



ATHLON
OUTDOORS

2024 MEDIA KIT

WHY ATHLON OUTDOORS?

- ✓ The largest creator of shooting sports content
- ✓ 100% uncensored and protected platform
- ✓ 1 million+ monthly digital page views

MAXIMUM COVERAGE
UNMATCHED EXPERTISE



SUPERSITE

ballistic
PDW
PERSONAL DEFENSE WORLD

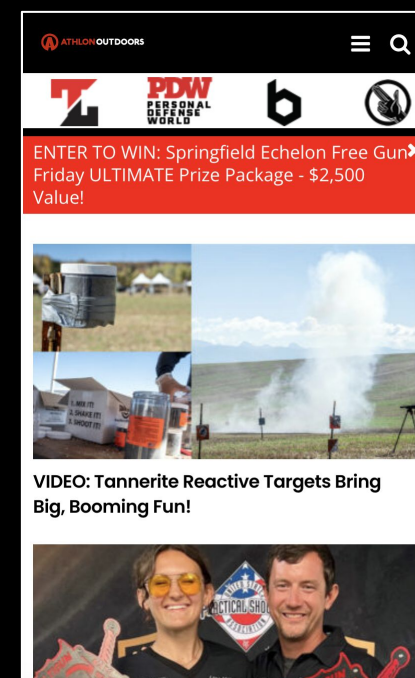
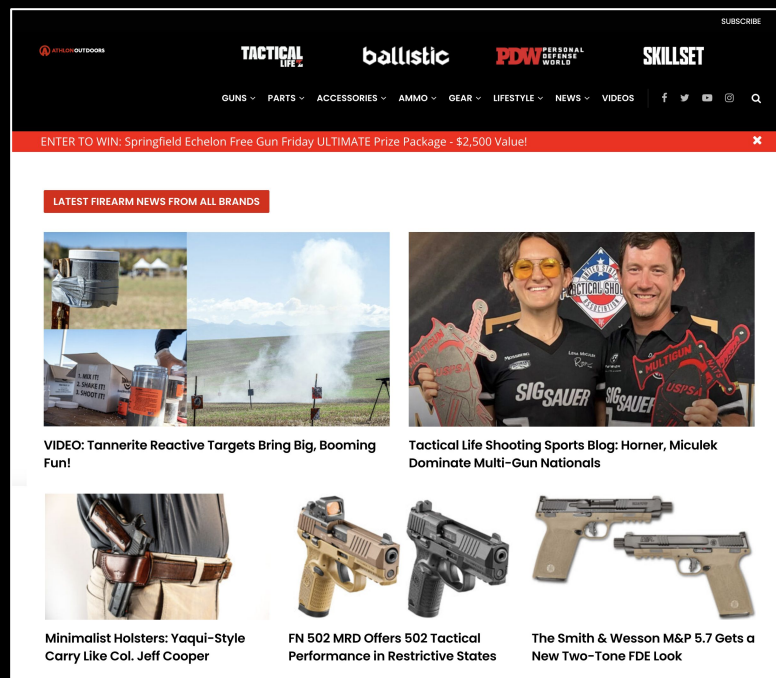
PDW CONCEALED CARRY
HANDGUNS
TACTICAL
LIFE

COMBAT
HANDGUNS
GUNS
OF THE OLD WEST

SKILLSET
AMERICAN
FRONTIERSMAN

EIGHT LEADING BRANDS UNDER ONE DIGITAL ROOF!

The Athlon Outdoors Supersite brings together all of Athlon Outdoors' trusted brands into one URL. This combined content library has more than 20,000 articles and reviews, bringing maximum coverage and unmatched expertise to readers.



ballistic

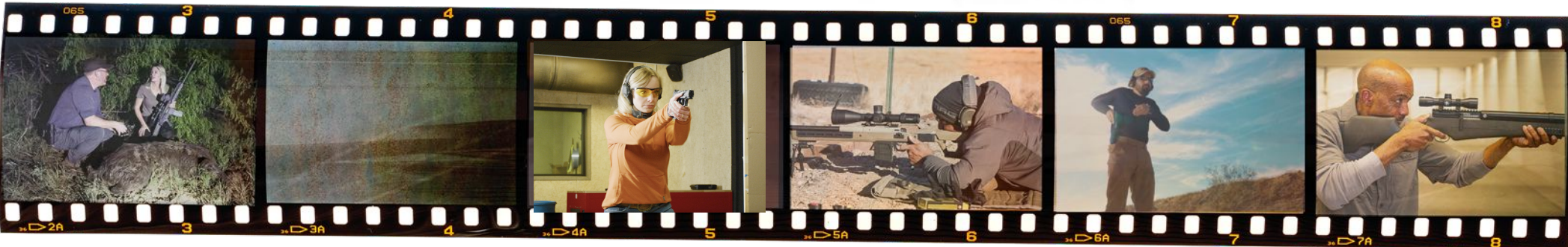
COMBAT
HANDGUNS

TACTICAL
LIFE

GUNS
OF THE OLD WEST

PDW / CONCEALED CARRY
HANDGUNS

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**

BUYING POWER! PASSIONATE, ACTIVE FIREARMS USERS!

