

FOR IMMEDIATE RELEASE:

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Grand View Media Group to provide full publishing management services for *Shooting Sports Retailer* magazine ...

BIRMINGHAM, Alabama, January 5, 2012 –

Grand View Media Group has been contracted by *Shooting Sports Retailer* magazine to provide full publishing management services, including general management and oversight of accounting, editorial, sales, production and circulation services. "We're excited about the opportunity it presents for the growth and future of *SSR*," said Marilyn Karaban, owner of *Shooting Sports Retailer*.

Shooting Sports Retailer is written primarily for independent retailers in the shooting sports industry. *SSR*'s unique position as "the voice of the independent retailer" enables it to be a liaison between the shooting sports enthusiast and the industry's products and services. Each of *SSR*'s respected writers produces original stories based on knowledge, experience and research — the kind of editorial reporting that takes considerable time and effort to produce. The magazine's emphasis is on relevant and practical issues affecting the shooting sports industry, the market and the retailer. *SSR* content is available in a bimonthly **Print Edition**, a **Digital Magazine Edition**, the ever-popular **The Tactical Retailer** "magazine within a magazine," a **HOT GEAR** e-blast, and the **SSR Insider** bimonthly e-newsletter.

Currently, Grand View Media Group actively serves the consumer hunting and fishing markets with *Whitetail Journal*, *Predator Xtreme*, *Bowhunting World*, *Cabela's Outfitter Journal*, *Waterfowl & Retriever* and *AR Guns & Hunting* magazines and digital products. Additionally, Grand View serves the B2B markets with nine brands including *Archery Business* and the Black's Sporting Directories, and now *Shooting Sports Retailer*.

"We are already seeing the advertiser and retailer benefits for *Shooting Sports Retailer* as we begin to integrate Grand View's outdoor industry experience and knowledge into the shooting sports retail industry," said Derrick Nawrocki, Group Publisher of Grand View Outdoors.

For additional information on *Shooting Sports Retailer* magazine and Grand View Outdoors, visit www.shootingsportsretailer.com or www.grandviewoutdoors.com.

About Grand View Media Group - Grand View Media Group is a wholly-owned subsidiary of EBSCO Industries, a multibillion-dollar international conglomerate based in Birmingham, Ala.

Grand View Media Group specializes in consumer and business-to-business magazines, as well as custom publishing. The company currently publishes 15 titles and three directories covering the outdoors and business-to-business markets.

Grand View Media Group's parent company, EBSCO Industries, is a world leader in a variety of publishing services and is the leading distributor of magazines and publications to public and academic libraries worldwide. EBSCO also is a leading distributor of magazines to reception rooms in the U.S. Along with Grand View Media Group's existing national distribution streams, the company offers unique, proprietary circulation and marketing programs and vehicles.

Grand View Media Group's corporate headquarters are located in Birmingham, Ala. The company also has offices located in Minneapolis, Minn., Albany, N.Y. and Scottsdale, Ariz.