



FMG-INSIDE

VOLUME 18 • NUMBER 11 NOVEMBER 2008

NEWS

INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

“Added Value” Key To FMG Show Issues’ Success



Dealers know how to leave with as much “added value” as possible from every SHOT Show and FMG Publications is happy to oblige.

“Are these free?”

“Mind if I take one of each?”

“I come here every year just so I can get another copy to take home. May I?”

Answering these questions with a smile and a handful of current issues is a regular part of the FMG Publications SHOT Show experience.

The tradition will continue in 2009 at the Orlando SHOT Show as thousands of additional copies of January/February *American COP*, the March/

April issue of *American Handgunner*, the March edition of *GUNS Magazine* and both the December and January issues of *Shooting Industry* will be distributed from the FMG Publications booth, number 6853.

“We look forward to the response and feedback from SHOT Show attendees every year,” said FMG’s Randy Molde. “We never get tired of being told we have the best publications around. It’s also gratifying when they back up their comments with a subscription renewal”

Although the free issues are always popular at the FMG booth, it’s what



It’s not a government bail-out package but it could be just as lucrative to the smart marketer who looks to the January issue of *Shooting Industry* to generate new year business.

happens on the marketing level that helps drive new year business.

“The bonus distribution is a welcome perk for advertisers in the show issues,” added FMG advertising sales director Anita Carson.

“The extra in-show circulation helps support product introductions and new year promotions.”

“Plus, their favorite part, it doesn’t cost any extra. We consider it ‘added value’ and just one more reason readers and advertisers consider us first.”

If you missed the opportunity for bonus exposure in the Jan/Feb issue of *American COP* or *Shooting Industry’s* December issue, there’s still hope. The January issue of *Shooting Industry* will include a giant new product section, last-minute SHOT Show news, a show exhibitor list, plus a pull-out show floor map with advertiser booths highlighted.

The deadline for reserving ad space in the remaining three show issues, Mar/Apr *American Handgunner*, March *GUNS Magazine* and January *Shooting Industry*, is November 21. Contact the FMG advertising department at (800) 537-3006 for more information or to reserve space.



FMG insiders speak

Steve

American Handgunner



EVATT

Take Advantage Of Bonus Circulation

With any luck, by the time you get this newsletter, you'll still have time to place your ad in the March/April SHOT Show issue of *American Handgunner*.

This one will feature the Ultimate Custom **Hi-Power** on the Cover and other features include an inside tour of the **Smith & Wesson** Performance Center (with a Web Blast video), a behind the scenes look at **Brownells, Diamond Blade** knives by Pat Covert, what's hot in ammo by John Connor, and a look at the 2008 **STI/American Handgunner** World Shoot Off by our good friend Teruhiko Yano.

The closing date for the March/April issue is November 21. The 21st is also the close of the March SHOT Show issue of *GUNS* and the January SHOT Show issue of *Shooting Industry*. Whichever magazine is appropriate for your particular goals, we can help. For more information, please call me



Look for the Smith & Wesson Performance Center video on www.americanhandgunner.com as a special Web Blast feature in January.

at (800) 533-7988, or drop me a line at steve@americanhandgunner.com.

We're heading to Atlanta on Election Day for the NASGW Show and that ought to be an interesting couple of days in this political climate.

'Til next time...

Jeff

GUNS Magazine



MOREY

Plant More Seeds Of Anticipation

The holidays are upon us. It began with Halloween. When I was a kid, Halloween was for kids. We would rush home from school, put on our costumes, and try to hit as many houses as possible before our primal horde was shooed off the streets because of the late hour. Then, when we got home we would count our booty. Eating candy from Halloween was always more of an education than anything we ever learned at school. We learned how to be dogged in our pursuit of booty. We learned to be totally self-indulgent. We learned to be insatiable and cunning. Why, without these sustaining virtues capitalism would collapse in the quick time it takes to eat a Butterfinger.

The next big holiday as a kid was Thanksgiving. This was both a holiday and a kickoff party for the whole Christmas season. The virtue we learned about on this day was unabashed gluttony. To properly prepare for the event, one had to eat sparingly for a few days. Then, Thanksgiving Day itself would drive us absolutely nuts with stomach-churning anticipation.

The real gift of holidays is that they lend our lives predictable cycles of anticipation. Anticipation injects a rich sense of increasing eagerness to a whole parade of days that prepare the way for the actual holiday. The delights of longing-filled, drawn-out days and weeks while the actual meal was over in a ravenous flash. No matter how good the meal, the end of that longing was always something of a downer.

