

MAXIMUM COVERAGE
UNMATCHED EXPERTISE



 **ATHLON OUTDOORS**

MEDIA KIT **2023**

WHY ATHLON OUTDOORS?

**THE LARGEST CREATOR
OF SHOOTING SPORTS
CONTENT**

**100% UNCENSORED
& PROTECTED
PLATFORM**

**1 MILLION+
MONTHLY DIGITAL
PAGE VIEWS**

**16.6 MILLION+
ANNUAL PRINT REACH**



ballistic

**TACTICAL
LIFE**

PDW CONCEALED CARRY
HANDGUNS

**COMBAT
HANDGUNS**

GUNS
OF THE OLD WEST

SKILLSET



ATHLON OUTDOORS AUDIENCE OVERVIEW



10%



90%



76%

**OWN A
HOME**



82K

**MEDIAN
HHI**



72%

**ARE
MARRIED**

AGE

18-24: 10%
25-34: 25%

35-44: 20%
45-54: 18%

55-64: 16%
65+: 11%



36%

**SERVED IN THE
MILITARY**



45%

**HAVE A
HUNTING LICENSE**



68%

**HAVE A CONCEALED CARRY
PERMIT OR LICENSE**

CORE CUSTOMERS HUGE CONSUMERS

WHAT THEY PLAN TO BUY

- 74% rifle
- 52% shotgun
- 84% pistol
- 57% knife
- 90% ammunition
- 62% optic
- 51% laser/light
- 48% silencer/suppressor
- 69% holster
- 53% shooting apparel
- 45% gun safe/storage
- 65% firearm accessory

Within the next 3–24 months.

WHAT THEY OWN

97% own a gun

- 95% own a rifle
- 67% own multiple rifles
- 74% own a shotgun
- 54% own multiple shotguns
- 93% own a pistol
- 78% own multiple pistols
- 87% own a knife
- 82% own multiple knives

WHAT THEY DO

- 93% shooting at the range
- 32% competitive shooting
- 68% plinking
- 52% hunting
- 55% fishing
- 52% camping
- 57% hiking
- 39% boating
- 68% watch sports

WHERE THEY GET MEDIA

- 87% computer
- 82% phone
- 77% print magazines

TYPE OF MEDIA

- 97% read articles
- 93% look at photo galleries
- 94% watch videos

ATHLON OUTDOORS AUDIENCE HABITS

- 45% read 6 of the last 6 issues
- 76% spent 1 hour + with the magazine
- 75% visited an advertiser's website
- 52% purchased an advertiser's products
- 33% requested advertiser info
- 68% told a friend about a product in the magazine
- 52% save the full issue
- 26% pass the issue along



ballistic®

FIREARMS | SURVIVAL | HUMOR

235K

PAGE VIEWS/MO

156K

UNIQUES/MO

185K

SESSIONS

2:14 AVG DUR



SKILLSET

ALPHA LIFESTYLE | POP CULTURE



36K
PAGE VIEWS/MO

23K
UNIQUES/MO

28K
SESSIONS

:57 AVG DUR

TACTICAL LIFE

WEAPONS | TRAINING | GEAR



295K
UNIQUES/MO

455K
PAGE VIEWS/MO

362K
SESSIONS

1:54 AVG DUR



CIRCULATION: **80K**



CIRCULATION: **95K**



CIRCULATION: **80K Guarantee**



PDW CONCEALED CARRY **HANDGUNS**

PREPARATION | PROTECTION

249K

PAGE VIEWS/MO

166K

UNIQUES/MO

198K

SESSIONS

2:09 AVG DUR

[illegible]

PROTECTING YOUR LIFE, FAMILY AND

HOME WITH AN AMERICAN ICON BY FRED HASTON

LEVER-ACTION

SENTY

When things go bang in the night, our lever-action guns pumpin' and fire start to prepare for the next action scene. As part of the excitement in getting your gun and then selecting the home defense caliber you have had on the guns that come in these calibers tend to be medium action third grade, high level skill sets and technical advantages, while these are solid choices, there are other options as well.

One that has come up in discussion many times in the class, one action rifle, I've had to tell you, that's a lever action. Most folks can't find a better to help you protect yourself and your loved ones. These rifles have been around a long time. I've not stated that the lever gun is a superior weapon in this role. It is not always in magazine capacity with both left and right hands. Even with the, the gun has more, especially when it comes to price. The Weasling rifle can be found in the 5000 range, making it an affordable weapon. Some people like to say that price should not affect your weapon choice, but

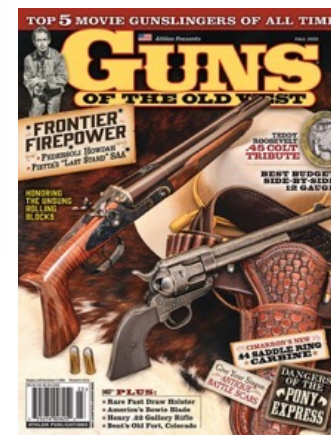
88 PERSONAL DEFENSE WORLD • AUGUST 2015

photo: istockphoto.com

photo: istockphoto.com

ILLUSTRATION BY JEFFREY HARRIS

CIRCULATION: 80K Guarantee



DIGITAL



DOMINANCE

100% ORGANIC AUDIENCE | UNRIVALED ENGAGEMENT

100% ORGANIC AUDIENCE UNRIVALED ENGAGEMENT

1M+
MONTHLY DIGITAL
PAGE VIEWS

646K
MONTHLY DIGITAL
UNIQUES

4
DIGITAL
NETWORKS

800K
MONTHLY EMAIL
SUBSCRIBERS


19
SOCIAL
CHANNELS

7
VIDEO
SERIES

1M+
MONTHLY SOCIAL
MEDIA REACH

Source: Google Analytics, 12 Month Avg. (September 2021 – August 2022)

Numbers not guaranteed.

ballistic
 **43.7K**
 **36.5K**
 **70.4K**
T TACTICAL LIFE
 **105.6K**
 **97.1K**
 **68.4K**
PDW PERSONAL
DEFENSE
WORLD
 **75.9K**
 **29.9K**
 **31.2K**
SKILLSET
 **18.5K**
 **36.5K**
 **37.2K**
 **ATHLON OUTDOORS**
 **40.9K**
 **7.3K**
 **4.7K**
GUNS
OF THE OLD WEST
 **44.1K**
**COMBAT
HANDGUNS**
 **320.9K**

