



NEWS

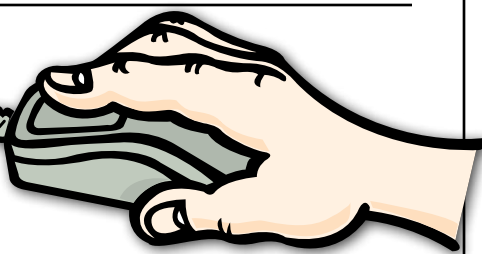
INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

American Handgunner Sets Sights On World Domination



“Decades ago pundits said someday books and magazines will be archaic. They were wrong,” continued Huntington. “We’ve found books and magazines are more important than ever. People enjoy the tangible presence of the printed page and I doubt that will ever go away. The printed, newsstand edition of *Handgunner* continues to grow. The new online edition only enhances the reliable presence of the printed edition with a viewer-friendly interface, hot links directly to manufacturers’ Websites and even live-action video.

The new digital edition enhances and expands the versatility of American Handgunner.



FMG Publications has launched another online operation aimed at dominating world Internet traffic — the digital edition of *American Handgunner* magazine.

“Okay — maybe not world domination,” said *American Handgunner* publisher Roy Huntington, “but making the high quality editorial and photography in *American Handgunner* available to 1.5 billion potential readers will at least get the attention of our industry.

“Think what it would cost to send a direct mailing out to 500,000 or even 1,000,000 potential customers. Now, for the cost of an ad in *American Handgunner’s* print and digital edition, advertisers can reach those same potential customers — times ten or more!”

The online edition of *American Handgunner* debuted with the May/June issue and uses the latest dynamic flash, flip-page technology to create a real-time, page-turning, online magazine viewing experience.

“For travelers, doing research into the market, readers looking for a product they saw in a past issue, or simply a handgun enthusiast who wants to relax and read their favorite magazine during a break at work — now they can! *American Handgunner’s* stunning new online edition has just helped to make a good thing even better!”

Visit www.americanhandgunner.com to view the May/June digital edition of *American Handgunner*. Contact roy@americanhandgunner.com for more ideas on partnering with *American Handgunner* to promote your business and set your sights on world domination ... Maybe.

Masters Team Entry Fee Early Bird Discount

Teams interested in participating in the Seventh Annual Shooting Industry Masters have until April 10 to save \$200 on team entry fees.

The 2009 three-gun match will be hosted at the Hartford Gun Club in East Granby, Conn., July 24-25. Teams should be prepared to shoot at least one event on Friday, July 24.

The early bird discounted registration fees are \$1,250 for a four person team, \$1,500 for a five person team and or \$250 for an individual entry.

Match ammunition, shooter’s goody bag, match lunches and awards dinner are included with the entry fee.

Contact Elizabeth O’Neill for more information at (800) 537-3006 ext. 279 or e-mail elizabeth@shootingindustry.com.



American COP Training Resource Available Online

American COP magazine was introduced as the “must have” law enforcement publication with the September/October 2005 issue. The subsequent 21 published editions, including the current March/April issue are available online as searchable digital editions.

“This is an incredible resource,” said *American*



COP managing editor Suzi Huntington. “I wish I would have had access to this information during my 24 years as cop and detective on the San Diego Police Department.”

Visitors can access, search and download the entire *American COP* library for free by visiting www.americancopmagazine.com and following the digital edition links.

GUNS Boosts Readership With Digital Traffic

The debut of the first all-digital edition of *GUNS Magazine* was enthusiastically welcomed by 8,762 Internet visitors in the first three weeks of online availability. The April 2009 issue collected 214,270 digital page views during the report period.

The bonus Internet circulation created by the digital editions is provided to current advertisers for free as an added value incentive package.

GUNS Magazine, the 54-year-old firearms publication, was the first all-firearms magazine sold on newsstands in January 1955.



REP RAP

FMG insiders speak



Steve Evatt American Handgunner

Hold On! Get Ready For A Wild Ride

Well, it's happening faster than I thought. I knew the Obama administration would go for the "Clinton Gun Ban" again, but I sure didn't think they would do it just one month into the first term.