Excuse me if I get a little carried

away with my recollections. Childhood holidays were the sweetest of all. But what does any of this have to do with *GUNS Magazine*? Simple — we are in the business of planting seeds of anticipation.

The holidays are coming and ads placed at this time of the year spark interests that will infuse the upcoming season with that special eager glow. We know the economy is stressed, but that is no reason to give up being a dream merchant for our readers. So call me at (800) 426-4470 or drop an e-mail to: jeffm@gunsmagazine.com. Together we will find a way for you to be a very special Santa for our readers once again this year.

Delano

American COP



AMAGUIN

Partner With Us For More Sales Opportunities

My dance card for IACP filled up mighty quick. Companies were clamoring for a chance to meet with us at the show. We had to actually decline a few meetings because there just wasn't enough time. *American COP Magazine* has come a long way from when I started work on it. If you don't know what the buzz is about visit: www.americancopmagazine.com to read our latest online edition.

There's big news coming out of the *American COP* camp. Dave Douglas has decided to start enjoying his retirement and has relinquished his duties as the editor. Dave isn't going anywhere. He is going to stay on as a freelance writer and photographer extraordinaire.

Roy Huntington is assuming the editor responsibilities.

Roy promises, "COP will continue to offer solutions to real world problems encountered by street level officers, mid-level supervisors, trainers, purchasers and leaders. From technology to boots, COP will continue to lead the way with honest editorial, integrity and a level of approachability that gives ready access to our editorial staff to both readers and manufacturers." Feel

free to contact Roy at: editor@americancopmagazine.com

With the state of the economy, it is extremely important to get your advertising message to the right audience. Companies have to be more and more selective of where their advertising dollars are spent. *American COP* is making every effort to ensure that your ads are being seen by as many eyes as possible. We are one of the only LE publications that offer an online version of our magazine.

The entire magazine from cover to cover including the advertising can be seen online. When our online readers click on your ad they will be sent directly to your Web site. Take advantage of advertising in *American COP* and get the bonus Web site exposure at no extra cost.

I just started working on the March/April issue. The deadline to reserve space is December 23 with ad material due by December 29. For more information or to reserve your space in the March/April issue, please call me at (888) 732-6461.



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DIGITAL EDITIONS

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www.americancopmagazine.com



Anita
Shooting Industry

CARSON

Onward And Upward

By the time you read this newsletter the presidential elections will be over and we all know that the new year will bring challenges and struggles, as well as solutions and renewed faith.

Irrespective of who our new president will be we will have to continue working harder and smarter to ensure the the protection of our assets, safety of our employees, the continuation of hard-earned relationships and the success of our businesses.

We here at FMG Publications are resolved to make the upcoming year a successful one, not only for ourselves, but for you, our readers, our advertisers and our business partners. Everything we do will reflect an understanding and appreciation of the people with whom

we've forged strong alliances.

Look to us in the new business year to market new sales programs, unveil more digital magazines, assist you in increasing your profile in the shooting industry and unfold bold ideas on how to make both the nationwide dealers and the manufacturers a big success. It's onward and upward from here and it is my hope that all of you see the upcoming year as a time to create positive changes for your business as well as for this great industry of ours.

Of course, one way to make a splash in the new year is to appear in the January New Business Edition of *Shooting Industry*, aka the SHOT Show edition. It's not too late to place your sales message in the magazine which will be read by the nationwide retailers and will see a bonus distribution at the show in Orlando. Don't forget, by appearing in this important edition you will also be found on the pages of the digital edition of January *Shooting Industry*. You'll be reaching more readers at no increased cost.

And though it's not too late, do call or email me soon as we're fast approaching the closing deadline of November 21. Not to worry, your ad isn't due until November 28 but early submissions are appreciated.



New Business SHOUT OUT:

Shooting Industry offers more ways to get the attention you deserve.



Scott
Special Editions

McGREGOR

Your Customers Want More Personal Safety

It's November already! How did Halloween sneak up on us and go by so quickly? We've closed the 2009 *GUNS Combat* Special Edition and opened the 2009 *American Handgunner Personal Safety* Special Edition. The 2008 issue has been one of the most popular FMG Special Editions so far. The topics covered in the Personal Safety issue include first

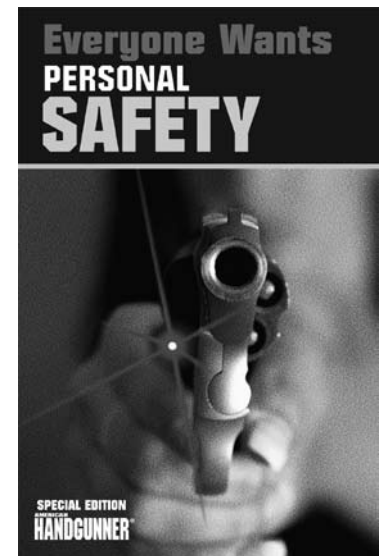
aid, defending knife attacks, family protection, personal awareness, concealed carry and less lethal defense options.

