

INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

# Digital Editions Produce Bonus Circulation



The digital editions of *American COP* and *Shooting Industry* magazines are reaching an ever widening audience of enthusiastic online readers according to recent reports.

Since the January/February issue of *American COP* was first posted online in mid-December, 2,950 visitors have viewed a whopping 65,500 pages.

“Those numbers are impressive — especially when you consider it’s only one half month’s worth of data,” said *American COP* publisher and editor Roy Huntington. “The best part is we know real cops are reading the issues based on their e-mail comments.”

*Shooting Industry*’s online editions are enjoying similar success. From Dec. 12 to Dec. 30, *Shooting Industry*’s December digital edition has attracted 1,950 visitors and received more than 47,000 page views. The October and November introductory digital editions have received 4,350 unique visitors and 39,700 page views since October 1.

**“Possibly the best laid out Web pages/magazine I have ever seen! The ability to click on nearly any page and bring up the advertisers site is fantastic. The articles in this edition are interesting and informative. Keep it up!”**

*Lt. Grant Lanier, Boynton Beach Police*

“We’re very pleased by the reaction to the digital editions,” commented Russ Thurman, *Shooting Industry* publisher and editor. “The ability to provide another tool for dealers and their employees to help gun and accessory-buyers make informed decisions, sets the tone for 2009 business success.”

Visit [www.americancopmagazine.com](http://www.americancopmagazine.com) and [www.shootingindustry.com](http://www.shootingindustry.com) and click on the animated magazine cover to view the current digital editions of each magazine.

Russ Thurman

## A Great Year Of Opportunity

The new business year presents some of the greatest challenges the industry has faced since — well, there may not be a comparison. Yes, the industry has begun some Januarys facing attacks from the anti-gun movement. During other Januarys, the industry has wrestled with a poor economy.

It’s unlikely, however, that the industry has faced both factors, at this level of intensity, at the same time. That said, 2009 is a year of great opportunity for the industry and for individual companies. Yes, I know, that seems to contradict the facts. It doesn’t. It’s during great adversity that certain things become very clear: who has been “blowing smoke” and who has “stickability.” The companies that will succeed in 2009 are those that have a solid business plan and market-driven products, all mixed with a generous measure of perseverance.

For the industry as a whole, the key is solidarity, especially in battling the antigun movement. Fortunately, the industry has gained strength and developed direction in countering anti-gun forces. Supporting the efforts of the NSSF is vital, and not just as cheerleaders. Direct involvement is essential at all levels of the industry, from manufacturers to dealers.

Again, succeeding in 2009 won’t happen without overcoming huge challenges. But it’s doable. What we don’t need is the fueling of fear within the ranks. The new business year begins with a higher dose of fear pumping through the industry than at any time in recent decades.

While there is ample reason to be concerned, it doesn’t justify the excessive “the industry is doomed, the industry is doomed” being chanted by some in the industry. While it’s important to present honest, fact-based business assessments and insight into anti-gun maneuvering, it’s counter-productive to deal in rumor- and fear-mongering. Let’s leave that to those attacking us from outside the industry.

*Continued on page 5*

# REP RAP

FMG insiders speak

Steve

American Handgunner



EVATT

## We Pay Attention To Details To Give You More

Here at FMG Publications we take great pride in the quality of the Editorial in all of our magazines. We're also especially proud of the high quality product photography and even the heavier bond paper and high end ink. We don't fear competition. On the contrary, we welcome it, because competition always forces us to try that much harder to stay the best.

Having said that, it pained me to see the most recent issue of a competing magazine. Their early spring issue is not up to their usual standards.

I won't go into details here but I encourage you to take the *American Handgunner* March/April issue and put it side by side with any other competing magazine, and I know you'll see right away what I'm talking about. It's almost as if other publishers are deliberately letting once fine magazines die slow and painful deaths. That's a shame, and in the interest of keeping up the competition I hope they do something fast to make them players once again.