The question I have in looking back is: how many gun owners who happen to be in unions voted for "change," believing when he said he would not pass new gun laws? I'll bet thousands fell for that line of crap, and I wonder how they feel now! So yes, Obama is now our salesman of the year, but that won't last forever, and the reality is that we need all hands on deck to join with the NRA to beat these clowns back.

God help us!

One way to fight back is to continue to let your current and potential new customers know that you are still in business and going strong.

Space reservation for the July/August issue of *American Handgunner* will close on March 26. If you have any questions, or maybe just need a push in the right direction, please don't hesitate to call me at (800) 533-7988.

The July/August will feature a Custom **S&W** model 640 J-Frame revolver built by **Gemini Customs** with the story by Roy Huntington. The cover feature is a set of two custom **Springfield** XDM Pistols. Knife writer Pat Covert goes in depth on **Boker USA** and there's so much more. Regular columns by Venturino, Anderson, Taffin, Smith, Ayoub, Reese, Morrison, and dare I say it, Connor. Need I go on? *American Handgunner* boasts the best stable of gun writers currently in the industry.

Be a part of the number one pure pistol magazine in the country and place your sales message in *American Handgunner*. Call (800) 537-3006 or drop me a line at steve@americanhandgunner.com.

'Til next time ...



Jeff Morey GUNS Magazine

How Will History Tell Your Story?

I love reading about history. When someone asked me the other day why I found history so compelling, I started to ponder the matter. And the answer I came up with was surprising.

When I was a little kid, I was absolutely fascinated by the past. I loved documentaries on TV. *Victory At Sea* was my favorite. I also loved to search out copies of old magazines. I used to wonder whatever became of old time cowboy movie stars.

Sometimes, I'd climb up to our attic, scrounge around, and empty out old steamer trunks just to see what funnies were running on some bygone day. After looking at and thinking about things that were made before I was born, the absolute, impenetrable curtain of time started to really bug me. I could hold a newspaper from 1945, which was then only a few years past, yet that 1945 day was as impossible for me to ever touch as any day from four billion years ago. Once something was over, it was suddenly history. I couldn't live it, but I could still experience it through watching and reading.

Show me someone who loves history and I'll show you someone who dreams of building a time machine. Maybe that's why I do love history so very much. It is my way of holding on, digging in, bucking the wind, resisting the persistent pressure of time's ineluctable grinding. Historians seize what doesn't exist anymore so as to make it come alive again in new ways. They are noble time bandits and we are all richer for their efforts.

Of course, guns have played a vital role in history as well. *GUNS Magazine* has been an integral part of sharing firearms history, introducing new ideas and providing opportunities for readers to create personal historic moments since 1955.

Now, according to the clock on the old wall, it is time to leave the glorious past and return to the present. The July 2009 issue of *GUNS Magazine* will focus on Handloading.

Readers will use this issue to make sure they have all the reloading equipment and resources they need for the months ahead.

Should you wish to run an ad or have me put a New Product announcement into this particular issue of *GUNS Magazine*, be sure to contact me ASAP: Toll Free: (800) 426-4470, Fax: (858) 605-0217, E-mail: jeffm@gunsmagazine.com.

NRA Membership Tracker

Insure Your Gun Rights
Get A FREE NRA Membership
With an FMG Publications Subscription <<click here>>

Number of new NRA members recruited by FMG Publications online offers from September 2008 to March 2009:

3,037



Delano Amaguin American COP

Taser Inventor Leaves Legacy

John H. Jack Cover, the original inventor of the first **TASER** system, passed away due to pneumonia Saturday, February 7 at the age of 88.

Cover was a physicist who in the 1960s read about President Lyndon Johnson's Blue Ribbon Crime Commission report that urged the development of non-lethal weapons to combat airplane hijacking, riots and civil unrest occurring at that time. Around that same time, Cover, who was the Chief Scientist for NASA's Apollo Moon Landing program while at North American Aerospace, read a *Los Angeles Times* story of a hiker who survived after several hours frozen to a fence that was connected to a downed high-voltage power line. Cover's research into an electrical-based weapon that focused on pulsed high-voltage but low-power current eventually led to the first generation of TASER technology.

In Jack's memory TASER has decided to donate money to the Alzheimer Association to help further their research efforts. Donations can be made at the Alzheimers Champions website as an honor for him, along with some more info and a photo album on Jack.