**ATHLON OUTDOORS HAS A MONTHLY SOCIAL MEDIA REACH OF
MORE THAN ONE MILLION FOLLOWERS OVER OUR 19 SOCIAL
MEDIA CHANNELS ...AND IT'S GROWING EVERY DAY!**

ballistic

200,000

2x month

E-Newsletters (300x250 display ad):

8% Open Rate
0.75% CTR

Dedicated Emails:

8% Open Rate
0.6% CTR

TACTICAL LIFE

225,000

2x month

E-Newsletters (300x250 display ad):

8% Open Rate
1.1% CTR

Dedicated Emails:

8% Open Rate
0.74% CTR

PDW PERSONAL DEFENSE WORLD

224,200

4x month

E-Newsletters (300x250 display ad):

12% Open Rate
2% CTR

Dedicated Emails:

13.2% Open Rate
1.1% CTR

SKILLSET

150,000

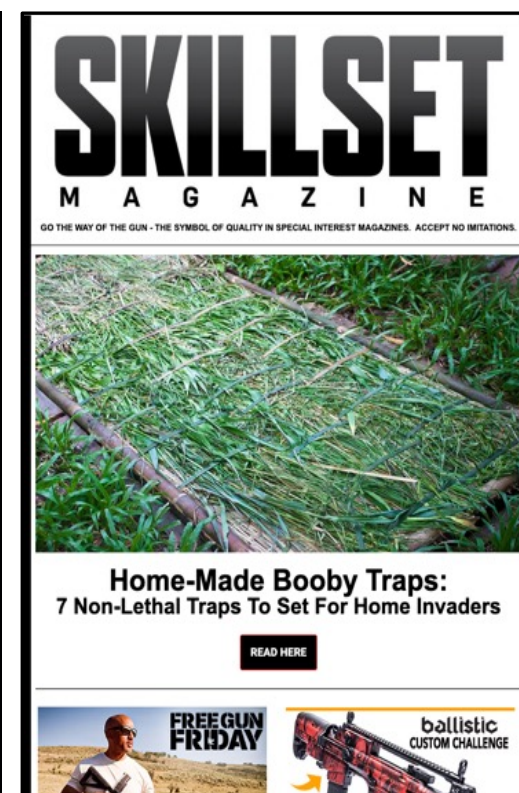
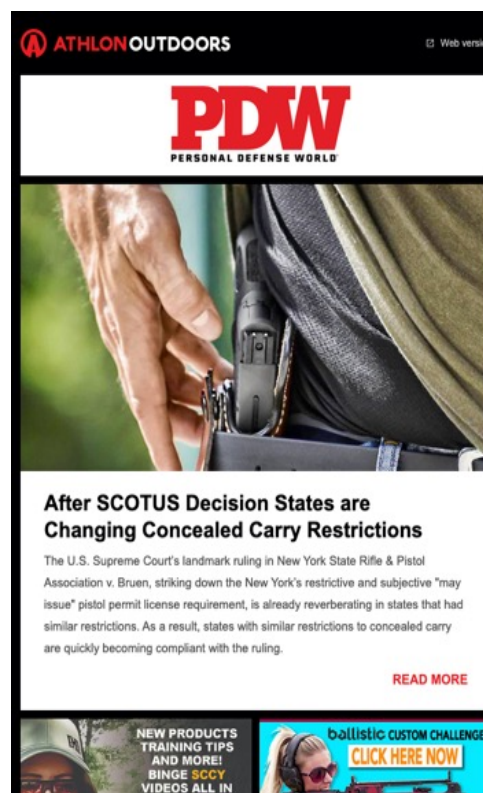
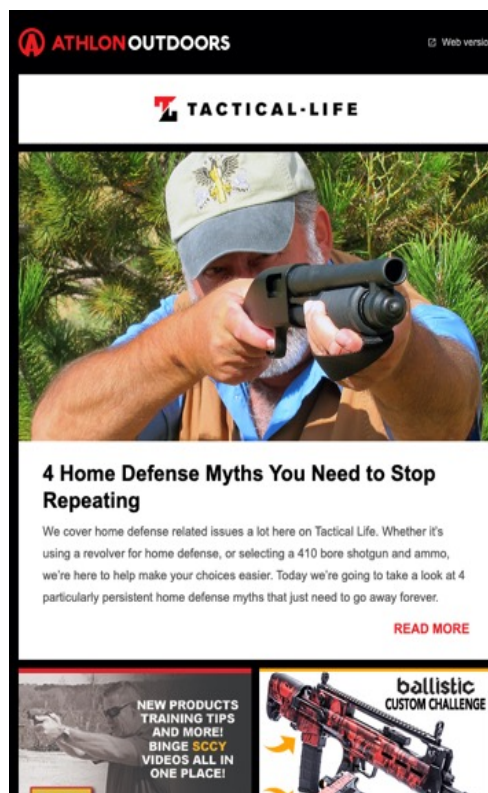
4x month (weekly)

E-Newsletters (300x250 display ad):

15% Open Rate
3% CTR

Dedicated Emails:

16% Open Rate
2.5% CTR



SPONSORED E-NEWS TAKEOVER

MAXIMUM EXPOSURE | BRAND-EXCLUSIVE CONTENT

THE DETAILS:

Up to **six** editorial or native article spots

- Featured articles must be current published content on the Athlon Outdoors websites or already-published native content
- Advertisers in collaboration with Athlon Outdoors will choose which existing articles will resonate best with the target audience, maximizing value
- Athlon Outdoors will create the subject lines for each email
- Exclusive offer— only ONE advertiser per month for each list

SPECIAL OFFER:

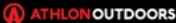
Get **two BONUS** 300x250 e-news banner ad placements


PRICING:

\$35/CPM


Limited availability (only 1 advertiser per month)

100% SOV!


Web version




Sponsored e-newsletter from our trusted partner



SCCY CPX 2: Why the Sub-\$300 Pistol Continues to Be So Popular

Simplicity, reliability, functionality, and affordability all comprise the SCCY CPX 2, which has seen thousands of shooters for more than a decade.