The May/June Issue of *American Handgunner* is one you will be proud to run in. This one has a space reservation closing date of January 29. The cover gun is a **Smith & Wesson** Performance Center sub-compact 1911. Knife writer Pat Covert goes for the **Bram Custom Knives**, while big John Connor tackles Cleaning and Gun Care. John Taffin weighs in on **Hamilton Bowen's** Custom Sixguns and Taffin also reviews the very fine

Black Powder .22s coming from **North American Arms**.

This issue is also a Catalog Showcase issue so reserve your space as soon as possible. If you have any questions, please call me at (800) 533-7988 or e-mail at [steve@american-handgunner.com](mailto:steve@american-handgunner.com)

I wish you a very Happy New Year and look forward to seeing you at SHOT. 'Til next time ...

Jeff

GUNS Magazine



MOREY

## Make Us A Part Of Your 2009 Marketing Plans

The holidays are over. The tree has been hauled away or dismantled. Christmas carols have been replaced by the hammering noise of a driven life. Yesterday is over. Tomorrow beckons. Now what?

For those in the firearms industry, January means the SHOT Show. This year, that show of shows will be held in Orlando, Florida. I will arrive on January 14 and depart on the 19th. In this fleeting five day span, the course of your marketing year can be determined. I'd like to meet with you if possible, so think about what's important for you in 2009. Think of how we can work out the most effective ad schedule to meet your marketing goals and what new products you want highlighted. Think of how you can maximize your company's visibility to readers of *GUNS Magazine*, *American Handgunner*, *Shooting Industry* and *American COP*. While you are doing all this thinking, remember that the only proven way to achieve goals is to develop and execute a plan with passion and precision.

***If we put our heads together and make the most of the opportunities the SHOT Show provides, 2009 will be a year rich in accomplishment.***

While planning the upcoming year, don't forget to circle July 24-25 on your calendars. The Shooting Industry Masters has become the industry shooting event of the year and you are most cordially invited! In 2009, The Masters will once again be conjoined with the Shooting Industry Academy of Excellence Awards presentation and be held at the Hartford Gun Club in East Granby, Conn. Now is the time to register your team.

It's a wonderful way to celebrate gun sports while meeting simply great people from across the wide expanse of our unique industry.

Finally, remember that the May issue of *GUNS Magazine* is focused on knives. So, this is the issue knife makers, manufacturers, and distributors need to pull out all the stops and employ *GUNS Magazine* to reach out to our readership. The ad deadline for this issue will be January 29. Contact me as soon as you can, and we will make sure the opportunities this special issue offers won't be missed. Call me at: (800) 426-4470, fax me at: (858) 605-0217, or e-mail me at: [jeffm@gunsmagazine.com](mailto:jeffm@gunsmagazine.com).

Delano

American COP



AMAGUIN

## Plenty Of "Added Value" With American COP

Now that the stress of the holidays has passed, we can go full bore into SHOT Show 2009!

This year the *American COP* booth will be located at space 8781 in the Law Enforcement section. Come by and say hi to all the editors, writers and sales staff that put together one of the best LE magazines available. While you're at the booth make sure you sign up for a FREE subscription to the digital edition of *American COP Magazine*.

The *American COP* January/February digital edition is now online and has proven to be our most popular so far. Over 1,500 police officers/law enforcement employees clicked through the Jan/Feb issue in a five day period!

American COP digital editions are free and complete issues can be viewed online. Be sure to check out each new issue for training, tools and gear needs at: [www.americancopmagazine.com](http://www.americancopmagazine.com)

Our interactive editions are driving droves of readers to our American COP Web site. Those customers can be routed to your Web site by reserving space on our Web site. Contact me for more information on our ever increasing Web traffic and for our exclusive Web rates.

I just started working on the May/June issue of American COP. This issue will feature our Web Site Showcase section. You can reserve your spot in the Web site Showcase directory for \$399.