Jack will forever be remembered for his contribution and inventiveness in the field of less-lethal alternatives.

Digital Dollar Stretcher

Times are tough and money is tight. The great minds at *American COP* have found a way to stretch ad dollars by digitally archiving every past issue online. Cops even have access to our hard-to-find *American COP* Premiere issue. Not only is every story available but so is every ad that has ever run. Click on an ad that ran in a 2005 issue and it will take you directly to the company's website.

Now there's no need for companies to cut back on marketing when a more creative approach can be taken. Get the most out of your ad budget by taking advantage of *American COP*'s print media. Then get bonus exposure in the interactive online editions for free. Advertising in *American COP* is like getting a gift that keeps on giving.

The July/August issue of *American COP* will get bonus distribution at the Police-Security Expo in Atlantic City. Reserve your space today to take advantage of all of the free extra exposure.

For more information, call me at (888) 732-6461 or feel free to e-mail me: delano@americancopmagazine.com

Dear Editor:

Early in 2008 I developed gun fever (I'd recommend this disease to anyone!), specifically revolver fever, and I've been like a kid at the candy store ever since. I've purchased some outstanding quality firearms and subscribed to a number of gun magazines until I was hooked by *American Handgunner* and *GUNS* Magazines.

Your publications are filled with articulate, knowledgeable, humorous and even humble writers. John Taffin and Mike Venturino are excellent and almost feel like family friends. Connor is always a must read. I have to say though, that the letters to you and your responses are as much or more fun than anything else in your magazine.

Thank you for your uniqueness among gun magazines and I wish you many years of success.

~Garry Trammell
Via E-Mail



New And Improved Reader Response For You

Anita Carson Shooting Industry

As you may know, FMG Publications has been on the cutting edge of many publishing endeavors. From online digital magazines to hosting advertisers' catalogs, we are continually introducing new and innovative ways to help you sell, increase your profile and build your business.

There is now another new item we've introduced effective immediately.

Included in each issue of *Shooting Industry* is a Reader Service response card, which allows the dealers to circle the numbers that correspond to the advertisers in the issue. This card is then sent to us by the dealers and we process the information and mail the advertisers the names of the dealers requesting more information on their product line.

This method served us well for many years but we have come to realize that it is time to create a much more effective and timely way to provide information to the advertisers. The old way of processing had become cost prohibitive, time consuming and not terribly efficient when it came to providing immediate information to the advertisers.



Please be aware then that *Shooting Industry* has implemented an online method of driving dealers to advertisers' websites to obtain their information. From now on, you will see on *Shooting Industry*'s Reader Service page instructions to go to the digital version of *Shooting Industry*. Once there, the dealer will be able to click any advertiser's ad and be immediately linked to the advertiser's home page. They are then able to obtain more product information, flyers, catalogs or exclusive offers, making this a much more efficient way for dealers to get the information quickly.

Now, it is my suggestion to all *Shooting Industry* advertisers to create a special "dealer page," which welcomes dealers and allows them to log in to obtain more information on Dealer Specials for example. This would not only allow you to impart valuable dealer specials and information but it would also allow you to obtain their names, addresses, e-mails and other information you wish to capture. This dealer page could be very easily constructed. I can e-mail you a sample "dealer page" at your request to use as an example.

Simply place your ad in the FMG magazines and you'll be seen in our digital editions as an added value.

If you haven't browsed our digital editions yet, please do so when you have a moment. We currently have *Shooting Industry*, *GUNS Magazine*, *American Handgunner* and *American COP* online. Be prepared to be impressed as you flip through the online pages and find everything hot-linked and easily accessible. And if you're wondering how you can place your ad on the digital edition, the answer is simple. Simply place your ad in the FMG magazines and you'll be seen in our digital editions as well as an added value. As you can see, FMG embraces the future.

The May issue of *Shooting Industry* is our SHOT Show Review: Law Enforcement Edition. Please mark your calendars for March 31 as the sales deadline and contact me regarding ad placement and new product releases.

Economic Relief

is closer than you think.

Wherever you are, the NEW online digital edition of *Shooting Industry* magazine is just a click away.

FREE
Digital
Subscription!



www.shootingindustry.com

AMERICAN HANDGUNNER®
From the Editor:
Roy Huntington

Ford or Lincoln?