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

WHERE THEY GET MEDIA

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

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 DO

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

TYPE OF MEDIA

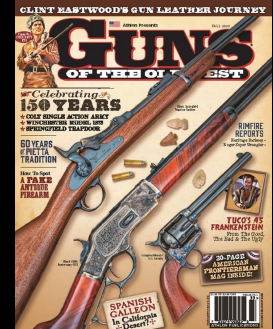
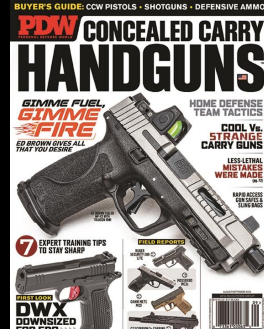
- 97% read articles
- 93% look at photo galleries
- 94% watch videos

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

SAME GREAT BRANDS - FULL DIGITAL PRESENCE

THE SAME NAMES AND CONTENT YOU LOVE WILL BE GOING EXCLUSIVELY DIGITAL IN 2024



WHAT TO EXPECT:

- The same great content!
- A fully-safe 2A Space: You'll know your ads are delivered 100% thanks to the lack of newsstand complications
- Larger potential audience reach
- Ability to target consumers based on their interests
- Enhanced Reporting for advertisers to know the value of your dollar

DIGITAL



DOMINANCE

100% ORGANIC AUDIENCE | UNRIVALED ENGAGEMENT

100% ORGANIC AUDIENCE UNRIVALED ENGAGEMENT

1M+

MONTHLY DIGITAL
PAGE VIEWS

480K

MONTHLY
DIGITAL UNIQUES

800K

MONTHLY EMAIL
SUBSCRIBERS

8 DIGITAL
NETWORKS

ALL IN **1**
SUPERSITE

7

VIDEO
SERIES

1M+






















MONTHLY SOCIAL
MEDIA REACH

17

SOCIAL
CHANNELS

Source: Google Analytics, 12 Month Avg. (October 2022- September 2023)

Numbers not guaranteed.

<div>ballistic</div> <div><div><div></div><div>48K</div></div><div><div></div><div>42K</div></div><div><div></div><div>71K</div></div></div>	<div><div>TACTICAL LIFE</div><div><div><div></div><div>108K</div></div><div><div></div><div>102K</div></div><div><div></div><div>69K</div></div></div></div>	<div><div>PERSONAL DEFENSE WORLD</div><div><div><div></div><div>79K</div></div><div><div></div><div>35K</div></div><div><div></div><div>32K</div></div></div></div>	<div>SKILLSET</div> <div><div><div></div><div>43K</div></div><div><div></div><div>5.5K</div></div><div><div></div><div>55K</div></div></div>	
	<div><div>ATHLON OUTDOORS</div><div><div><div></div><div>41K</div></div><div><div></div><div>10K</div></div><div><div></div><div>8K</div></div></div></div>	<div><div></div><div><div><div></div><div>44K</div></div></div></div>	<div><div>COMBAT HANDGUNS</div><div><div><div></div><div>317K</div></div></div></div>	

**ATHLON OUTDOORS HAS A MONTHLY SOCIAL MEDIA REACH OF
MORE THAN ONE MILLION FOLLOWERS OVER OUR 17 SOCIAL
MEDIA CHANNELS ...AND IT'S GROWING EVERY DAY!**

DIRECT MARKETING TO OUR MOST AVID READERS

E-newsletters are an extremely effective way to get the attention of a user and present content that send customers directly to the client's website.