There are also articles on guns and ammo and tips on home defense and what guns may be best for that purpose.

- .327 Federal: self-defense cartridge
- What size 1911 should you carry?
- Common sense concealed carry
- Car guns: Options for vehicle defense
- Improvised weapons for self-defense
- Self-defense shotgun for seniors
- How to: load pistols and revolvers
- Personal tactics
- Less lethal self-defense tools

Over 45,000 copies of the 2009 *American Handgunner Personal Safety* Special Edition will be distributed for 6 months and will be available online all year. Our *Personal Safety* deadline is December 17, 2008 with materials due on the 23rd. This is the place for your

products that help to enhance personal awareness, safety, and responsibility. Call me at (800) 553-7780 we'll get your products in the 2009 *American Handgunner Personal Safety* Special Edition!



AMERICAN HANDGUNNER®
From the Editor:

Roy Huntington

Colt?

Yup, you heard it, and they're back. Here's a semi-exclusive picture of Colt's new "Agent DAO" a double-action-only full caliber .45 ACP 1911. Lightweight and with a "trench" sighting system, this is a leap of faith by Colt into the concealed carry fray and is sure to please those hard-core Colt aficionados out there. With 7+1 capacity, it doesn't give up a thing to its single-action brethren, but the DAO action will offer a user-friendliness that may sway some shooters into the 1911 family. We've got one on order and will be offering a look soonest. Well done, Colt!



Colt's new Agent DAO 1911 .45 ACP.

Hunting Lives!

I've heard moaning that "Oh, hunting is dead" — but I'm seeing something much different. I just completed a move to Joplin, Missouri and I have to tell you, I feel as if I've moved to America. Great people, affordable housing, animals on my land and more. And hunting dead? Obviously those hand-wringers must live on the left or right coast, because it's big, bold and going strong here.

I took my ATV to the local Honda dealer for service and mine was precisely the only one of about 35 being serviced that wasn't camo-painted, with gun racks, game toting gear and winches. The dealer stocked a wide range of hunting accessories — things

like lights, camo accessories and about anything to make a hunter's life easier could be had.

Ditto for the local sporting goods stores. Where I came from in the San Diego area, a local "Sporting Goods" store had baseball and soccer goodies and maybe a nice fishing section, weights, bike stuff and golf. But here? It's about 75-percent hunting, shooting, bow hunting, deer feeding and maintenance, tree stands, ammo and more. And — this is the really good part — a usually well-stocked gun display with a staff who actually knows about guns.

And another thing. I've had a steady stream of installers, electricians, plumbers, UPS and Fed-Ex guys by the new house and exactly all of them have been hunters and shooters. I now have a slew of new friends — and they've all invited me to hunt and shoot with them.

So, I think we may have a case of the hand-wringers getting the press on the TV news, but in the real world it's business as usual. I asked my visitors if the down turn in the economy will affect their sport. "Not much," said Mike, a Fed-Ex driver. "I may not shoot as much, but nothing is going to stop me from hunting and shooting!"

I say we quit worrying and get back to business to keep encouraging these hard-working customers!

AMERICAN COP
From the Editor:

Roy Huntington

Cops Don't Have Time For Bull — Neither Do You

American COP continues to lead the way on the streets —and in the hands of cops around the country. With the retirement of Dave Douglas, the former editor, I'll be taking over the daily operation of *COP*, and retired officer Sammy Reese will lend his able hand as Executive Editor. We promise we'll continue to hit hard at the topics working officers, supervisors and leaders are interested in — the tools they need to survive and to "work-smart" in the real world.

You'll be seeing more focus on the hard goods that help get the job done; with a concentrated look at different areas like lights, duty gear, tactical clothing, armor, guns, ammo, knives, tools, technology that can partner with cops — and more.

If you're a manufacturer who wants to get their product in the hands of police officers at every level, from veteran street cops to the leaders who authorize the purchase of their all-important gear, get with me so we can team up. *American COP* offers those all-important solutions for officers who work the front lines, and I know many of your products are those solutions. Let's work together to save lives and help those men and women "out there."