Springfield's XD series continues to sell solidly in the handgun market. The old adage "if you build a better mousetrap, people will beat a path to your door" is right. Springfield built an affordable, reliable, easy-to-operate semiauto in the XD and lo and behold, people continue to beat that path to their door.

With the newest in the family only recently introduced, the XD(M) ("M" for More), that path is sure to get wider and more crowded. While not taking the place of the original XD, the XD(M) does offer some features not found on its parent pistol. I'd think of this as a "Ford" and "Lincoln" arrangement. If all you need is a reliable mode of transportation, a Ford is just fine. But if you like something with more features, maybe a touch or two of class, then you're a Lincoln customer.

So, if you're a Lincoln customer, make sure to check out the cover feature on the July/Aug issue since it's on what might be the ultimate XD(M) so far: A custom job direct from Springfield Armory's Custom Shop. This exclusive look at a groundbreaking pistol is sure to open some eyes, and I'd bet a year's subscription to *Handgunner* that custom pistolsmiths across the country will sit up and take notice. We're sure to see more of this sort of thing based on the XD(M) in the future. Once again, Springfield read the pulse of the retail public — and struck a chord that resonates.



The ultimate XD(M) from Springfield Armory's Custom Shop.

More Handgun Fun

Also in July, competition writer Dave Anderson takes a hard look at reloading for competitors, Mike Venturino sticks his nose up at the .44 Special (heresy!), Jess Galan reminds us why airsoft is so damn fun, Pat Covert raises the bar in factory knives with a hard look at **Boker's** newest models and that ner-do-well John Connor takes apart packs and bags for carrying concealed. Oh yeah, there's lots more too.

Want to be a part of the fun? We can't write about what you do unless we know about it, so get to me at: roy@american-handgunner.com so we can get you aboard.

AMERICAN COP
From the Editor:
Suzi Huntington

It's Always Time To Feed The Gear Hogs

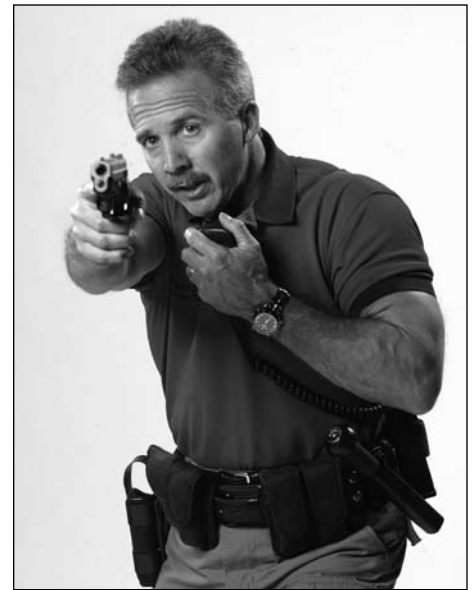
Cops are gear-hogs for a reason — that knife, light, holster, OC spray or other widge just might save a life. Consequently, they're always on the lookout for a bigger, better, faster, more reliable tool. From guns and gear to high-tech goodies, uniforms, boots, light bars and even something as lowly as a pair of sunglasses, they all add up to much more than each on their own — and any of them can mean a lot when the chips are down.

We're discovering cops (and dealers and manufacturers) are using *American COP's* online digital edition to keep tabs on just what those equipment trends are, what's hot, what's new, what's classic and still works, and what holes might be in the marketplace that need filling. Our July/Aug issue has features on working blades, a comprehensive guide to concealment holsters, uniforms and equipment, **Bob Hindi's** revolutionary system for duty belt gear, **Pelican's** high-tech area lighting system and much, much more.

Leading the way means opening doors, holding the light on gear that works and gear that doesn't work too. Helping manufacturers get their products into the hands of the front line troops who need it is part of *American COP's* first duty. We hear it all the time, especially from cops working in smaller agencies.

"I rely on your magazine to help keep me informed. We can't afford much training, so what we read in your pages can be very important," said Officer Jeth Greyling from a small midwest agency.