[READ MORE](#)



SCCY DVG-1R: The 9mm Pistol That Puts 10+1 in a Sub-\$300 Package

With a variant that includes a Crimson Trace red dot for carry, the SCCY DVG-1R offers a new striker-fired era for the concealed carry pistol company.

[WATCH HERE](#)




ENTER THE CHALLENGER

DVG-1

STRIKER-FIRED • 9mm TRUSSEY • 10+1 CAPACITY

\$299.99


[LEARN MORE](#)



The SCCY DVG-1RD Shows How Useful a Red Dot Is for Concealed Carry

Complete with a Crimson Trace CTS-1500 red dot installed, the SCCY DVG-1RD comes fully equipped for carry optics.


[READ MORE](#)



Manual Safety or Not? Breaking It Down With the SCCY CPX-3, CPX-4

After success with 9mm, SCCY established a full line of carry guns by introducing the .380 ACP CPX-3 and CPX-4, which both feature an external manual safety.


[READ MORE](#)



SCCY DVG-1: The 9mm Pistol That Puts 10+1 in a Sub-\$300 Package

With a variant that includes a Crimson Trace red dot for carry, the SCCY DVG-1 offers a new striker-fired era for the concealed carry pistol company.


[WATCH HERE](#)



WATCH: Shooting the SCCY CPX-4 Pistol, Aimed at Concealed Carry

Featuring an external, manual safety, the CPX-4, chambered in 380 Auto, delivers all-day comfortable shooting via its ergonomic design.


[WATCH HERE](#)



SCCY DVG1RD: Exclusive Look at the Affordable, Optic-Ready Pistol

The optic-ready, concealed carry pistol market is only going to grow, and the SCCY DVG1RD hits the mark for those looking to dip their toes in the water.

[WATCH HERE](#)



Copyright © 2021 Athlon Outdoors & Ballistic Magazine.
2431 Ardon Way, Nashville, TN 37214
[View our Privacy Policy](#)

Update preferences
Unsubscribe

225K

T TACTICAL LIFE

224K

PDW PERSONAL DEFENSE WORLD

200K

ballistic

150K

SKILLSET

AO ROUNDUP

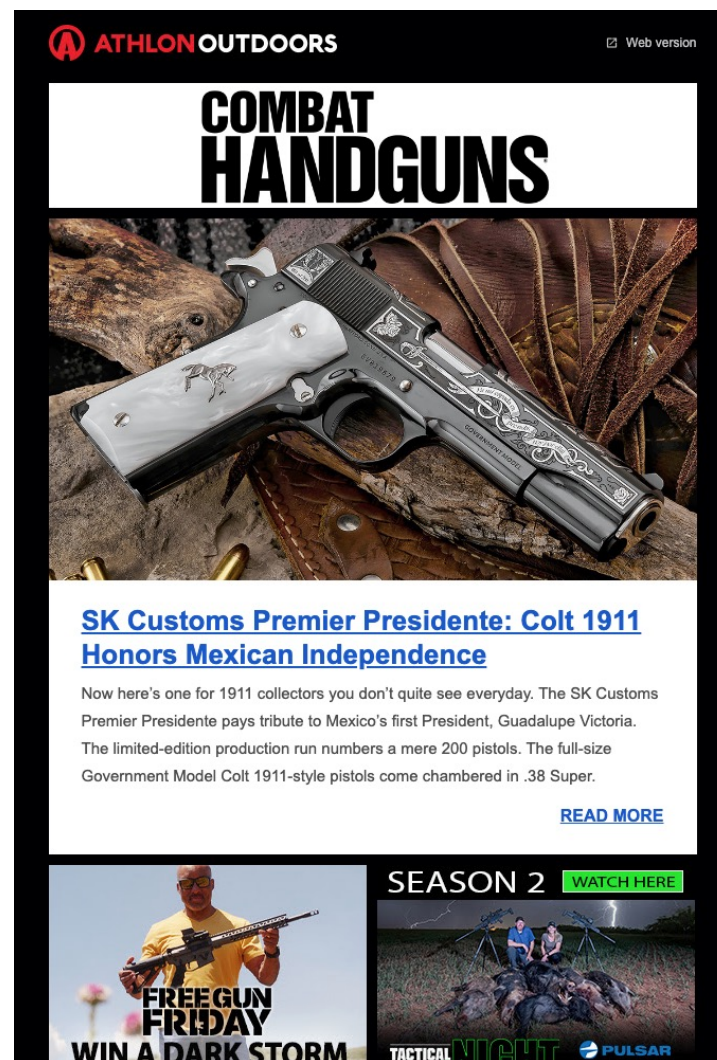
- One top-performing story from each of our sites
- Unlimited 250x300
- Perfect for a sales, launches and promotions
- List size: 400K



PRICING: \$35/CPM

COMBAT HANDGUNS

- NEW offering for 2023!
- Curated content from Combat Handguns
- 100% Organic
- List size: 50K



PRICING: \$35/CPM

VIDEO



MASTERY

DRIVE ENGAGEMENT | SELL PRODUCTS

ATHLON OUTDOORS LEADS THE WAY IN CUSTOM VIDEO CONTENT

**SWEAT
LEAD &
STEEL**

**RELOADING
ZONE**

 **MCB** MODIFY
CUSTOMIZE
BUILD

**TACTICAL
LIFE 2 NIGHT
SHOOTER**

ballistic
PRECISION
LONG RANGE
SHOOTING
VIDEO SERIES

PDW
**AT THE
READY**
WOMEN'S DEFENSE SERIES

PDW HOME
DEFENSE
BITES
PERSONAL DEFENSE WORLD

94% OF ATHLON OUTDOORS' AUDIENCE REGULARLY WATCH VIDEOS

25K+
VIDEO LIBRARY

4M
VIDEO VIEWS
ACROSS AO NETWORK AND
YOUTUBE CHANNELS

114K+
HOURS
OF VIDEO VIEWING

ALL NUMBERS PROVIDED BY YOUTUBE, NATIVO AND BRIGHTCOVE REPORTING

82%
of global internet traffic
will come from either
video streaming or video
downloads in 2022.