I've taken the liberty of offering a sort of mission statement to make our stand clear. I generally hate mission statements, especially when it comes to police-oriented issues, but I think this explains what *American COP* is about. And perhaps just as importantly, I promise we'll continue to hold to it.

"*American COP* will continue to offer solutions to real world problems encountered by street level officers, mid level supervisors, trainers, purchasers and leaders. From technology to boots, *COP* will continue to lead the way with integrity, honest editorial and a level of approachability offering ready-access to our editorial staff by the officers who are our readers — and the manufacturers who serve them."

GUNS®
From the Editor:

Jeff John

SHOT Show Spectacular!

Our SHOT Show edition is generally huge, packed with good stuff of all kinds and this one is no exception. An *STI* 1911 V.I.P. graces the cover and writer Mike Cumpston wrings it out as well as an *STI* Ranger II and Off Duty, giving possessors of Concealed Carry Permits plenty of options. Two of the 1911s are .45 ACP and one is a resurging CCW star — the 9mm. The 9x19mm, with plenty of high quality ammo available today, is making a comeback due to its low recoil and controllability combined



STI V.I.P.s featured in March *GUNS* Magazine.

with vastly improved bullet performance. Mike shoots ammo from **Black Hills**, **CorBon**, **Remington** and **Speer** in his evaluation.

Bill Dermody of **Savage** sent one of the new heavy barreled Model 12F rifles chambered for the cultish 6.5x284. The big rifle is designed for Open F-Class Benchrest shooting. Doesn't everyone know you aren't competitive in any form of Benchrest Shooting until you've spent \$4,000 to \$5,000 on your rifle? Writer Jacob Gottfredson found out. Coaching his friend, Gary Chaney, the Savage 6.5x284 topped with a Sightron 36X BR scope won the 600-yard match and Gary placed 3rd overall in his first registered F-Class match. First and second place were won by other shooters shooting — you guessed it — Savage F-Class rifles.



Gary Chaney kneels in front of his first 600-yard match target, shot in very tricky winds. To this point he had shot two matches and won both. There is no longer any question of, "Is the Savage F-Class rifle up to the task?"

S&W is back in the shotgun market in a big way and writer Mark Hanten took one hunting pheasants in the Dakotas. The new Model 1012 performed well and brought home plenty of big tasty birds. Had Mark been able to go after goose or ducks, he wouldn't have been undergunned. The new S&W shotguns handle heavy 3-1/2" shells and do it all for less than \$900, making these self loaders a true bargain in today's hunting shotgun arena.

GUNS would like to welcome John Barsness to our pages. John is well known in the shooting and hunting fraternity and will become our hand-loading editor. He'll help round out our already well-balanced stable of quality writers. We welcome his participation. In his first handloading column, John discovers new powders for the venerable .30-06 from **Accurate Arms**, **Hodgdon**, **Western**, **Norma**, **IMR** and **VihtaVuori** powders.

SHOOTING[®] INDUSTRY

M A G

From the Editor:

Russ Thurman

Launch 2009 With FMG

Yes, it's November, but we at FMG are well into 2009 as we prepare our mega issues to launch the new business year. The December and January issues of *Shooting Industry* magazine are packed with 2009 new product information. These two issues are valuable tools for dealers in developing their buying strategies for 2009.

Academy Of Excellence

Mark your calendars — Feb. 16, 2009 is the deadline to submit entries for the 2009 Shooting Industry Academy of Excellence awards. Academy officials have made changes to the award categories for 2009 as a way of "ensuring the awards change with the ever-changing marketplace."

See the December issue of *Shooting Industry* for full details.

Wowing Readers

October's issue of *Shooting Industry* magazine was our first all-digital edition and the readers gave it high "wow" endorsements.

"This is so cool. Wow!" said Miles Hall, owner of H&H Gun Range in Oklahoma City, Okla. "This makes it so easy for all my sales guys to get information they need to know."

The digital editions feature turn-page technology, zoom-in/out viewing, and the issues can be e-mailed to others, with the digital magazine "open" to the "viewed" pages. There are hundreds of Internet hot links in each issue, permitting readers to quickly access company Web sites, and then return to the pages of the magazine.

The all-digital edition of the November issue is now available on www.shootingindustry.com. Click on the turning pages of the magazine in the upper right-hand corner of the home page. Also, be sure to sign-up to be notified of when the next issue — the mega December edition — will be available. To do that, click on the "Click to view the Digital Edition" just above the page-turning magazine.

