



Bleecker Street PUBLICATIONS

THE FUTURE OF PUBLISHING, NOW



MEDIA DECK

BLEECKERSTREETPUBLICATIONS.COM

2025

INDUSTRY REIMAGINED, REACH UNCONSTRAINED

ballistic

GATDEALS
DEALS - DISCOUNTS - PROMOS

**AMERICAN
FRONTIERSMAN**

PDW
PERSONAL DEFENSE WORLD

**COMBAT
HANDGUNS**

**TACTICAL
LIFE™**

SKILLSET

OPEN AIR
media

GATDAILY
GUNS - AMMO - TACTICAL

GUNS
OF THE OLD WEST

**ROTTEN GUN
★★★★★ REVIEWS**

WHY BLEECKER STREET?

- Editorial that speaks to the everyday gun owners and enthusiasts
- Strong engagement through multi-channel touchpoints
- Unique, apolitical perspective that transcends the traditional market into untapped consumers



THE BLEECKER STREET BENCH

OUR UNIQUE EXPERTISE

Bleecker Street's bench has expanded the reach, and delivers access to the industry in a reimagined way

● Editorial

- 200 pieces of custom content per month
- New users increased by 50%
- Returning visitors are up 104%
- Time on site is up 23%
- Page views are up 269%
- Total sessions are up 80%
- Engaged user are up 178%
- Female consumers now make up 22% of visitors
- Fred Mastison added as lead staff writer
- A diverse stable of experienced content creators
- A growing list of unique properties with both distinctive voices and appeal
- Shooting 101 content is the leading source of new user acquisition capturing new gun buyers' brand loyalty

● Email Delivery Experts

- Email Engagement up 587%
- New intent based targeting options

● Ad Ops

- CTR's are up 60%
- Enhanced targeting options

● Video Production

- In depth company vignettes
- Free Gun Friday Promotion
- Product reviews
- Buyer intent targeted education



BLEECKER STREET PUBLICATIONS
MEDIA DECK | 2025

**ACCESS TO AUDIENCES THROUGH TECHNOLOGY
NOT OFFERED ANYWHERE ELSE**

BRAND NEW INITIATIVES



OPEN AIR MEDIA

The new home for under represented industries and interests. Leverage our custom video player and website to host and share your videos.

- Embeddable & Shareable Video Player
- Individual Channels for your Brand
- Video Analytics at the Ready
- Interactive user experience

ROTTEN GUN REVIEWS:

A crowd sourced SEO friendly home for insightful firearms product reviews, combined with expert analysis, creates a strong rating system.

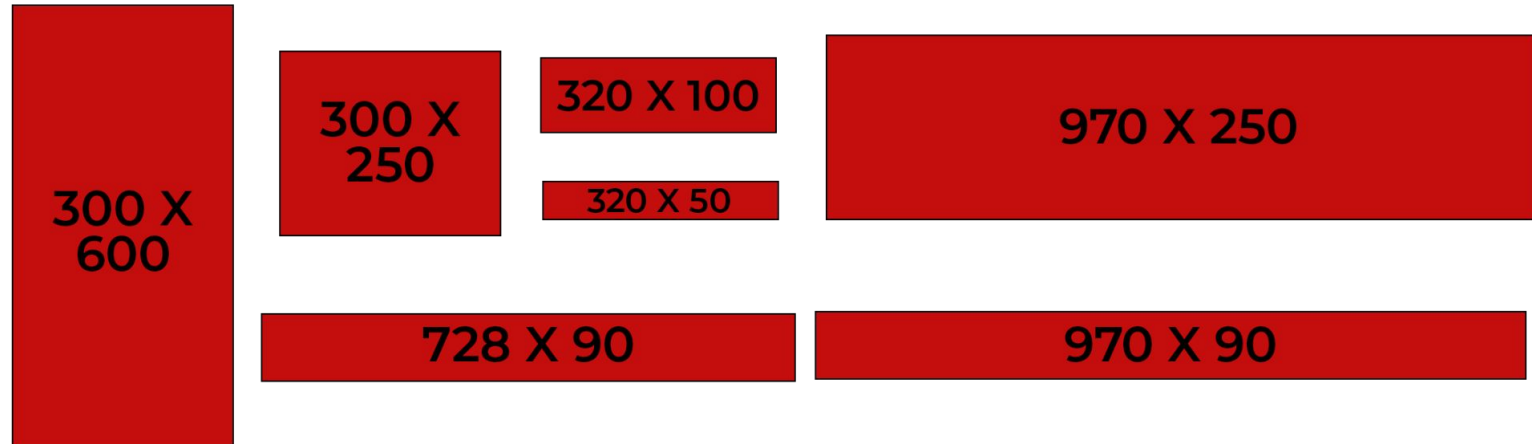
- Free reviews for new and existing firearms
- Crowd Sourced ratings system
- Leverage existing Athlon Outdoors' editorial to support your products



