



**ARMSLIST.COM**

**AMERICA'S FIREARMS MARKETPLACE**



**MEDIA KIT 2026**

**WWW.ARMSLIST.COM**

# ABOUT US

---

**ARMSLIST.COM IS AMERICA'S  
FIREARMS MARKETPLACE.**

**FOUNDED IN 2007, WE SET OUT TO FILL A  
VOID IN THE INDUSTRY CREATED AS A  
RESULT OF BIG TECH BOWING TO THE WOKE  
MOB; CREATING A SPACE FOR FREEDOM  
ENTHUSIASTS TO BUY, SELL AND TRADE  
WITH ONE ANOTHER. NOT ONLY A  
MARKETPLACE, WE HAVE BEEN AT THE  
FOREFRONT OF THE FIGHT TO DEFEND  
SECOND AMENDMENT RIGHTS, TRIUMPHING  
OVER THE OPPOSITION INCLUDING THE  
BRADY CAMPAIGN AND THEIR CRONIES  
SINCE 2013. OUR MILLIONS OF USERS ARE  
LIBERTY-ORIENTED, INCREDIBLY PASSIONATE  
ABOUT THE SECOND AMENDMENT, AND  
EAGER TO USE THEIR WALLETS TO SUPPORT  
THEIR PASSION FOR THE SHOOTING SPORTS,  
THE OUTDOORS, AND SELF-RELIANCE.**

**ARMSLIST**

# WHY ADVERTISE WITH ARMSLIST?

---

**REACH MILLIONS OF  
FIREARMS ENTHUSIASTS  
IN ALL 50 STATES!**

- **16 MILLION+ MONTHLY VISITORS**
- **99.3% US TRAFFIC**
- **7+ PAGEVIEWS PER VISIT**
- **OVER 1,000,000 OPTED-IN EMAIL SUBSCRIBERS**

# ADVERTISING OPPORTUNITIES

---

## DEDICATED EMAIL BLAST - 100% BUYER'S CONTENT

**BLAST TO 300,000+ OPTED-IN USERS - \$3250 PER BLAST**

**BLAST TO 500,000+ OPTED-IN USERS - \$6000 PER BLAST**

## NEWSLETTER SPONSORSHIP

**300,000+ OPTED-IN USERS - \$2000 PER NEWSLETTER**

**500,000+ OPTED-IN USERS - \$4000 PER NEWSLETTER**

**IMAGE SIZE 1200X670 - MAX 150 WORDS**

## RUN OF SITE BANNER ADS

**\$2 CPM WITH A MINIMUM \$4000 BUY**

**(300X250, 728X90, 160X600)**

## HOMEPAGE SPONSORSHIP


**\$5000 A MONTH**

**(970X250, 300X250)**

## SEARCH RESULTS SPONSORSHIP

**\$500/DAY WITH A MINIMUM TWO WEEK BUY**

**(970X250, 300X250)**



**READY TO PULL THE TRIGGER?  
HAVE QUESTIONS?  
REACH OUT TO US!**

---

**MARKETING@ARMSLIST.COM  
(239) 610-4865**

**ARMSLIST**