And we take it to heart. *American COP*



The Jul/Aug issue will give readers a look at Bob Hindi's revolutionary system for duty belt gear.

is not just guns and gear, but a family, a philosophy and sense of responsibility that keeps us working hard to help the industry and those men and women "out there" who have come to rely on us. Team up with *American COP* to get the word out about your product or service so together, we can help law enforcement do their jobs better — and safer. With the economy in shambles, many agencies are cutting training budgets, tightening spending on equipment and having to "make do" with what they have. Do you have an alternate idea? A service allowing them to work smarter? An affordable solution to a problem? Let us know. E-mail me directly at: suzi@americancopmagazine.com to get the ball rolling.

AMERICAN COP DIGITAL EDITION

View the latest issue now!
www.americancopmagazine.com

SPECIAL EDITIONS
From the Editor:

Sammy Reese

Time Really Does Fly ...

Ok, what happened to February? It was here just a minute ago!

A quick check of my watch revealed a whole month had gone by in the blink of an eye. No, I haven't been drinking — time flies when you're having fun.

It's a little early for spring fever, but I'm starting to show some symptoms. My dreams aren't about trophy mule deer or white tails as much, they are more and more about varmint shooting and spring turkey. What can I say, I love what I do for a living because it's not really work for me. Well, maybe a little work.

The Shooting Industry Masters is quickly approaching, as is the early bird sign-up deadline. Get signed up! The Masters has grown into two days of shooting to accommodate all the teams. From a small, fun shoot to augment the Academy of Excellence, the Masters has grown into a must-attend event. If you don't have a team, no worries, you can sign up as a single and we will find a team for you. I'm looking forward to seeing you there.

The *American Handgunner* Special Edition is almost out the door and the *GUNS* Special is in the works. With all the new products released this year at SHOT, it's impossible for me to know about it all. If your company makes something I need to know about, please give me a shout.

GUNS®

From the Editor:

Jeff John

GUNS Goes Handloading

The July issue of *GUNS* features an overview of one of the easiest forms of competition to get into: USPSA Production Class. Revolving around such popular guns as the **Glock** 34 and 35 (a Glock Model 35 graces our cover, by the way), **Springfield Armory** XD and **S&W** M&P and S&W revolvers, the shooter needs very little in expensive equipment to begin competing. Dave Anderson reviews some of the more popular guns and some of the few subtle modification allowed by the rules. Many competitors shoot hand-loaded ammunition, although this article is more about joining the sport.



Jessie Abbate, the 2008 USPSA Ladies Limited Division national champion, shoots a Glock 34, a target model similar to the one featured on the July cover of *GUNS*.

This is our handloading issue, though, and John Taffin explores the new **Ruger** limited edition .44 Special Flattop available exclusively from **Lipseys Distribution**. You bet John provides a large table of handloads to take advantage of the Ruger's considerable strength and performance achievable only through handloading.

John Barsness participates in this issue with a treatise on loading one of America's

favorite calibers and one with a strong cult following: the .25s. John covers loads for the .25-35, .257 Roberts, .250-3000 (now factory chambered again by **Savage**), .25-06 and the powerhouse .257 Weatherby. Loads are provided with bullets by **Barnes**, **Berger**, **Hornady**, **Nosler** and **Speer** using powders from **Alliant**, **Accurate Arms**, **Hodgdon**, **IMR**, **Ramshot** and **VihtaVuori**.

Barsness' column features tips and tricks on the high-volume handloading of accurate rifle ammunition, a term that's almost contradictory. His use of **Redding** bushing dies is one secret.

Custom Wildcat Cartridges

On the custom wildcat front, editor Jeff John shoots his re-creation of the famed **Hawken Spencer**, a custom rifle based on one of the recent Italian imports from **Cimarron**. This one is in the best of the Spencer cartridges, if also the least known: the 56-46. A necked cartridge, it is made from **Starline** 56-50 brass in one pass through the **RCBS** dies and uses .452-inch pistol bullets, in this case 300-grain flatnose bullets from **Speer**.

In a related story, Jeff also tests the new **Blackhorn** 209 powder. Designed to be loaded bulk for bulk with FFG black powder, the new powder from **Western Powders** burns clean and gives good velocity from rifles and handguns.

SHOOTING INDUSTRY®

Russ Thurman

From the Editor:

Firearm Sales Surge

The industry continues experience record-setting firearm sales in defiance of the massive downturn in the economy, and in the face of announced anti-gun assaults by the new administration.