**If you reserve a full page in the May/June issue then we will throw in a free Web Site showcase as an added value.**

The deadline to reserve space is March 2 with ad material due by March 5. For more information or to reserve your space in the May/June issue, please contact me at (888) 732-6461. You can also reach me by e-mail at: [delano@americancopmagazine.com](mailto:delano@americancopmagazine.com).



## Holiday Magic Never Ends With Special Editions

Is everybody ready for the Holidays? Pardon me? I missed the Holidays? SHOT is in two weeks? Does it seem as though the Holiday season was just getting started?

Now to the FMG Special Editions. The 2009 American Handgunner Annual is next up with an action-packed lineup that may include, but is not limited to:

- *Radically Different Defensive Ammo*, by Richard Mann
- *Convertible Hand Cannons, Pistol and Rifle in One*, by Richard Mann

- *EOTAC Clothing, A Uniform for Handgunners*, by Richard Mann
- *Kimber's Crimson Carry Trio*, by Dave Douglas
- *My Favorite Pistols* by Clint Smith
- *TRACS (Tactical Robotic All-Purpose Chassis System) The Ultimate Bad Guy Target*, by Holt Bodinson
- *The 327 Federal Magnum, Hamilton Bowen Style*, by John Taffin
- *Putting the Blade in Bladetech*, by Sammy Reese
- *.22 Conversion Kits, Maximize your range time*, by Jeremy Clough

Be sure to let me know if you'd like to get your applicable new products in the our New Product Spotlight. Remember, it's a service that we provide free of charge, just send me your hi-res photo and 50-80 words describing your product and how to contact you.

By now most of you have received our SHOT Reunion card, make sure you come by the FMG booths to say hello and let us know what's going on with you! If I can help you in any way please email me at [scott@gunsmagazine.com](mailto:scott@gunsmagazine.com) or call me at (800) 553-7780.



## Top 10 Things I Have Come To Appreciate

Can you truly believe it's SHOT Show time again? Where did this year go and will 2009 fly as fast?

In an attempt to take stock of some of the things near and dear to my heart I've listed some items which I've come to truly appreciate this past year.

- 1) *Frozen Croissants from Trader Joe's. I'm sorry but eight delicious, butter croissants for a mere \$3.99 is quite the deal in these money-challenged days.*
- 2) *Cheap gas. Does it get any better than \$1.69 a gallon? I suppose it could but we're not likely to see it in our lifetime.*
- 3) *Casablanca. Yup, the movie. It's good to know that when television doesn't pro-*

*vide any entertainment (and it doesn't Monday through Sunday) I can always count on this classic to come though with smart dialogue, thinly veiled unrequited love and guaranteed tears when Bogey utters the words, "No one ever loved me that much ..."* That line is as good as it gets.

4) *My fireplace. On those chilly nights here in San Diego when the weather dips to the low 60s it's nice to know that I can always curl up in front of the fireplace with a snifter of cognac and remember those summer days with temperatures in the mid-90s (I know, I know, I'm going to get a lot of emails about this one ...).*

5) *MapQuest. Take it from a directionally challenged individual, this has been a gift from God. Where were we before MapQuest and GPS I ask you? Men had to ask for directions and I wandered around strange cities finding the most circuitous routes possible, that's where!*

6) *The Palm Springs Film Noir Festival. Once a year I get to disappear into the desert and soak up the dark and deadly doings of film noir in one of my favorite cities in the world. Dead Ends, Sinister Streets and Boulevards of Broken Dreams fill the landscape of noir. Jeez, sounds like these folks could use MapQuest too.*

7) *My hairdresser. I've often said, "Sometimes my courage, like my hair color, comes out of a bottle". But she's the one who mixes up the color.*

8) *The literary works of Wallace Stegner, Truman Capote, Bruno Schulz, Gustave Flaubert and James Joyce. My pool-side-sittin' wouldn't be the same without the company of these gentlemen.*

9) *My 5 year-old niece, Maecie, who keeps me firmly on the ground and quite humble. Unable to answer most of her intricate questions (you know, only those a five-year-old can ask) she admonished me this past weekend with "Aunt 'Nita, isn't there anything you do know? ..."* Humility is the key word here ...