ROTTEN GUN
★★★★☆
REVIEWS

INNOVATION WITHOUT LIMITS

The Bleecker Street Digital Network



OFFERING CUSTOMIZABLE PACKAGES THAT INCLUDE THE STANDARD SIZES AND PLACEMENTS FOR OPTIMAL ENGAGEMENT



- Industry leading CTR's averaging over .16
- Inline article ads to draw engaged user attention
- 10 Million+ increase in monthly adviews
- All ads are served run of network across our properties
- Unlimited creatives per ad size
- Banner creation available for \$500 for 1 unit in each size
- CPM \$20



Upgrade your Pistol with the EOTECH EFLX Mini Red Dot

BY SPONSORED CONTENT JANUARY 8, 2024



The EOTECH EFLX offers a durable, heavy-duty aluminum housing that provides a large, square viewing window, similar in shape to the battle proven EOTECH HWS sights. In pistol use, reflex sights allow faster target acquisition than iron sights and excel in low-light conditions. The EFLX Mini Red Dot is ideal for professional use, hunting, home defense, and recreational shooting.



Photo by EOTECH

EOTECH EFLX Features

The EFLX is available in either 3- or 6-MOA aiming dot models. A 3-MOA dot improves precision on close-range targets, while the larger 6-MOA dot is quicker to find. Shooter preference, target size and engagement distance are critical factors in selecting the best aiming dot size. The sight's windage and elevation are adjustable in 1-MOA clicks for rapid zeroing.

Advertisement - Continue Reading Below



Search...



The Lipsey's Ruger LCR in .32 H&R Magnum

NOVEMBER 27, 2024



Top Sleeping Bag Options for the Big Backpacker

NOVEMBER 27, 2024



Patterning with Buckshot

NOVEMBER 27, 2024



Walther PPK/S Exquisite: Davidson's Limited-Edition Run of 1,000

NOVEMBER 27, 2024



Future of Voting? USPS Submits Patent for Blockchain-Based System

NOVEMBER 26, 2024



Cowboy Mounted Shooting

NOVEMBER 26, 2024



EOTECH's Vudu 1-10X is the ultimate LPVO scope

BY EOTECH

NATIVE ADVERTISING

- Custom created content surrounded by your ads
- Native content is evergreen - even after your campaign finishes, readers will still find it on our site
- Offers strong lifetime Search Engine traffic



WHERE YOU WILL FIND IT?



- Mixed within regular editorial content on the homepage
- Within our "you may also like" section
- Included in email newsletters, as new editorial to read



Upgrade your Pistol with
EOTECH's EFLX Mini Red Dot
BY EOTECH

PRICING:

\$30 CPM

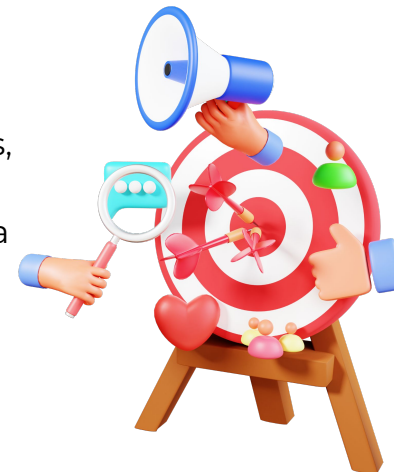


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CONNECT WITH IN-MARKET CONSUMERS



Utilizing proprietary software and data, Bleecker Street Publications is able to serve traditional programmatic ads, as well as programmatic intent-based targeted banner ads. Run separately, these two display techniques create a high ROI for your business. Combined, they are a powerhouse that drives re-engagement of existing customers, and attracts new and interested buyers.