PDW PERSONAL
DEFENSE
WORLD

200,000
SUBSCRIBERS

ballistic

200,000
SUBSCRIBERS

TACTICAL LIFE

215,000
SUBSCRIBERS

**COMBAT
HANDGUNS**

50,000
SUBSCRIBERS

 **ROUNDUP**
MONTHLY HIGHLIGHTS FROM ATHLON OUTDOORS BRANDS

400,000
SUBSCRIBERS

SKILLSET

150,000
SUBSCRIBERS

EDITORIAL NEWSLETTERS

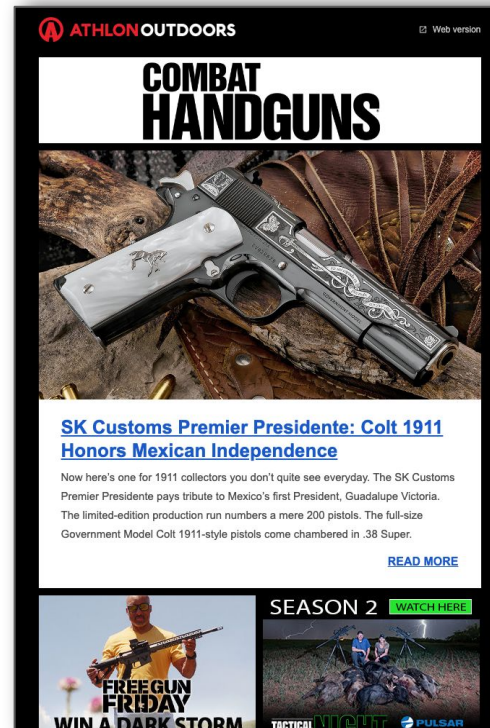
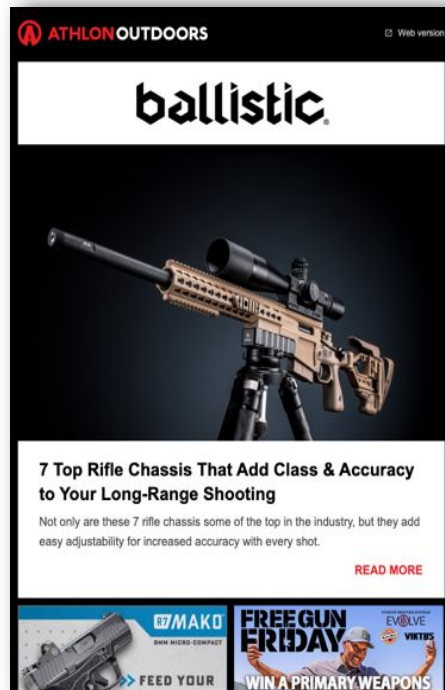
ARE 50% SOV OF 300x250
BRAND ADVERTISEMENTS PLUS
NEW EDITORIAL CONTENT

DEDICATED NEWSLETTERS

ARE 100% SOV OF BRAND
ADVERTISEMENT
FULL DISPLAY

SPONSORED NEWSLETTERS

ARE 100% SOV OF BRAND NATIVE
OR EDITORIAL CONTENT & (2)
300x250 BRAND ADVERTISEMENTS



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

100% SOV!

225K

T TACTICAL LIFE

224K

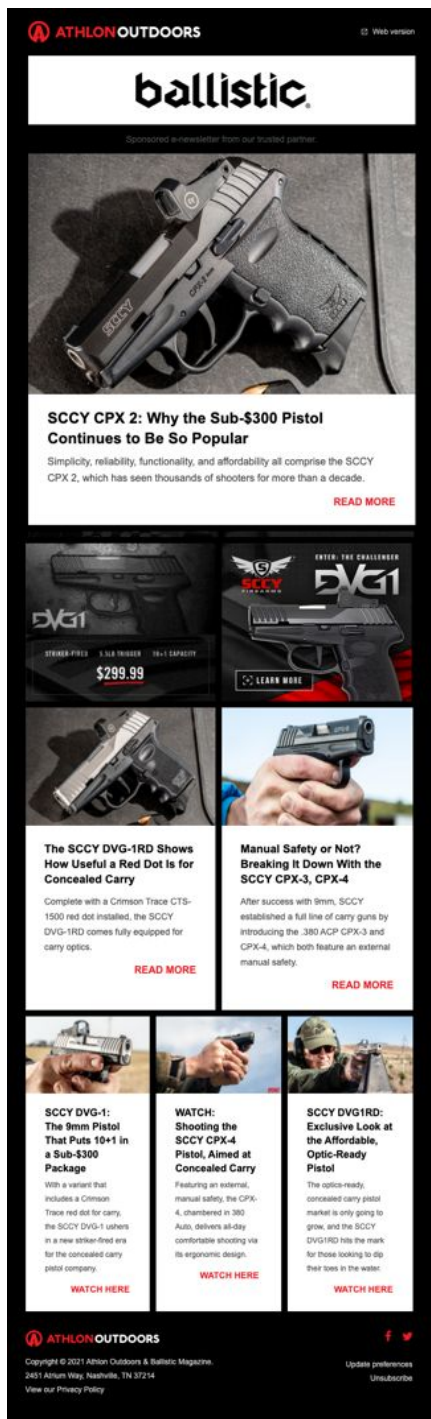
PDW PERSONAL DEFENSE WORLD

200K

ballistic

150K

SKILLSET



ballistic
Sponsored 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
ENTER THE CHALLENGER
\$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 users in 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 9mm 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](#)

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NATIVE ADVERTISING

**MAXIMIZE YOUR EXPOSURE WITH
ENGAGING NATIVE INTEGRATION**



WHY NATIVE?

77% of consumers trust what they read on publisher sites and find the advertising more effective and impactful

(compared to only 19% of users who trust what they see on social media)

81%

of consumers trust content
on publisher sites

Digital Content Next

3X

lift in purchase intent
with sponsored content

IPG Media Lab

45%+

lift in revenue when
publishers began using
integrated ad formats

Nativo Platform Data

NATIVE AD SPECIFICATIONS

CLIENT SHOULD SUPPLY THE FOLLOWING CREATIVE ASSETS:

- ✓ Article or Press Release
 - ✓ Product Spec Sheet
 - ✓ Minimum of 3 Different Headlines^{*}
 - ✓ Minimum of 3 Images (RGB, 72dpi, 1086px x 610px)^{*}
 - ✓ Optional Video (client-supplied or produced by Athlon Outdoors^{**})
 - ✓ 300 x 250 and 300 x 600 Display Ads
 - ✓ Product Page URL
 - ✓ Social media account links and hashtags

^{}Headline and image rotations/choices improve audience engagement*

*^{**}Additional charges apply for Athlon-Outdoors-produced video*

MATERIALS MUST BE RECEIVED PRIOR TO THE LAUNCH DATE CHOSEN BY THE CLIENT.
IF MATERIALS AREN'T RECEIVED IN TIME FOR THE NATIVE AD'S RESERVATION, CHARGES WILL BE ASSESSED.