10) *You, my client. This is not hyperbole, but rather heart felt gratitude. I truly love my job and I owe it to you, for keeping me on my toes, laughing, striving, achieving and sometimes even a little confused. But it's all part of what I do and I do it with pleasure and the assistance of you.*

I look forward to seeing everyone in Orlando and will be calling to set up appointments prior to my departure. I wish you a happy New Year and hope it will be a healthy and safe 2009. Thank you again for the privilege of working with you.

Here's looking at you kid!

## AMERICAN HANDGUNNER®

From the Editor:

Roy Huntington

### Buying Frenzy

I know I'm the publisher and editor of *Handgunner* and not the ad sales guy, but there are some times when I have to cross that line — and this is one of those times.

With the buying frenzy going on at the retail level, many manufacturers, importers, distributors and others in our industry are "circling the wagons" and tightening their belts. But I confess I'm confused about some of this. A typical phone call these days goes something like this:

*"So Frank, how's business in light of our new president?" I ask innocently.*

*"Business is great, we're selling everything we're making!" says Frank.*

*"I wondered, since I noticed you've scaled down your ad package lately, I mention casually.*

*"Well, um, uh, yeah, we figure times are going to be tough so we have to save some money," says Frank, sounding as if he's not yet convinced himself it's a good idea, but is doing it anyway.*

*"Gosh Frank," I say in my best, patient voice, "will you have product you can ship in the future or are you sold out?"*

*"Oh yeah, we've got plenty of inventory and raw goods, we'll be able to supply product for a quite a while — or longer — so we're not worried about that," he says.*

*"Then, why not remind your customers you have product on-hand and can deliver now, since many businesses are indeed sold out and can't deliver," I wonder out loud to him. "Nobody knows unless you tell them, right?"*

*"Uh, well, er, um ... I never thought of it that way before. Heck, you're right ... I need to let my customers know I have product in spite of the buying frenzy and I can get it out fast! Hey, you're pretty smart for an editor."*

Smart or not — it just makes simple sense to me. If a retail store kept its

inventory on a shelf in the back room, customers wouldn't know what they had for sale. If they sell out of their most popular products and don't remind their customers they will have some later, customers will likely go looking elsewhere. Ditto for a manufacturer.

***Just because business is good now, when the pigot turns down later, if you haven't been reminding your customers you're still there, still strong, still shipping ... they will likely look elsewhere.***

I hear it all the time from readers:

"Hey, I haven't seen an ad from (fill in the blank here) in a long time, are they still in business? Are they?"

Are you?

Join forces with FMG to make sure your customers know you're still in business! Let the other guy be the one who gets lost in today's busy market.

## AMERICAN COP

From the Editor:

Roy Huntington

### The Tools

I didn't think it would happen — but it is. Agencies are feeling the crunch and budgets are disappearing like dust in a light breeze. There's only one way to make sure your product is among those that doesn't get "lost" — keep a strong presence in front of your law enforcement buyers. From the street cops who shop online or at their local dealer or distributor, to agency-wide purchasers, cops use *American COP* magazine to help them make their buying decisions — and they have proven they follow-up to Web pages mentioned in editorial and ads.

FMG's reputation for "tell-it-like-it-is" writing is one of the back bones of *COP*, and like sister publications *American Handgunner*, *GUNS*, *Shooting Industry* and our many Special Editions, *American COP* goes directly to the sources and uses our line-up of top quality writers to get hands-on with products, techniques and tactics. If you don't see it on our

pages it's more than likely it's because it's not up to par — and we wouldn't want it in the hands of our readers. It doesn't matter if it's a product, training or whatever — if it doesn't deliver in the real world, it doesn't go in.