While our first all-digital editions are "cool," there are more "wow" features on the way as we enhance the value of our publications for our readers.

Shooting For The Future

Earlier this month, at the NASGW Expo in Atlanta, we presented a \$16,500 check to the NSSF for its continuing efforts of attracting new shooters through the Step Outside program. The money was raised during our raffle at this year's Shooting Industry Masters three-gun competition in July.

We again thank our event sponsors and those who donated products for the raffle. Step Outside is a program that works, and the new shooters translate to new customers for the industry.

We return to the Hartford Gun Club in East Granby, Conn., for the 2009 match, July 24 and 25. Now's the time to put together your company's team.

Visit www.shootingindustry.com for more information, or contact Elizabeth Jarrell O'Neil at (800) 537-3006; e-mail: elizabeth@shootingindustry.com.

SPECIAL EDITIONS

From the Editor:

Sammy Reese

They're Tools Not Clutter

November — it was just August a few minutes ago. Where has the time gone? At FMG we have been going full speed ahead with the SHOT Show in our sights and planning for the biggest Industry Masters yet. Make sure you stop by our booth and get your registration in for the Masters. You don't want me to have Russ call you do you?

The Special Editions are taking on a new look. Starting with the Combat Special we are going full color. No more black and white to contend with. Andy Loy, my art director, took on the case of convincing the brass that full color was the way to go. He pitched it — they bought it — now were doing it.

Also new in the Combat Special is the "Kit Up" section. I will be able to evaluate new products and go deeper than the new product spotlights. Our industry produces so many different types of gear. Being a gear geek I feel it's my duty to make sure all our readers get to see more gear so they can buy it. My wife thinks my mission is to have other guys clutter up their wife's houses with stuff. Silly girl!

Coming up quickly is the Personal Safety Special Edition. The focus is a common sense approach to protecting yourself and your family in a sometimes not so friendly world.

Semper-Fi.



inside this issue:

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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



Keeping It In The Family

For Stephanie Martinez, it was just another busy Friday night workin’ at a pizza place in Denton, Texas. Nothing more threatening had occurred than a pizza-sauce spill or more exciting than a rogue slice of pepperoni skittering across the floor — until a gang of armed bandits stormed in screaming orders, making threats, announcing a robbery and being generally obnoxious. Then things got kinda “festive,” y’know?

Stephanie was highly entertained and a teensy bit scared when a fellow employee faked out Robber Number One with a feint and then slugged him on the jaw so hard it not only knocked him out cold, but caused his wig, phony moustache and Elton John sunglasses disguise to fly off. Stephanie looked down at the unconscious bandit honcho, sucked in her breath as her eyes got saucer-wide and exclaimed something like, “Daddy? Is it YOU?”

Yup, it was dear ol’ Dad. As the circling cuckoos cleared around his head, Daddy

scrambled to his feet and led his gang in a headlong retreat back out the door. Denton police nabbed ’em soon after, with the help of a witness who followed their getaway truck from the scene. And, of course, there were more surprises in store for our sweet Stephanie: the other members of “The Not Wild Enough Bunch” included her mom and her husband.

At that point, one might suggest little Stephanie was in on the conspiracy, but no. During questioning, her family declared Steph indeed knew her kinfolk were gonna pull some kinda heist somewhere that night, but had no idea her place of employment was the target. She was released, and the others hit the slammer. Well, somebody has



Illustration by Nick Petrosino

to be home to feed the cats, right?

Talkative Dead Guy

When a police captain in Caledon, South Africa, was accused of stealing rubber floor mats and hubcaps from a car that had been badly damaged in a fatal accident, he had a quick and reasonable answer. Captain Dawid Jullies explained that the owner of the vehicle had given him permission to take those parts. A departmental hearing cleared Jullies and not only returned him to duty, but promoted him to acting commissioner of the Caledon station.

Then a family member of the vehicle’s owner asked an embarrassing question: How could the vehicle’s owner have given permission when he was killed in the accident? Hmm.

Wait, it gets even stupider. The obvious follow-up response was along the lines of “Before he died, he said, ‘Sure, take ’em.’” But the relative had yet another fact to embarrass officials with. The owner, George Morkel, had been decapitated in the accident.

In most places, folks would simply assume that either a decapitated person could not speak, or, at least, is not able to give a coherent response to inquiries about bequests of auto accessories. Decapitated people have never been known to be very talkative. Local officials are said to be taking another look at the incident.

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