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

52%
people are 52% more likely
to share video content than
other types of content.
– Wyzowl, 2023

96%
of people have watched an
explainer video to get a
better understanding of a
product.
– [Yans](#) and [Wyzowl](#), 2023

87%
A whopping 87% of marketers
can attribute sales back to their
video marketing efforts.
– Wyzowl, 2023

84
Globally, people are watching
around 84 minutes worth of
videos every single day.
– [The Social Shepherd](#), 2023

FREE GUN FRIDAY

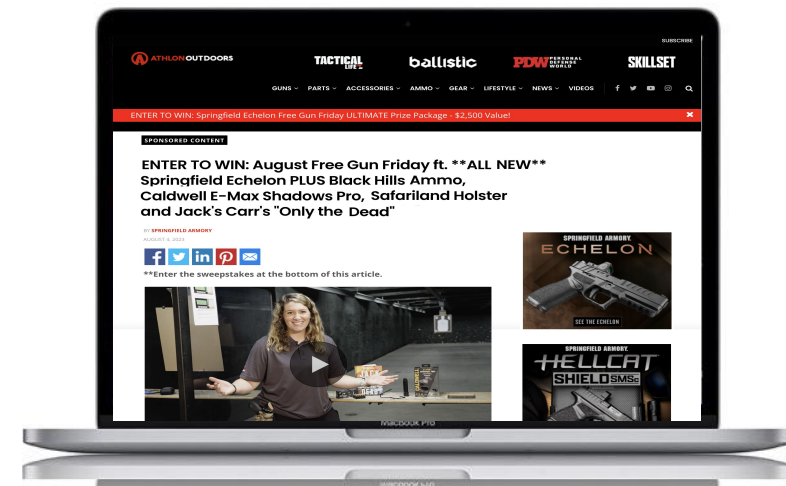
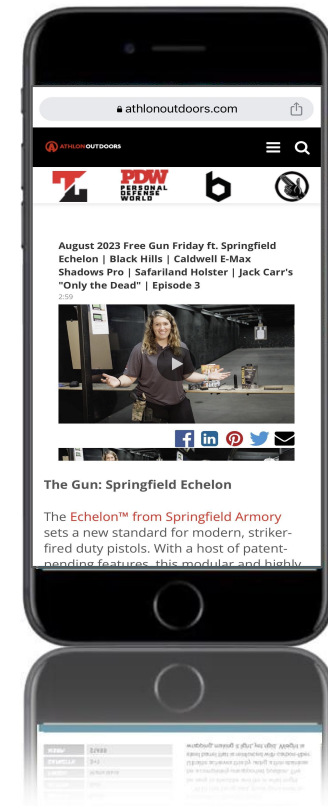
ATHLON OUTDOORS' POPULAR GIVEAWAY, NOW BI-WEEKLY

PROMOTION & BENEFITS:

- **CUSTOM CREATIVE:** 1 ARTICLE PLUS 3 VIDEOS CREATED AS NATIVE CONTENT
- **BANNER & NATIVE ADS:** 1,000,000 PROMOTIONAL IMPRESSIONS
- **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 MEDIA:** 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 months/9 episodes for \$39,500)
- **ACCESSORY SPONSOR:** \$7,500 (3 months/9 episodes for \$19,500)
- **GEAR/APPAREL SPONSOR:** \$5,000 (3 months/9 episodes for \$13,500)



SWEAT, LEAD & STEEL

 **ATHLON OUTDOORS** VIDEO SERIES

PROFILING GREATNESS IN THE FIREARMS INDUSTRY

Filmed 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 in documentary style, reveal the company's path to greatness and the people who shaped its success.



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



VIDEO SPONSORSHIP INCLUDES:

- Duration: 18-24 minutes
- Promotional Period: 3 Months
- 1 Million Guaranteed Promotional impressions
 - Native video
 - Co-branded social media promotion
 - Banners on The Athlon Outdoors Supersite
- Re-airs on The Athlon Outdoors Supersite 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: \$35,000

PRICE INCLUDES SHOOTING AT ONE LOCATION. ADDITIONAL COSTS FOR MULTIPLE LOCATIONS WILL BE ASSESSED.
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.

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.



LONG RANGE PRECISION

VIDEO SERIES DELIVERABLES

Episodes: Four (3-9 minutes each)

- Promotional Dates: 3 months, TBD
- **3 Million Guaranteed Promotional Impressions**, all with sponsor mentions:
 - Native video
 - Co-branded social media promotion
 - Banners on The Athlon Outdoors Supersite
- Re-airs on The Athlon Outdoors Supersite and YouTube



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

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.



OPTIMIZATION AND CUSTOMIZATION OF POPULAR FIREARMS

MCB: MODIFY | CUSTOMIZE | BUILD allows for endless possibilities of modifications and customizations! This new 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 video
 - Co-branded social media promotion
 - Banners on The Athlon Outdoors Supersite
 - Print – Tune in editorial/mentions and advertisements in appropriate magazine(s)
- Re-airs on The Athlon Outdoors Supersite and YouTube

PROMOTIONAL INTEGRATION

- :15 Postroll 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

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

SPECIAL ADD-ON SPONSOR VIDEOS

Accessory sponsors have the chance to extend the MCB series by showcasing their products in an additional video. Products will be added to the base product (ie, A third-party slide, optic, handguard, etc.)