Because of this, we've found *COP* attracts the "best of the best" in products, training, tactics, trends and focus. Quality begets quality and our readers take advantage of that and have quickly grown to use the pages of *American COP* like the teachings of a grey-haired street veteran who's been around the block. If they say it, it's true — because they've been there.

*American COP* has been there — and continues to be there for you. Help us help you get the word out about your product, service or concern. Tens of thousands of working cops, reserves, private security, corrections and trainers and buyers from around the country pay attention to what goes into *American COP*. Make sure you "make the pages" of *American COP*! Write to me at [Editor@americancopmagazine.com](mailto:Editor@americancopmagazine.com) to see how we can help out.



Real cops get the latest news on tactics and gear in every issue of *American COP*.

AMERICAN COP DIGITAL EDITION

View the latest issue now!  
[www.americancopmagazine.com](http://www.americancopmagazine.com)

### SPECIAL EDITIONS

From the Editor:

Sammy Reese

### The Best Gift ...

As fast as the Christmas decorations went up, they came down. I hope everyone had a great holiday season.

2009 brings with it new years resolutions and in a couple of weeks the SHOT show. I swear it feels like just yesterday we were at SHOT 2008. Time flies when you are having fun. The last couple of years have really flown by. I still wake up every day thankful Roy

talked me into coming on board with FMG as the Special Editions editor.

I have been fortunate to have met some really great people along the way. Some were met at shows or writer events and others in hunting camps. Some have become my closest friends and a few have made me part of their families.

This list is quite long, but I did want to take the time to mention a gentleman who is a real American hero and I'm honored he calls me friend. He would tell you he is just a guy who does his job — that's one of his greatest qualities. A humble quiet warrior who we all should aspire to be like. If you haven't met ARMY Special Forces Sergeant First Class, Greg Stube or had the pleasure of hearing him speak to an audience, you need to. Greg will probably punch me for making a big deal and taking the time to write something about him, but it's a punch I would gladly take. Knowing Greg, Donna and Little Greg has made me a better person.

This coming year I look forward to meeting more people in more of the same places. Hopefully I will be spending more time in hunting camps. Have a great 2009 and come by the booth at SHOT to say hi.

## GUNS®

From the Editor:

Jeff John

### Sharp Stuff From GUNS

Literally. May is our annual knife issue and Pat Covert covers an often overlooked question: how much knife is enough? Little attention is paid by casual users over the best type and size of knife necessary for the many tasks for which we use knives. Pat cuts through the mystery for us.

Our cover gun this month is the **S&W** Midnight Hunter — a blackened stainless steel Model 629 .44 Magnum. Topped with a 2X Leupold scope, writer John Taffin wrung out this fine deer revolver at 50 yards with **Black Hills**, **CorBon**, **Buffalo Bore**, **Federal**, **Speer** and other brands of ammo.

Sort of a mighty to mini type of thing, John also writes about a new mini pistol from a well-known maker of huge hand cannons — the **Magnum Research** Micro Desert Eagle in .380 ACP. The original Desert Eagle, as you remember, was one of the first of the semi-auto pistols to handle Magnum



The May cover of GUNS is the hard-hitting S&W Model 629 .44 Magnum finished in blackened stainless steel. Photo: Joe Novelozo

handgun rounds and generally tips the scales at a generous 4+ pounds. Magnum Research now tackles the small, defensive pistol for concealed weapon permit holders with an all steel DAO coming in at relatively lightweight 14 ounces.

Our new handloading editor, John Barsness, tackles primers in a Primer on Primers, in which he explains the differences you'll encounter if or when you switch primers in your handloads. Good information if the current shortage of components remains an ongoing problem for shooters.

John also writes a feature on African plains game and debunks some of the myths and misconceptions that currently abound on the topic. Rifle and caliber choice are discussed as well as shot placement, which is where many myths about game "toughness" arise.

The Model 70 Winchester is being brought back to market by **FN** and is being made here in the USA in their Columbia, South Carolina plant alongside FN-built machine guns for the US Military. Holt Bodinson went back there and watched some of the first guns leaving the assembly line. While the only parts made in house are the hammer-forged barrels, the rest of the classic Model 70 is made in the USA, as well.