– Cisco

100 Minutes
Is the number an average person
is predicted to spend per day
watching online videos in 2022.

– invideo.io

9 out of 10
people report wanting
to see more videos
from brands.

– Hubspot

86%
of businesses
use video as a
marketing tool.

– Wyzowl

FREE GUN FRIDAY

ATHLON OUTDOORS' MOST HIGHLY ENGAGED PROGRAM

**OVER 2 MILLION
IMPRESSIONS +
VIDEO CONTENT**

**GROW YOUR LIST
AND CAPTURE NEW
CONSUMER DATA**

**100K+
SOCIAL ACTIONS
PER MONTH**

**10K+
ENTRIES
PER MONTH***



Projected figure. Free Gun Friday entries directly correlate with the quality of prizes as well as cross-promotion by all participants.

FREE GUN FRIDAY

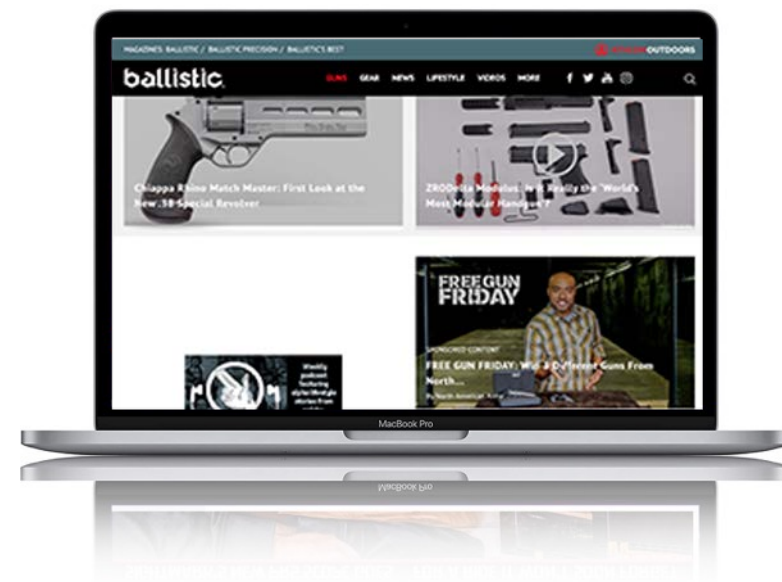
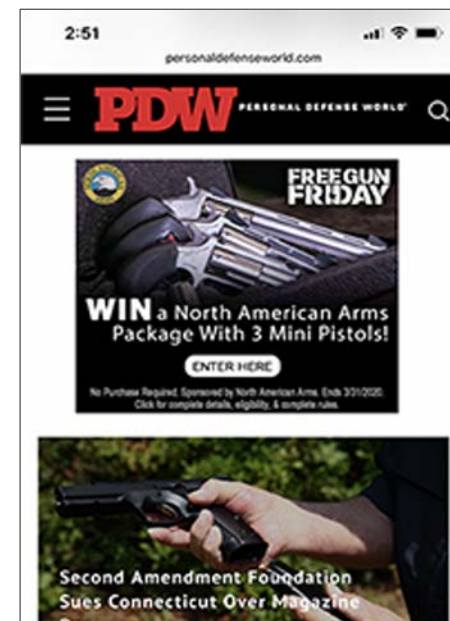
ATHLON OUTDOORS' POPULAR MONTHLY GIVEAWAY

PROMOTION & BENEFITS:

- **CUSTOM CREATIVE:** 1 ARTICLE PLUS 3 VIDEOS FOR THE NATIVE CONTENT
- **BANNER & NATIVE ADS:** 2,000,000 IMPRESSIONS: PROMOTING THE NATIVE CONTENT GENERATED BY ATHLON OUTDOORS
- **E-NEWSLETTERS:**
 - 1 DEDICATED E-NEWSLETTER FOR THE CONTENT AND SWEEPSTAKES
 - MULTIPLE 300X250 PROMOTIONAL INCLUSIONS IN THE WEEKLY E-NEWSLETTERS
- **SWEEPSTAKES PAGE:** CUSTOM BRANDED LANDING PAGE FOR THE SWEEPSTAKES SIGN-UP
- **SOCIAL:** 12 SOCIAL POSTS THROUGH THE MONTH PROMOTING CONTENT AND SWEEPSTAKES
- **OPT-IN LIST SHARING:** LIST SHARE WITH OPT-INS GENERATED FROM THE SWEEPSTAKES

PRICING:

- **GUN SPONSOR:** \$15,000 (3 episodes for \$35,000)
- **ACCESSORY SPONSOR:** \$7,500 (3 episodes for \$17,500)
- **GEAR/APPAREL SPONSOR:** \$5,000 (3 episodes for \$12,000)



SWEAT, LEAD & STEEL

PROFILING GREATNESS IN THE FIREARMS INDUSTRY

Sweat, Lead and Steel profiles the history and passion of companies in the firearms industry. Filming on location, Sweat, Lead & Steel takes an intimate and cinematically powerful look into your company's culture, innovation and competitive advantages. Through interviews with key executives and founders, archival images and footage, plus a modern look at products and the current manufacturing process, we tell the story of each company, reveal their path to greatness and the people who shaped their success.



**SIG SAUER'S EPISODE
OF SWEAT, LEAD &
STEEL DELIVERED
MORE THAN
1.8 MILLION VIEWS!**

[WATCH IT HERE](#)



VIDEO SPONSORSHIP INCLUDES:

- Duration: 18-24 minutes
- Promotional Period: 3 Months
- 2 Million Guaranteed Promotional impressions
 - Native with auto-play video
 - Co-branded social media promotion
 - Banners on all AO websites
- Re-airs on AO websites and YouTube

The Athlon Outdoors editorial team will work collaboratively with each company to craft a custom story as unique as the people featured.

Athlon Outdoors will create fully-edited video content that engages our audience, describing and celebrating the trials, tribulations and triumphs each manufacturer has endured to get where they are today.

Content is owned by Athlon Outdoors with use rights provided to the company with limitations.