Each additional sponsor: **\$4,500 per video**

Includes 150 additional promotional impressions over 6-8 weeks



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.





VIDEO SERIES DELIVERABLES

Episodes: Four (4-9 minutes each)

- Promotional Dates: 3 months, TBD
- 1.6 Million Guaranteed Promotional Impressions, all with sponsor mentions:
 - Native with video
 - Co-branded social media promotion
 - Banners on The Athlon Outdoors Supersite
 - Print – Tune in editorial/mentions and advertisements in appropriate magazine(s)
- Re-airs on on The Athlon Outdoors Supersite 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 (4 available)

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



BEYOND THE BASICS OF AMMO RELOADING

With the right gear, components and knowledge, you can easily take control of your ammunition. Tactical Life's 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
- 1.5 Million Guaranteed Promotional Impressions, all with sponsor mentions:
 - Native video
 - Co-branded social media promotion
 - Banners on The Athlon Outdoors Supersite
 - Print – Tune in editorial/mentions and advertisements in appropriate magazine(s)
- Re-airs on The Athlon Outdoors Supersite 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

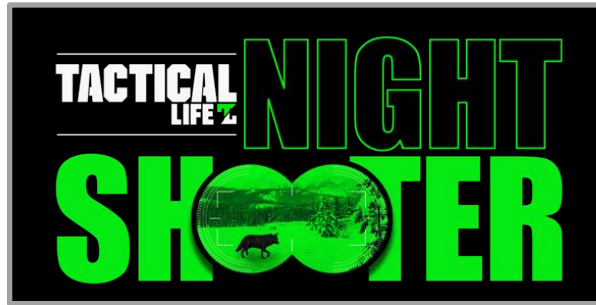
SPONSORSHIP COSTS

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 (4 available)

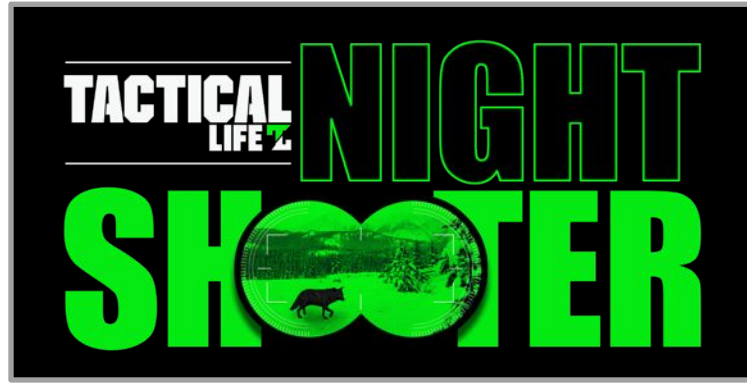
Product Integration guaranteed in 2 to 3 videos
Billboard with sponsor logo
Category Exclusivity
Win Win Video Vignette



THE EXHILARATING WORLD OF HUNTING AT NIGHT

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.





VIDEO SERIES DELIVERABLES

Episodes: Four (4-9 minutes each)

- Promotional Dates: 3 months, TBD
- 1.5 Million Guaranteed Promotional Impressions, all with sponsor mentions:
 - Native video
 - Co-branded social media promotion
 - Banners on The Athlon Outdoors Supersite
 - Print – Tune in editorial/mentions and advertisements in appropriate magazine(s)
- Re-airs on The Athlon Outdoors Supersite 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 (4 available)

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

PDW HOME DEFENSE **BITES** PERSONAL DEFENSE WORLD™

QUICK TIPS FOR PERSONAL 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.





VIDEO SERIES DELIVERABLES

Six Episodes (2-4 minutes each)

- Promotional Dates: 3 months, TBD
- 2 Million Guaranteed Promotional Impressions, all with sponsor mentions:
 - Native video
 - Co-branded social media promotion
 - Banners on The Athlon Outdoors Supersite
 - Print – Tune in editorial/mentions and advertisements in appropriate magazine(s)
- Re-airs on The Athlon Outdoors Supersite 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 (4 available)

