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GunUp The Magazine's August Issue Spotlights The Cost of Freedom and the Ruger LCRx

WILTON, CT. – August XX, 2015 – Media Lodge reveals a sneak peak into its August issue of *GunUp the Magazine*; one of the most recognized digital publications in the firearms industry today, reaching more than 225,000 gun enthusiasts.

The *GunUp* August cover spotlight falls on the long awaited introduction of the Ruger LCRx 3-inch, originally released in November of 2014.

"This issue is exciting for a couple of reasons," said Shelley Rae, *GunUp's* Managing Editor. "The new Ruger LCRx 3-inch has been a long time coming, and we're so thrilled to see it gracing the cover. Of course, we've also been having a lot of fun with the 'Guns of' series. We love the discussion around the 'Best of' articles and I think people are really going to enjoy Peter's take on western movies. I know I did."

The "Best Gun Movie Ever" takes on the classic gun genre of Westerns for the very first time. A wide range of Westerns will be put to the test, with one being named top of all time.

Readers can also enjoy "The Cost of Freedom," an article written to remind us of what those serving our country go through in order to stay mentally and physically strong.

Finally, many have tried and many have failed, but an exciting August *GunUp* feature demonstrates how you can build a solid, reliable rifle capable of shooting sub-MOA out to 1,000 yards ... for less than \$1,000.

All this and more in the upcoming issue of *GunUp*.

For advertising inquiries please contact Christen Everly at 952-847-4437 (christen@medialodge.com) or Lee Sarles at 952-847-4437, (lee@medialodge.com).

About Media Lodge

Media Lodge develops powerful and influential interactive media brands and platforms for active enthusiasts and fans in the shooting, hunting, prepping, fishing, outdoor adventure, and spectator racing sports categories. Media Lodge connects advertisers with these high value and hard to reach audiences. The company's GunUp the Magazine, custom content, video and high-impact display ads are delivered at scale through its exclusive properties including 50campfires.com, GunUp.com, TheTruthAboutGuns.com, M4Carbine.net, ConcealedNation.org, and GunBroker.com. Media Lodge is a division of IA Tech, which is also the parent company of GunBroker.com.

For more information please visit www.medialodge.com or www.gunupthemagazine.com.

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