How Intent-Based Programmatic Display Works:



Niche consumer identified by 5 unique web interactions



User data overlaid to build micro target market



User data uploaded to our network based on a user match



Intent-based targeting serves ad to consumer



User clicks on the ad and converts



Niche consumer lands on your website



User data uploaded to our network based on a user match



Re-targeting ads served to consumer



User clicks on the ad and converts

PRICING:

\$10 CPM (\$15,000 minimum monthly buy)



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EMAIL PURCHASING OPTIONS

ATHLON OUTDOORS

ballistic

IWI's Tavor X95 Delivers Unmatched Advantage in a Bullpup Design



READ MORE



TESTED: Shooting the IWI Carmel Proved the Total Package



CHECK IT OUT



IWI Releases the Zion-15 Special Purpose Rifle in 5.56 NATO

READ MORE



Competitive Shooter's Dream Build: Tricked Out IWI Jericho 941

CHECK IT OUT



Tested: The IWI Masada Slim in 9mm Micro-Compact Carry Pistol

READ MORE



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Sponsored Email Takeover

- Target specific consumers based on your products
- Five articles highlighting your product
- 100% share of editorial and advertising voice

PRICING:

\$35 CPM

Dedicated Email

- Target specific consumers based on your products
- Mix text and images to create an engaging ad

PRICING:

\$30 CPM

ATHLON OUTDOORS

COMBAT HANDGUNS

A message from our trusted partner.

M&P[®] 9 M2.0[®]
CARRY COMP[®]



RELIABILITY
YOU CAN TRUST.

Constantly pursuing excellence and performance, the new Performance Center[®] M&P[®] 9 M2.0[®] Metal Carry Comp[®] pistol enhances your shooting experience.

SHOP NOW

Smith & Wesson

Constantly pursuing excellence and performance, the new Performance Center M&P9 M2.0 Metal Carry Comp pistol enhances your shooting experience.

Learn More



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TARGET CONSUMERS BY WHAT THEY WANT TO BUY



DEDICATED NEWSLETTERS

100% share of voice

\$30 CPM

TAKEOVER NEWSLETTERS

100% share of voice for ads

Your editorial articles highlighted
to look informational

\$35 CPM

Handgun Owners	220,000
Rifle Owners	500,000
Optics Enthusiasts	90,000
AR-15 Owners	200,000
Holster Users	100,000
Concealed Carry Enthusiasts	90,000
Accessories Engagers	250,000
Western Aficionados	50,000
Precision Shooting	110,000

Bleecker Street Publications has over

1.5 MILLION

EMAIL NEWSLETTER SUBSCRIBERS

DIRECT MARKETING TO OUR MOST AVID READERS

Newsletter inclusions offer you a chance to affordably create name recognition as well as direct traffic to specific initiatives. Due to our increase in engagement and traffic we are selling based on flat inclusion costs. Consider this the full page ad of digital marketing.



Inclusion Banner Ad Placement

- 300 X 250 Ad size
- Only two ads per email
- High engagement
- Connect with specific brand readers
- Enhance brand recognition

PDW PERSONAL
DEFENSE
WORLD

\$3500

ballistic

\$4000

A **ROUNDUP**
MONTHLY HIGHLIGHTS FROM ATHLON OUTDOORS BRANDS

\$3000

TACTICAL LIFE

\$4000

**COMBAT
HANDGUNS**

\$2000

SKILLSET

\$2000



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ATHLON OUTDOORS

TACTICAL LIFE

Shooting 101: The Joy Of Pistol-Caliber Carbines

MORE HERE

MASADA TACTICAL

LEARN MORE

FREE GUN FRIDAY

PC* M&P'S M2.0*
COMPACT CARRY COMP*
500 RDS BLACK HILLS 9MM
HONEYBADGER-AMMO

ENTER DAILY TO WIN BIG

MONTHLY 1 - DECEMBER 31

**Picking a Tactical EDC Knife:
What to Consider for Your Blade**

READ MORE

**The Ultimate Hybrid Optic for
Hunters and Shooters**

MORE HERE

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• DIRECT SALES OPTIONS •

PROMOTE SALES AND SPECIALS THROUGH



SENT TO 215K USERS DAILY | FEATURE IMAGES AND TEXT
POSTED ON HOMEPAGE | LISTED IN FEATURED DEALS



Unlimited listing per year on GAT Deals

- Highlight current sales
- Manufacturer rebates
- Gift with purchase
- Promoted in email to 215,000 readers