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



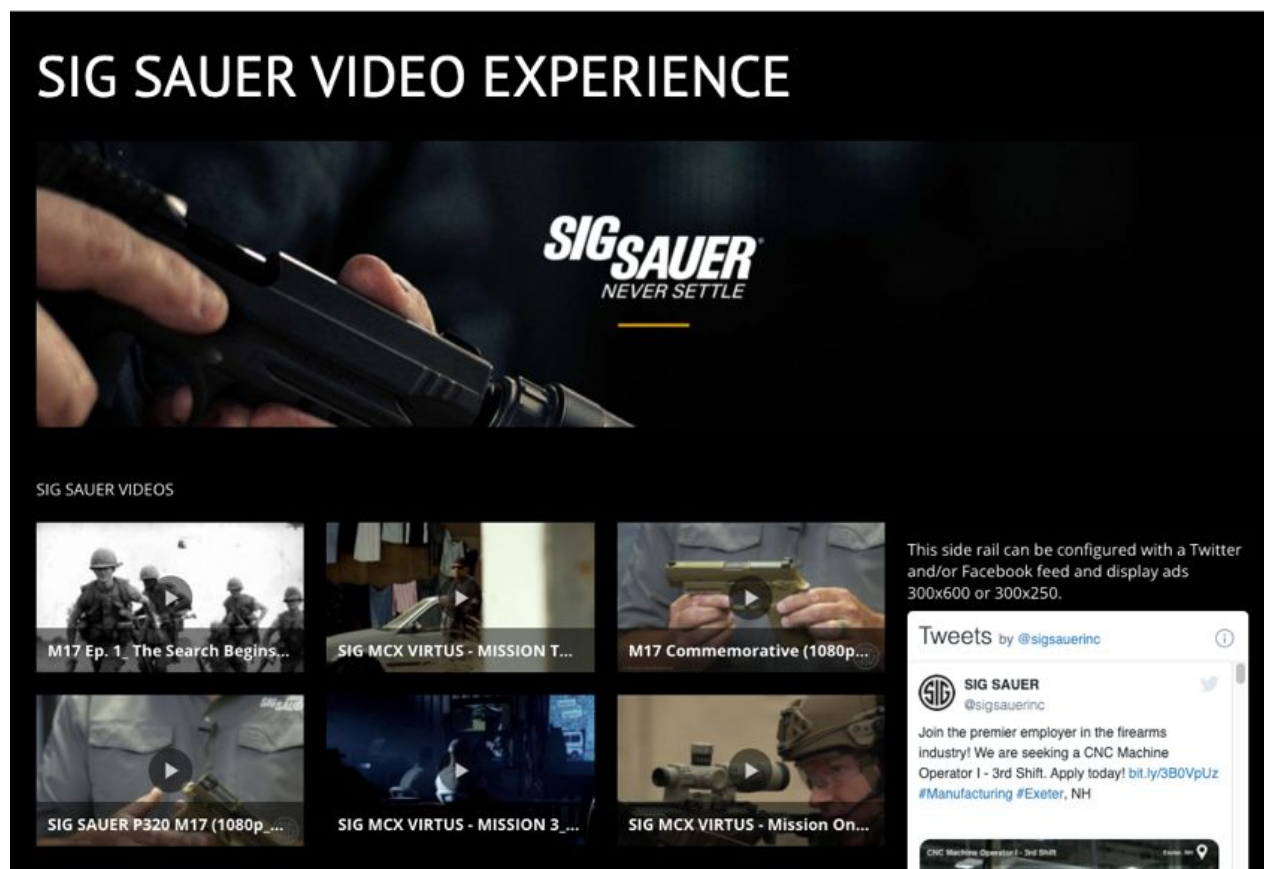
AO'S HOSTED VIDEO PLATFORM

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

An entire year of unrestricted video hosting!

Athlon Outdoors' Brightcove video players allows you to promote and drive sales to your products, unlike YouTube and other players. Reach beyond your website and deliver your videos directly to Athlon Outdoors passionate audience with exclusive ad rights and social integration

without restriction!



AO'S HOSTED VIDEO PLATFORM

MEDIA INCLUDED

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

Why Athlon Outdoors' Hosted Video Platform?

- 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 hosted page and player.
- Social feed integration to interact with social channels and to grow followers.
- Social sharing of your video content.
- Player integrated into the page.

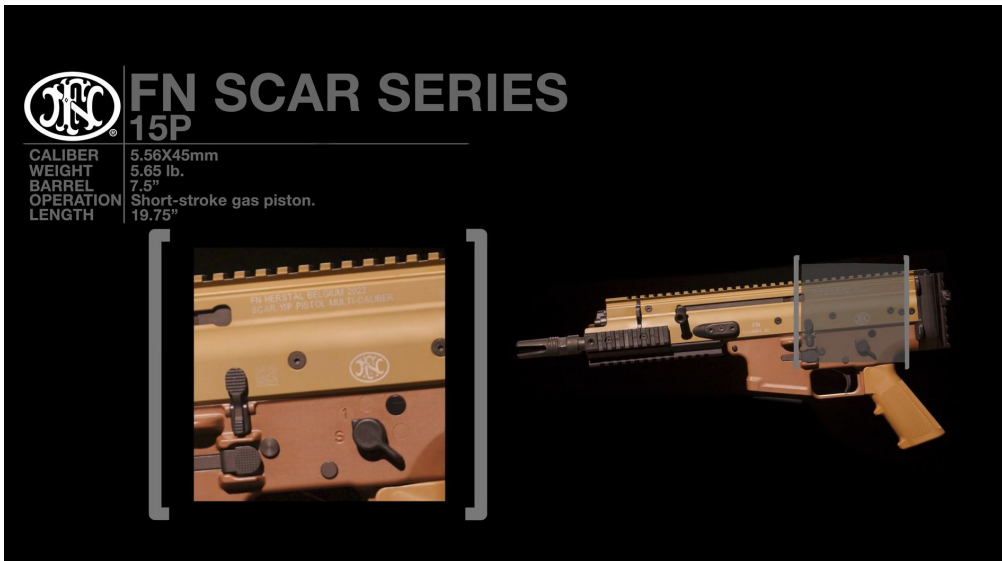
ALL ACCESS - \$35,000/year

50 archive videos hosted

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

CUSTOM PRODUCT-VIDEO PRODUCTION

LET ATHLON OUTDOORS' TALENTED PRODUCTION TEAM CREATE YOUR NEW PRODUCT VIDEOS



- 2-5 minutes per video
- Custom content developed in cooperation with the manufacturer
- HD graphics highlight product features
- Includes studio shots and live-fire footage
- Cost: \$4,000*