## SHOOTING INDUSTRY®

M A G

From the Editor:

Russ Thurman

Yes, we begin the new business year knowing it's going to be challenging. That's good. No mystery. No surprises. Now we can get on with business. 2009 is a year of great opportunity.

## FNH USA Draws Sales

**FNH USA** kicks off the new year with two promotions. Customers who purchase a new FNP-9 or FNP-40 pistol between Jan. 1 and April 15, 2009 will receive a free FN Shooter's Pack, which contains a Blade-Tech polymer belt holster, a double magazine pouch and a polymer training barrel.

Buyers of a FNAR rifle between Jan. 1 and April 15, 2009, will receive a lightweight padded shooting mat free.

"We had so much success with the Shooter's Pack in 2008, we decided to bring it back for an encore in 2009," said **Barbara Sadowy-Bailey**, director of marketing for FNH USA. "As to the FNAR promotion, this gun is new to our line and we want to spread the word."

## Lipsey's Exclusive Ruger

**Lipsey's** is offering an exclusive run of **Ruger** Flattop .44 Special Blackhawks for 2009. The revolvers feature a blue finish, black hard-rubber, checkered grips and adjustable sights. They are built on the midsize .357 Magnum frame and offered in the 4 5/8" and 5 1/2" barrel lengths.



## Colt Goes Laser

**Colt Defense** is now offering its Colt Grip Laser (CGL). Manufactured by **LaserMax**, the GCL mounts onto any Mil-Std-1913 rail, providing a stable vertical pistol grip, a laser aiming device and a LED traveling light. The CGL features an adjustable 635nm red laser, which can be switched to pulse or constant beam. The LED navigation light is offered in red, white and blue. Two AA batteries power the unit, providing 30 hours with laser constantly on and 60 hours with laser pulsating.



Colt's Grip Laser by LaserMax.

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**BACK BLAST**  
 & OTHER HOT GASES

**“Oh, Yeah. You Got It Going On, Good Lookin’!”**

Most cops only dream of getting evidence like this. On a train near Bromley in England, a mugger approaches three teenagers and demands that one of them hand over a bracelet he’s wearing. Apparently, it was a good fit and he liked the style because then, noticing the kid has a matching necklace, he demands that too. The teens briefly consider voicing objections, but the mugger whispers bittersweet nothings about the big knife in his pocket, like, “You don’t want me to use this,” and the trio gets very quiet and cooperative.

The mugger puts on the necklace, peers down his nose at it, and then starts looking all around for a mirror so he can check out how cool he looks

wearing his new jewelry. Hey, there’s one! It’s kinda on the small side, but oh well.

He steps up to the “mirror,” leans in close, and for approximately 15 seconds he smiles and admires his reflection. At the train’s next stop, he exits, reminding the kiddies they really didn’t see anything. But, in fact, lots of people see lots of things — on digital video.

Yep, the “mirror” was the wide-angle



Illustration by Nick Petrosino

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lens of the surveillance camera, which caught the whole encounter, and then, for the grand finale, captured excellent close-ups of the “star” of the video. He’ll probably get to see reruns of that flick — while he’s on trial.

**Degree For Purchase**

Usually Iran’s nutty president Mahmoud Ahmadinejad is red-faced from screaming “death to America,” but now he’s kinda flushed about something else. The news just broke that his pal Interior Minister Ali Kordan’s Ph.D. from the prestigious Oxford University is a fake — and not just a fake, but a phony document laced with simple misspellings and grammatical errors that any school kid shoulda caught.

Faced with the evidence, Kordan first tried to claim it was an “honorary” degree, but from further admissions, it seems he was literally approached on the street and bought the paper outright. Unfortunately for him, it appears his English skills weren’t up to catching the errors. We can only hope Iran’s nuclear scientists dug their degrees outta boxes of Cracker Jacks.