SPONSORSHIP COST: Exclusive Editorial Sponsorship: \$30,000

BALLISTIC'S LONG RANGE PRECISION

A DEEP DIVE INTO THE HOTTEST TREND IN SHOOTING

Long Range Precision, now in its fourth season, explores all aspects of long-range precision. From fundamental techniques, critical equipment, ballistic calculations, understanding environmental factors and key terminology, our experts present a comprehensive guide to shooting tight groups at long distances.



**CLICK HERE
TO WATCH**

LONG RANGE PRECISION

Presenting Sponsorship \$40,000 (1 per series)

- Title integration
- Category Exclusivity
- Product Integration guaranteed in all (4) videos
- Link-out to sponsor's product pages
- Co-branding on video promotion for social and native
- Billboard with sponsor logo
- Win Win Video Vignettes (2)

Supporting Sponsorship \$28,000 (2 per series)

- Product Integration guaranteed in (min. 3) videos
- Link-out to sponsor's product pages
- Co-branding on video promotion for social and native
- Category Exclusivity
- Billboard with sponsor logo
- Win Win Video Vignette

VIDEO SERIES DELIVERABLES

Episodes: Four (3-9 minutes each)

- Promotional Dates: 3 months, TBD
- **4 Million Guaranteed Promotional Impressions**, all with sponsor mentions:
 - Native with auto-play video
 - Co-branded social media promotion
 - Banners on all AO websites
- Re-airs on AO websites and YouTube

Named Sponsorship \$17,500 (2 per series)

- Product Integration guaranteed in (min. 2) videos
- Link-out to sponsor's product pages
- Category Exclusivity
- Billboard with sponsor logo
- Win Win Video Vignette

Affiliate Sponsorship \$10,000 (2 per series)

- Product Integration guaranteed in (min.1) video
- Link-out to sponsor's product pages
- Category Exclusivity
- Billboard with sponsor logo
- Win Win Video Vignette

PLEASE NOTE: ALL VIDEO SERIES HAVE A MINIMUM SPONSORSHIP REQUIREMENTS. SIGNED VIDEO IOs AND DEPOSITS ARE DUE 30 DAYS PRIOR TO SHOOT DATE.

Note: Dates, rates and issues are subject to change at the discretion of the publisher.

PDW'S HOME DEFENSE BITES

TECHNIQUES AND TIPS FOR EVERYDAY HOME DEFENSE

Personal Defense World's Home Defense Bites are short videos providing expert tactics and advice to protect people from home and business invasions. Each episode addresses a specific subject, including guns and ammo selection, defensive scenarios, non-lethal protection and prevention and much more. These videos will often open with a synopsis of an actual crime and discuss how you might react in a similar situation.



**CLICK HERE
TO WATCH**



VIDEO SERIES DELIVERABLES

Episodes: Four (4-9 minutes each)

- Promotional Dates: 3 months, TBD
- 2 Million Guaranteed Promotional Impressions, all with sponsor mentions:
 - Native with auto-play video
 - Co-branded social media promotion
 - Banners on all AO websites
 - Print – Tune in editorial/mentions and advertisements in appropriate magazine(s)
- Re-airs on AO websites and YouTube

PROMOTIONAL INTEGRATION

- :15 Preroll commercial in rotation
- Product integration in all videos
- URL link to sponsor's product pages
- Co-branding on social promotion and display ads
- Branded closing graphics/animation
- Category exclusivity

COMPANION CONTENT

Four print/digital articles

- Content published through associated print and digital channels, including Ballistic, Tactical Life and/or Personal Defense World

SPONSORSHIP COSTS

Presenting Sponsorship \$25,000 (1 per series)

Product Integration guaranteed in all videos
Billboard with sponsor logo
Category Exclusivity
Win Win Video Vignettes

Named Sponsorship \$15,000 (3-4 per series)

Product Integration guaranteed in 2 to 3 videos
Billboard with sponsor logo
Category Exclusivity
Win Win Video Vignette

MCB: MODIFY | CUSTOMIZE | BUILD

OPTIMIZATION AND CUSTOMIZATION OF POPULAR FIREARMS

MCB allows for endless possibilities of modifications and customizations! This series provides viewers valuable tips and tricks from a firearm expert, giving our audience the confidence to execute these modifications on their own.





VIDEO SERIES DELIVERABLES

Episodes: 2-5 minutes each

- Promotional Dates: 6-8 weeks
- 350K Minimum Promotional Impressions, all with sponsor mentions:
 - Native with auto-play video
 - Co-branded social media promotion
 - Banners on all AO websites
 - Print – Tune in editorial/mentions and advertisements in appropriate magazine(s)
- Re-airs on AO websites and YouTube

PROMOTIONAL INTEGRATION

- :15 Preroll commercial in rotation
- Product integration in all videos
- URL link to sponsor's product pages
- Co-branding on social promotion and display ads
- Branded closing graphics/animation
- Category exclusivity

COMPANION CONTENT

Four print/digital articles

Content published through associated print and digital channels, including Ballistic, Tactical Life and/or Personal Defense World

SPONSORSHIP COSTS

Single Sponsor

2 videos 2-5 minutes - **\$10,000**

includes one 15-second teaser

350K promotional impressions over 4-6 weeks

Additional videos to have additional sponsors:

+ 1 supporting sponsor = 3 videos - \$12,500

plus 500K promotional impressions over 6-8 weeks

+ 2 supporting sponsors = 4 videos - \$15,000 plus 650K promotional impressions over 8-10 weeks

+3 supporting sponsors = 5 videos - \$17,500 - includes two 15-second teasers plus 800K promotional impression over 10-12 weeks

PDW'S AT THE READY

WOMEN'S SELF-DEFENSE SERIES THAT GOES BEYOND THE EDC

This dynamic, educational and entertaining series explores the many ways women can take self-protection into their own hands. Each of the four episodes focuses on a different topic of self defense, including EDC, go bags, vehicle carry, holster options, safe gun storage, and more.