*Bulk discounts available



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

RENDEZVOUS 2024

THE FIREARM INDUSTRY'S MOST EXCLUSIVE EVENT

Athlon Outdoors Rendezvous is one of the firearms industry's most exclusive events. This invitation-only event will bring together the industry's foremost content creators with the latest and greatest products to provide editorial coverage across the Athlon Outdoors channels.

The Bronze Buffalo Ranch at Teton Springs is nestled in the backyard of Yellowstone National Park, tucked away in the foothills of the iconic Teton Mountain Range and is a short 20-minute drive to Jackson Hole. With an endless array of luxurious amenities, Bronze Buffalo offers guests an unrivaled all-season property experience.

3

**DAYS OF CUSTOM
RANGE SHOOTING
AND CAMARADERIE**

30+

**SELECT FIREARM
MANUFACTURERS
REPRESENTED**

20+

**EDITORS, WRITERS,
PHOTOGRAPHERS AND
VIDEOGRAPHERS**

RESERVE YOUR SPONSORSHIP NOW

Various sponsorship levels include:

Acknowledgement for Hosting Meals, Entertainment, etc.

Two Attendees for Two Nights

Range Day with Display Table

Feature in Rendezvous Roundup – a digital curation
of products featured at the event

Custom Branded Promotional Items

Logo Signage at the Range, Group Meals, in Event Portal

Special Acknowledgment at Group Dinners

(2) 300x250 banner ads in editorial e-newsletters (500k+ impressions)

...and more!

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



Target a truly unserved market



Women want firearms education but they want it tailored to them!

The female market has been marketed to by men ineffectively. Often mansplaining or shoehorning women into men's clothing just made smaller. Missing the point that women don't need to act like their male counterparts. The new Athlon Outdoors, a women led company, looks to correct these errors. Making an educational resource that is inviting, interesting and on market to the currently unserved female consumer base.

50%

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

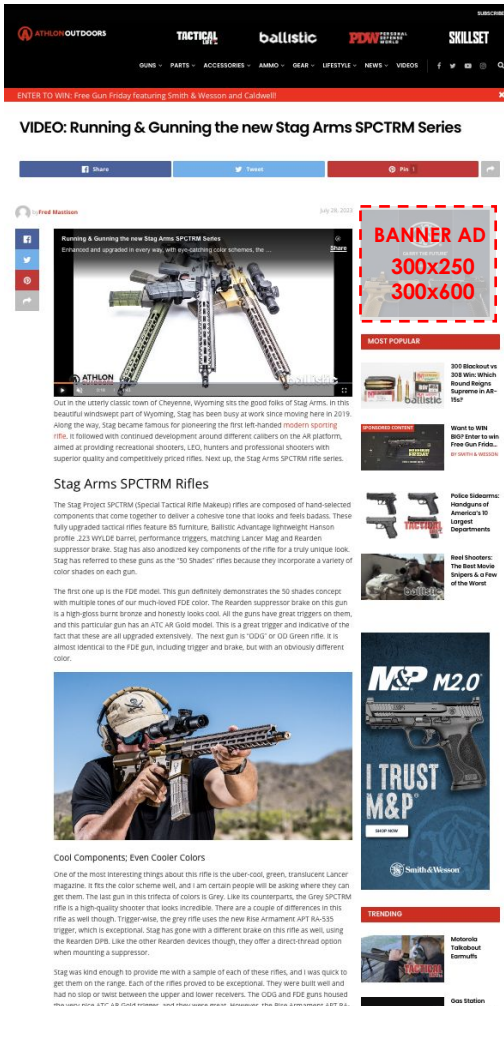
Harvard T.H. Chan School of Public Health

