



10 | NASGW EXPO PRIMES
NEW YEAR BUSINESS

74 | HUNDREDS OF 2019
NEW PRODUCTS!

BONUS! | SHOT SHOW AUCTION,
MAP & EXHIBITORS LIST

SHOOTING INDUSTRY

THE INDUSTRY'S BUSINESS MAGAZINE — EST. 1955

JANUARY 2019

2019

NEW BUSINESS YEAR PREVIEW

Charting A Course Forward
+ 9 TIPS FOR SUCCESS

MARKETING INSIGHTS

- 3 Steps Toward A Strategic Marketing Plan
- Video Marketing: Build A Local Audience

SHOT SHOW

2019

Mega Event Promises
A "Homerun" For Industry

Honoring Our Heroes

HAVA CONTINUES EXCELLENCE,
EXPANDS LTSA PROGRAM

PLUS:

- Bridging The Digital Divide
- Outfitting Women For CCW
- High-End Shop Success

www.shootingindustry.com

INTRODUCING THUNDER AND LIGHTNING

The New KS7™ is bred for light weight personal defense at home, back country and anywhere in between. Its compact size and carry handle allow for easy handling, storage and transport, making this one ambidextrous, 12-gauge, pump action micro beast.



The new CP33™ pistol quickly makes competitive shooting no contest. It takes the optic and suppressor host game to the next level, turning long range targets into short range bullseyes. With 33 rounds per magazine, lightning strikes more than once.

Innovation. Performance. KelTec.™ See us at
Shot Show Booth 16741 or KelTecWeapons.com.



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MKS SUPPLY

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MKS Supply, exclusive marketer for both Hi-Point Firearms and Inland Mfg., has partnered with Russia-based Barnaul to import/market and sell a diverse offering of **BARNAL-BRANDED AMMUNITION**

in the U.S. Barnaul has been producing high-quality ammunition for over 70 years

which has been used all over the world. MKS will initially import the following calibers: 7.62x39, .223 (5.56x45 NATO Inclusive), 6.5 Grendel, 5.45x39, .308 (7.62x51 NATO), 7.62x54 rimmed, .30-06 Sprg., 9mm (Browning, Luger and Makarov) and .45 ACP. Many of the calibers offered will have various bullet weights and bullet configurations from FMJ, SP, HP, FMJBT, HPBT and SPBT.