**CLICK HERE
TO WATCH**

**VIDEO SERIES DELIVERABLES**

Episodes: Four (4-9 minutes each)

- Promotional Dates: 3 months, TBD
- 2 Million Guaranteed Promotional Impressions, all with sponsor mentions:
 - Native with auto-play video
 - Co-branded social media promotion
 - Banners on all AO websites
 - Print – Tune in editorial/mentions and advertisements in appropriate magazine(s)
- Re-airs on AO websites and YouTube

PROMOTIONAL INTEGRATION

- :15 Preroll commercial in rotation
- Product integration in all videos
- URL link to sponsor's product pages
- Co-branding on social promotion and display ads
- Branded closing graphics/animation
- Category exclusivity

COMPANION CONTENT

Four print/digital articles

- Content published through associated print and digital channels, including Ballistic, Tactical Life and/or Personal Defense World

SPONSORSHIP COSTS**Presenting Sponsorship \$25,000 (1 per series)**

Product Integration guaranteed in all videos
Billboard with sponsor logo
Category Exclusivity
Win Win Video Vignettes

Named Sponsorship \$15,000 (3-4 per series)

Product Integration guaranteed in 2 to 3 videos
Billboard with sponsor logo
Category Exclusivity
Win Win Video Vignette

TACTICAL LIFE'S RELOADING ZONE

BEYOND THE BASICS OF AMMO RELOADING

With the right gear, components and knowledge, you can easily take control of your ammunition. Reloading Zone is here to help shooters break down the essentials of reloading and get them started in the art—and science—of accuracy.





VIDEO SERIES DELIVERABLES

Episodes: Four (4-9 minutes each)

- Promotional Dates: 3 months, TBD
- 2 Million Guaranteed Promotional Impressions, all with sponsor mentions:
 - Native with auto-play video
 - Co-branded social media promotion
 - Banners on all AO websites
 - Print – Tune in editorial/mentions and advertisements in appropriate magazine(s)
- Re-airs on AO websites and YouTube

PROMOTIONAL INTEGRATION

- Branded open and closing billboards
- :15 Preroll commercial in rotation
- Product integration in all videos
- URL link to sponsor's product pages
- Co-branding on social promotion and display ads
- Branded closing graphics/animation
- Category exclusivity

COMPANION CONTENT

Four print/digital articles

- Content published through associated print and digital channels, including Ballistic, Tactical Life and/or Personal Defense World

SPONSORSHIP COSTS

Presenting Sponsorship \$25,000 (1 per series)

Product Integration guaranteed in all videos
Billboard with sponsor logo
Category Exclusivity
Win Win Video Vignettes

Named Sponsorship \$15,000 (3-4 per series)

Product Integration guaranteed in 2 to 3 videos
Billboard with sponsor logo
Category Exclusivity
Win Win Video Vignette

TACTICAL LIFE'S NIGHT SHOOTER

THE FUN AND EXHILIRATING WORLD OF HUNTING THAT EMERGES WHEN THE SUN GOES DOWN

This exciting and informative series provides a guide to night hunting, including the latest and greatest products, instruction and techniques. Subject-matter experts share their expertise on best practices for predator hunting, hog hunting and shooting under the cover of darkness.



**CLICK HERE
TO WATCH**

**VIDEO SERIES DELIVERABLES**

Episodes: Four (4-9 minutes each)

- Promotional Dates: 3 months, TBD
- 2 Million Guaranteed Promotional Impressions, all with sponsor mentions:
 - Native with auto-play video
 - Co-branded social media promotion
 - Banners on all AO websites
 - Print – Tune in editorial/mentions and advertisements in appropriate magazine(s)
- Re-airs on AO websites and YouTube

PROMOTIONAL INTEGRATION

- :15 Preroll commercial in rotation
- Product integration in all videos
- URL link to sponsor's product pages
- Co-branding on social promotion and display ads
- Branded closing graphics/animation
- Category exclusivity

COMPANION CONTENT

Four print/digital articles

- Content published through associated print and digital channels, including Ballistic, Tactical Life and Personal Defense World

SPONSORSHIP COSTS**Presenting Sponsorship \$25,000 (1 per series)**

Product Integration guaranteed in all videos
Billboard with sponsor logo
Category Exclusivity
Win Win Video Vignettes

Named Sponsorship \$15,000 (3-4 per series)

Product Integration guaranteed in 2 to 3 videos
Billboard with sponsor logo
Category Exclusivity
Win Win Video Vignette

WIN-WIN VIDEO VIGNETTES

FREE BONUS VIDEOS SHOWCASING SPONSOR PRODUCTS

CROSS-PROMOTE VIDEO SERIES WITH A CUSTOM TRAILER TO HELP DRIVE VIEWERSHIP!

Generate maximum viewership by broadcasting **authentic content** ideal for brand alignment of our industry partners. Pitchy narratives and overt product/logo inclusion undermine the authenticity of the content and are simply not watched as much as videos with no obvious agenda. Athlon Outdoors video series include seamless product integration with embedded links to additional product information.



15- to 45-seconds each (the ideal length for social media and website posts)

Presenting Sponsors get 2 WWVVs, Secondary Sponsors get 1 WWVV




UNCENSORED CURATED VIDEO PLATFORM

YOUR COMPANY'S VIDEO LIBRARY DELIVERED
TO OUR AUDIENCE AND HOUSED ON OUR SERVERS


An entire year of unrestricted video hosting!

Promote your products and SELL your products, across AO sites
with exclusive ad rights, social integration **without restriction!**


SIG SAUER VIDEO EXPERIENCE




SIG SAUER VIDEOS




M17 Ep. 1: The Search Begins...




SIG MCX VIRTUS - MISSION T...




M17 Commemorative (1080p...



SIG SAUER P320 M17 (1080p...




SIG MCX VIRTUS - MISSION 3...



SIG MCX VIRTUS - Mission On...


This side rail can be configured with a Twitter and/or Facebook feed and display ads 300x600 or 300x250.