PRICING:

\$5000 PER YEAR

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

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: \$4,000**
(3 months/9 episodes for \$19,500)
- **GEAR/APPAREL SPONSOR: \$2,000**
(3 months/9 episodes for \$13,500)

0 Your Entries	368,691 Total Entries	38 Hours Left
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NOVEMBER 1st - DECEMBER 6th

FREE GUN FRIDAY

ALL NEW

PC® M&P®9 M2.0®
COMPACT CARRY COMP®
CONSTANTLY PURSUING EXCELLENCE AND PERFORMANCE

+ 500 RDS BLACK HILLS 9MM
HONEYBADGER® AMMO



ENTER DAILY TO WIN BIG

November Free Gun Friday: Smith & Wesson PC M&P9 M2.0 and Black Hills Ammo

Elite Performance - PC M&P9 M2.0 Compact Carry Comp
Constantly pursuing excellence and performance, the new Performance Center M&P9 M2.0 Compact Carry Comp pistol enhances your shooting experience. Leveraging Smith & Wesson's Power Port, this handgun diverts gasses upwards when fired to help reduce felt recoil, meaning you can stay on target better. Additional modern features like an improved trigger, the C.O.R.E system for mounting red dots, and aggressive slide design all promote better shootability. Step up your game with the best from the Smith & Wesson Performance Center.

MSRP: \$799.99

When you live in a place like the Black Hills of South Dakota, you admire certain qualities in a wild and woolly critter like the honey badger. Qualities like fearlessness. A certain disregard for obstacles. A spirit of perseverance. And a nose for finding good honey. We admired those critters enough that we named our line of innovative defense ammunition after them. Introducing the HoneyBadger. Solid copper, non-deforming, non-fragmenting projectiles with wide, sharp flutes. Ballistic broadheads that cut through barriers that cause hollowpoints to fail. An overall increase in depth and width of wound cavities. In that moment, when you need the best to defend your family, life, career, ours, we think you'll appreciate a certain quality the




NOVEMBER 1st - DECEMBER 6th

FREE GUN FRIDAY


ALL NEW

PC® M&P®9 M2.0®
COMPACT CARRY COMP®
CONSTANTLY PURSUING EXCELLENCE AND PERFORMANCE

+ 500 RDS BLACK HILLS 9MM
HONEYBADGER® AMMO



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OPEN AIR MEDIA PLATFORM



**YOUR COMPANY'S VIDEO
LIBRARY DELIVERED
TO OUR AUDIENCE**

NEVER WORRY ABOUT YOUR VIDEOS BEING REMOVED

OPEN AIR MEDIA our newest property is a video hosted solution similar to YouTube without the restrictions. Build a channel, upload your content or let us copy your YouTube content over for easy setup. Host instructional videos including gunsmithing, tutorials and hunting without fear of being removed.

FEATURES:

- Branded manufacturer dedicated channels
- Custom playlists for products, topics and themes
- When new videos are added, newsletter and channel subscribers are notified by email
- We drive traffic to your content
- Build a subscriber base
- Target consumers through pre-roll ads
- Embeddable on your website to increase engagement

**Buy pre-roll placement on your ads
for \$30 CPM with a average .40% CTR**

RENDEZVOU

2025
S

THE EXCLUSIVE
EVENT RETURNS!



REIMAGINED

INVITATION ONLY EXPERIENCE



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TARGETING UNSERVED MARKETS

**Traditional firearms
advertising and
content alienates the
non-traditional market**



Traditional firearms advertising is mired in re-purposing the same methods, content and approach. It should be no surprise then that its reaching the same groups, consumers and buyers. Bleecker Street Publications has reimagined content, ad ops, and non-typical consumer search trends breaking out of this same old, same old. Valuable and accurate educational content accounts for a 30% increase in new visitors, where women and other historical minorities in the industry are no longer after thoughts. Even better, eclectic and engaging Skillset content provides informative and entertaining reasons for consumers of defining taste to return to Bleecker Street properties again and again.

IT'S NO LONGER WHICH PUBLICATION DO I WORK WITH...

**IT'S BLEECKER STREET
PUBLICATIONS AND WHO ELSE?**

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