The FBI's National Instant Criminal Background System (NICS) conducted 1,259,078 firearm background checks in February, a stunning 23.3 percent increase over record-setting February 2008.

These types of numbers previously had not been seen in the history of NICS until December, except for this past November's staggering number of 1,529,635. While the number of background checks don't equal actual firearms sold by FFL dealers, they are the most viable data available to indicate sales trends.

The astounding data is accompanied by the first salvo from the Obama Administration that it will actively pursue anti-gun measures. In late February,

Attorney General Eric Holder announced an effort to reinstate the "assault weapons" ban.

As the industry launches its fight against such anti-gun measures, it will be interesting to see how the attorney general's announcements, along with other Congressional gun-banning efforts, impact firearm sales. Given the surge in sales following the election of President Obama, the newly announced attacks on gun ownership likely will kindle a new round of buying.

Colt Commercial Is Back

Colt Manufacturing Co. was represented at SHOT Show 2009 with a new booth and a battery of new products. Along with the new booth, there's a renewed emphasis at Colt to address the commercial market. Heading the new initiative is Joyce M. Rubino, a 30-year veteran of Colt, who was promoted to vice president and COO of Colt Manufacturing in November.

"We had a very positive reaction to our new products and programs at the show," Rubino said. "The history is here, and dealers want the product. They are very pleased with what we are doing."

So are we.



Safariland Head Group

At the SHOT Show, **BAE Systems Products Group** announced it has combined its law enforcement and security product into a single organization: **Safariland** LLC. Prior to the move, the company's branded products were manufactured and marketed by independent businesses.

"We are committed to fostering a one-company culture to deliver exceptional value for our customers," said Scott O'Brien, Safariland's president.

O'Brien outlines the changes in a video at www.safariland.com.



HK Combines Operations

Heckler & Koch has consolidated its commercial/civilian sales and law enforcement sales (local and state) at the company's Columbus, Ga., facility. The mailing and shipping address is: Heckler & Koch, 5675 Transport Blvd., Columbus, GA 31907; (706) 568-1906.

HK's federal law enforcement and U.S. military sales remained based in Ashburn, Va.

inside this issue:

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BACK BLAST

& OTHER HOT GASES

One Part Gasoline, One Part Shop-Vac, Zero Parts Brains

It took a little while for fire officials in Des Moines to determine the cause of an explosion that seriously injured a man, blew out the windows and bowed the walls of one home, while damaging another. Finally, they determined that the victim and a friend had been cleaning a basement floor with gasoline, and then sucking up the residue with a Shop-Vac. We'll give you a minute to stop laughing.

The unburnt half of this dynamic duo, Ralph Touch, filled the authorities in, telling them the arrangement worked just fine until they were almost finished with the job. He was smart enough to step outside to the street for a smoke, and that's where he was when The Big Ka-Boom just about blew him off his feet. His partner wasn't so lucky, receiving serious burns over most

of his body. Touch said the Shop-Vac was "almost full of gasoline" just before the blast.

Apparently, before the explosion, Ralphie and his pal thought they had discovered a really cool and effective new way to clean dirty concrete floors. They probably wondered why no one thought of it before they did. Maybe somebody did — but didn't survive to tell about it.

Marvels Of Technology

Police in Orem, Utah, responded rapidly to a frantic caller's report that she was

locked in her vehicle, the battery was dead, and she couldn't get out! Was the car on fire? Sitting on a railroad crossing? Sinking in a river?

Ummm ... no. When officers arrived, they found the lady was indeed locked in her car, but apparently in no greater danger than possibly missing an appointment with her hair stylist. First, they tried to talk to her through the closed window, but the sound-dampening insulation and sealing of her vehicle was so good they couldn't understand each other. She gestured for them to call her cell phone.

Once communications were established, an officer talked her through her "emergency." First, he advised her to look closely at the driver's door panel, right by her elbow. Then, amazingly, he guided her through the intricate process of using her finger to slide the manual "LOCK — UNLOCK" button to the "UNLOCK" position.

She was freed! What an amazing story! And just think: the rescue process was completed without electronic assistance!



Illustration by Nick Petrosino

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