Tweets by @sigsaurinc



SIG SAUER
@sigsaurinc

Join the premier employer in the firearms industry! We are seeking a CNC Machine Operator I - 3rd Shift. Apply today! bit.ly/3B0VpUz #Manufacturing #Exeter, NH



UNCENSORED CURATED VIDEO PLATFORM

VIDEO CREATION

2 NEW PRODUCT VIDEOS INCLUDED

MEDIA INCLUDED

- 125K RUN OF PROMOTIONAL NETWORK ADS/MONTH (1.5M/YEAR)
- SOCIAL PROMOTION OF ALL NEW VIDEO CONTENT
- BRAND INCLUSION IN 2021 VIDEO PLAYER PRINT PROMOTIONS

ADD ON MORE VIDEOS:

UP TO 10 new videos at \$2,000/video

STANDARD VIDEO RATE: 1-5 min - \$3,000 on average

If your brands video needs are beyond those offered, we have larger packages available for both video hosting and creation.

Why Athlon Outdoors' U.C.V. Sponsorship?

- Exclusive video page dedicated to your brand.
- Control of ads on your content: 15 sec or 30 sec pre-roll.
- Companion banner ads next to your videos while playing.
- Full library of your content within a firearm enthusiast environment.
- Customization/branding of your U.C.V. page and player.
- Social feed integration to interact with social channels and to grow followers.
- Social sharing of your video content.
- Player integrated in the page.

ALL ACCESS - \$35k/year

50 archive videos hosted

Add to your channel up to 2 new videos/ month (24/year)

NATIVE/PRODUCT VIDEO

**MAXIMIZE YOUR NEW PRODUCT EXPOSURE
WITH ENGAGING NATIVE VIDEO EXECUTION**



**CLICK HERE
TO WATCH**

NATIVE/PRODUCT VIDEO



NATIVE VIDEOS LIVE ON ATHLON OUTDOORS' SITES LIKE EDITORIAL CONTENT

Each video is 2-5 minutes in length.

Informative, educational and authentic

- Custom content developed in cooperation with the manufacturer
- Highlights product features
- Includes standup/studio shots as well as action/range shots
- Hosted by a dynamic subject-matter expert

COST - \$2,500*

NATIVE PROMOTION: Native headlines and landing page, which includes highlights product features, is an additional cost

*In the event revisions are required, Athlon Outdoors' best efforts will be made to accommodate. Additional charges may apply.

Athlon Outdoors' Native/Product videos align your products with the right subject matter experts from our pool of highly educated and professional content creators who connect with our audience authentically.

ENGAGE WITH OUR HUNTING AUDIENCE

With over 50% of our audience participating and hunting and the number on the rise, Athlon Outdoors' magazines and websites are a great way to reach the hunting audience as well as grab the attention of new hunters who may be considering the sport.

Athlon Outdoors has nearly 2,000 published stories about hunting.

58%
OF BALLISTIC
READERS HUNT

THE MARKET SIZE, MEASURED
BY REVENUE, OF THE
HUNTING & TRAPPING
INDUSTRY IS **\$878.3M** IN 2022.

55%
OF TACTICAL LIFE READERS
HAVE A HUNTING LICENSE



WOMEN'S GUN OWNERSHIP CONTINUES TO RISE

Athlon Outdoors' female audience is one of our fastest-growing segments!



50%

WOMEN ACCOUNTED FOR ABOUT HALF OF ALL GUN PURCHASES BETWEEN 2019 AND 2021, AND NEW GUN OWNERS ARE MORE LIKELY TO BE FEMALE.

Harvard T.H. Chan School of Public Health

70%

OF WOMEN GUN OWNERS SAY OWNING A GUN IS ESSENTIAL FOR THEIR PERSONAL FREEDOM.

Pew Research Center survey

3.5 MILLION

WOMEN BECAME NEW GUN OWNERS FROM JANUARY 2019 THROUGH APRIL 2020.

2021 National Firearms Survey

ATHLON OUTDOORS' DISPLAY ADS ARE SCROLL INITIATED

Ad impressions are not served on a page until the ad is visible .

ATHLON OUTDOORS' TRAFFIC IS 100% ORGANIC

We do not pay for traffic. Paid traffic can include bot traffic rather than real users.

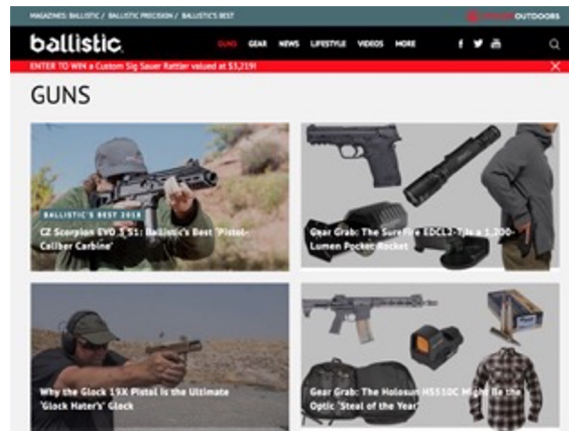
ON AVERAGE 70% OF ATHLON OUTDOORS' TRAFFIC IS FROM SEARCH

Our users are actively searching for specific content when they visit our sites and consume our content.

ATHLON OUTDOORS' DISPLAY ADS PERFORM ON AVG 2X BETTER THAN DISPLAY AVERAGES

Endemic ads served next to relevant content increases user interest and engagement.

