinda scary, huh? Well it is. Even this tidbit from our police blotter archives will make headlines, with the anti-gun movement running through the streets screaming for new federal laws.

Harrisburg, Pa., police report the arrest of an 18-year-old woman who committed an armed robbery of a convenience store, threatening victims with an ice cream scoop. Noooooo! Not that!

Even worse, Sister Sinister, it turns

out, was free on bail, awaiting trial for robbing a neighbor while armed with a putty knife. Noooooo! Not that!

First, the anti-gun movement will write a 1,000-page report documenting the dangers of ice cream scoops: no external safety, no child-safe lock, no high-capacity limiter, etc. The report will be filled with charts and graphs and interviews with "victims."

Then there will be an investigation into who sold the woman the scoop and why the "dealer" didn't properly screen her to detect any criminal intent.

And then, there'll be Form 445648839, background checks, fingerprinting and



Illustration by  
 Nick Petrosino

a demand for "smart" ice cream scoop technology, new zoning laws, press conferences and Harry Reid and Nancy Pelosi! Ahhhhhh!

Be afraid. They're coming November 4. Be very afraid! But VOTE!

**Who Loves Bungee Jumping?**

A 30-year-old dude in Wellington, New Zealand, whose name was not released by police, stood in line and paid his fee to bungee-jump from a mountain-side platform into the Waikato River below. But when his turn came up, the bungee-jumpin' staff refused to let him go because they felt he had "enjoyed too many adult beverages." He argued with the staff, then apparently thinking he was hooked up and ready to rock, he suddenly blundered past them and leaped. It was about 150 feet down to the river's surface. There was no boiiiing, no sudden jerk and no bouncin' back up, just whap! right into the river. He was unconscious when pulled outta the water and flown to Taupo Hospital.

However many drinks that dude had, it would take a lot more to get me to leap into orbit at the end of a rubber band.

PRESORTED  
 FIRST-CLASS MAIL  
 U.S. POSTAGE  
 PAID  
 SAN DIEGO CA  
 PERMIT NO 3013