70%

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

Pew Research Center survey

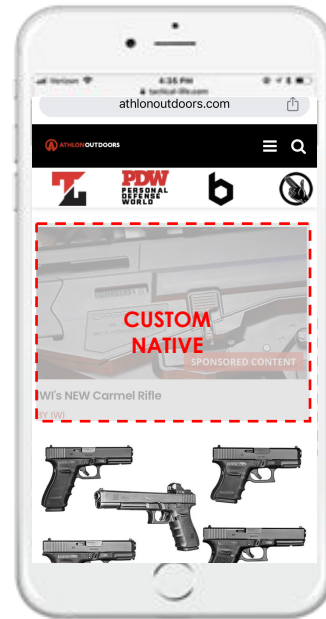
HOME PAGE DISPLAY ADS



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

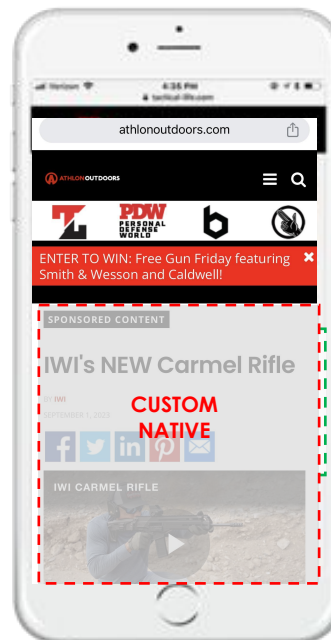
**NATIVE ADS LIVE
ON ATHLON
OUTDOORS' SITES
LIKE EDITORIAL
CONTENT**

HOME PAGE
NATIVE PLACEMENT



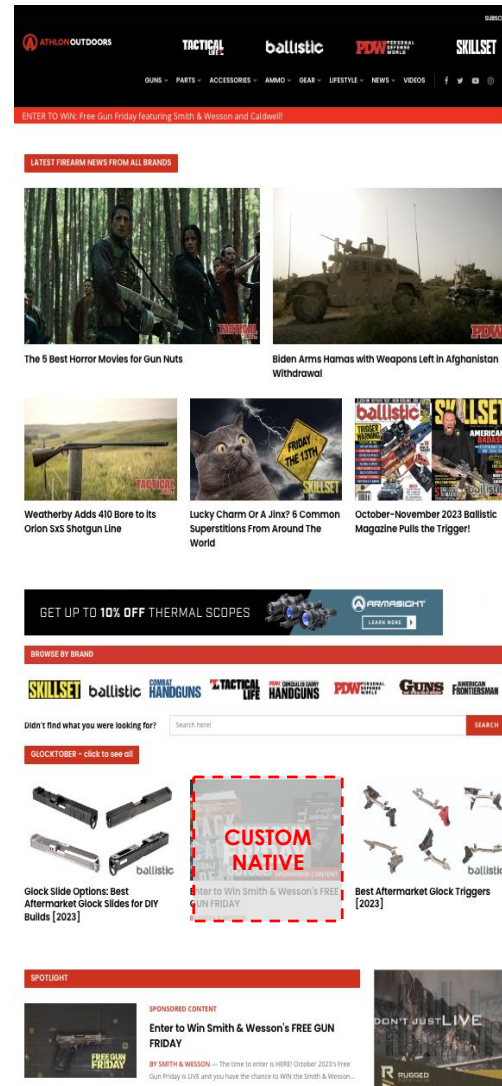
**ATHLON OUTDOORS' NATIVE ADS
OUTPERFORM AVG
DISPLAY BY MORE
THAN 3X ON AVG**

EDITORIAL NATIVE
PLACEMENT

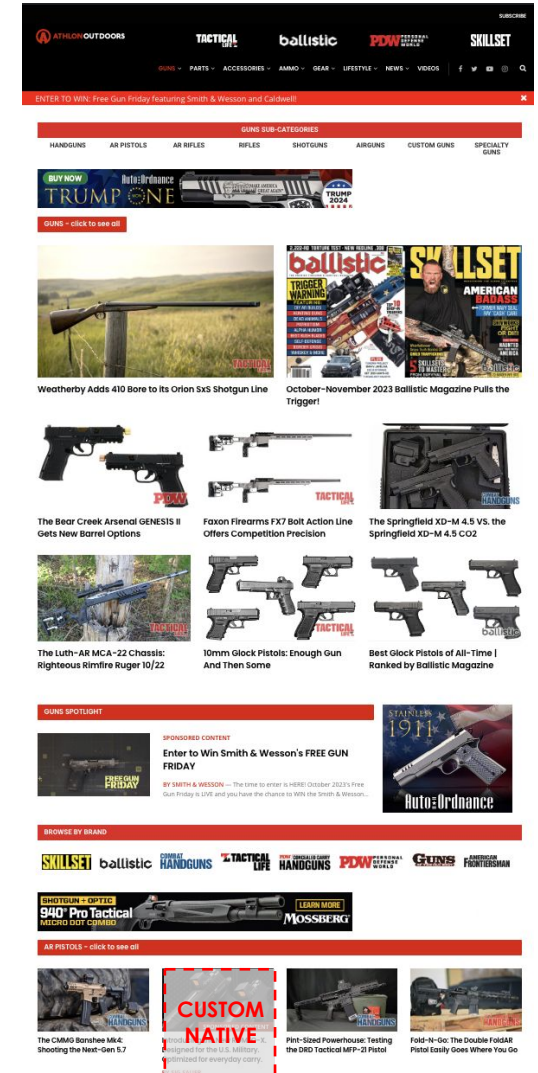


**ATHLON OUTDOORS' NATIVE ADS
OUTPERFORM AVG
NATIVE BY NEARLY
DOUBLE!**

HOME PAGE NATIVE PLACEMENT



EDITORIAL NATIVE PLACEMENT



**Native Advertising relies on content.
High quality articles, photos and/or videos maximize
performance and create deeper levels of engagement.**

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