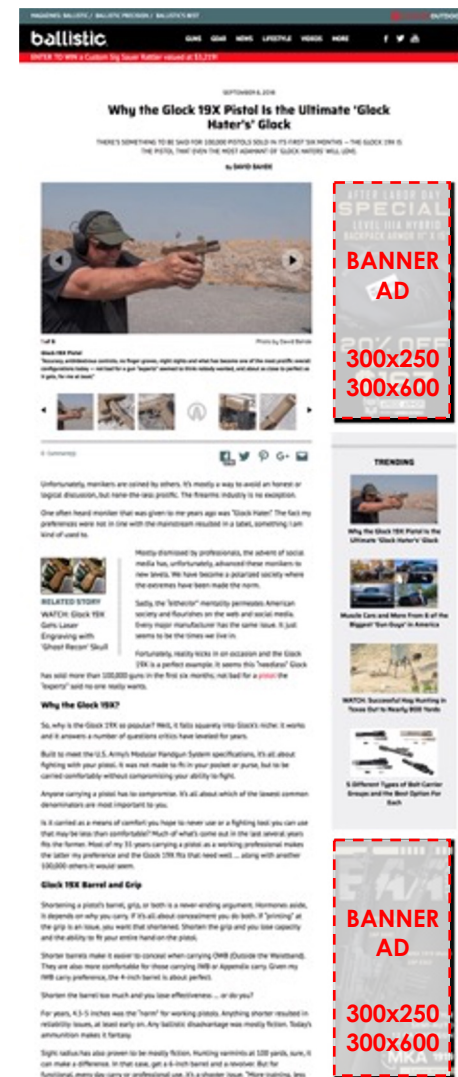
CATEGORY PAGE DISPLAY ADS



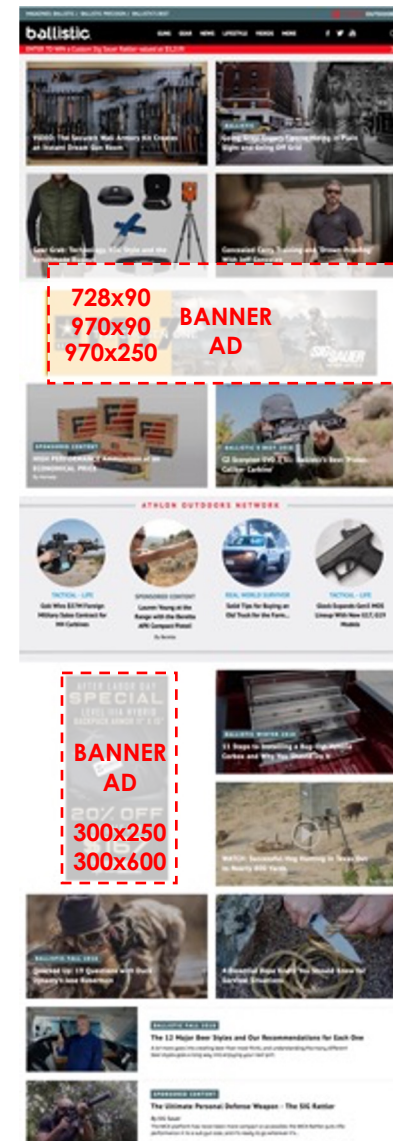
MOBILE DISPLAY ADS



ARTICLE PAGE DISPLAY ADS



HOME PAGE DISPLAY ADS



**NATIVE ADS LIVE
ON ATHLON
OUTDOORS' SITES
LIKE EDITORIAL
CONTENT**

**NATIVE ADS ARE A
PREMIUM BECAUSE
ON AVG THEY
OUTPERFORM AVG
DISPLAY BY **2.5X**
ON AVG**

**ATHLON OUTDOORS'
NATIVE ADS
OUTPERFORM AVG
DISPLAY BY MORE
THAN **5X** ON AVG**

**ATHLON OUTDOORS'
NATIVE ADS
OUTPERFORM AVG
NATIVE BY NEARLY
DOUBLE!**

EDITORIAL HEADLINE



RELATED STORY HEADLINE

EDITORIAL HEADLINE

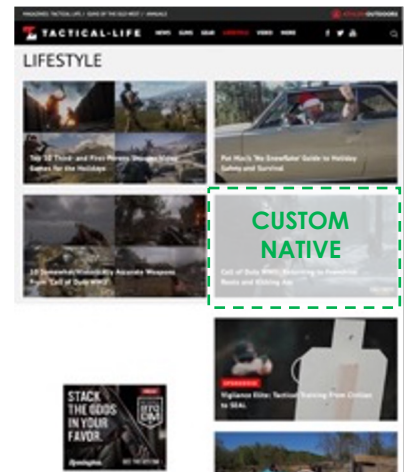


TRENDING HEADLINE

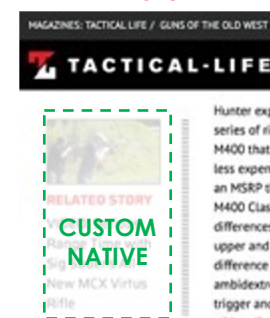


NETWORK WIDGET HEADLINE

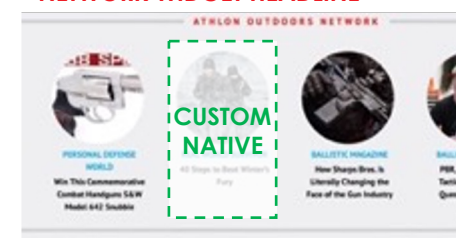
EDITORIAL HEADLINE



RELATED STORY HEADLINE



NETWORK WIDGET HEADLINE



TRENDING HEADLINE



ADVERTISING & SALES CONTACTS

NORTHEAST & MID-ATLANTIC REGION

Scott Buchmayr
978.462.6335
buchmayrscott@gmail.com

SOUTHEAST & UPPER MIDWEST REGION

Amos Crowley
216.378.9811
amos@crowleymedia.com

WESTERN REGION

Scott J. Cherek
307.635.8899
cherekgroup@bresnan.net

MIDWEST/CENTRAL SOUTH REGION

Dan Flavin
248.515.8654
dflavin@flavinandassoc.net

DIRECT RESPONSE SALES

Jim Coen
718.825.7533
jcoen@athlonoutdoors.com

MANAGEMENT & EDITORIAL CONTACTS

SVP/GENERAL MANAGER

Nick Seifert
nseifert@athlonoutdoors.com

EDITORIAL DIRECTOR

Nino Bosaz
nbosaz@athlonoutdoors.com

SENIOR DIGITAL EDITOR

Chad Adams
cadams@athlonoutdoors.com

DIGITAL CURATOR

Joshua Swanagon
jswanagon@athlonoutdoors.com

PAID MEDIA MANAGER

Jillian Dow
jdow@athlonoutdoors.com

MARKETING COORDINATOR & ADMINISTRATOR

Maureen Pichner
mpichner@athlonoutdoors.com

EDITOR-IN-CHIEF

Linus Cernauskas
lcernauskas@athlonoutdoors.com

DIGITAL SEO EDITOR

Laura Cromwell Starita
lstarita@athlonoutdoors.com

MARKETING & PROGRAM MANAGER

Niki Morrison
nmorrison@athlonoutdoors.com

DIGITAL CAMPAIGN MANAGER

Matt Waters
mwaters@athlonoutdoors.com