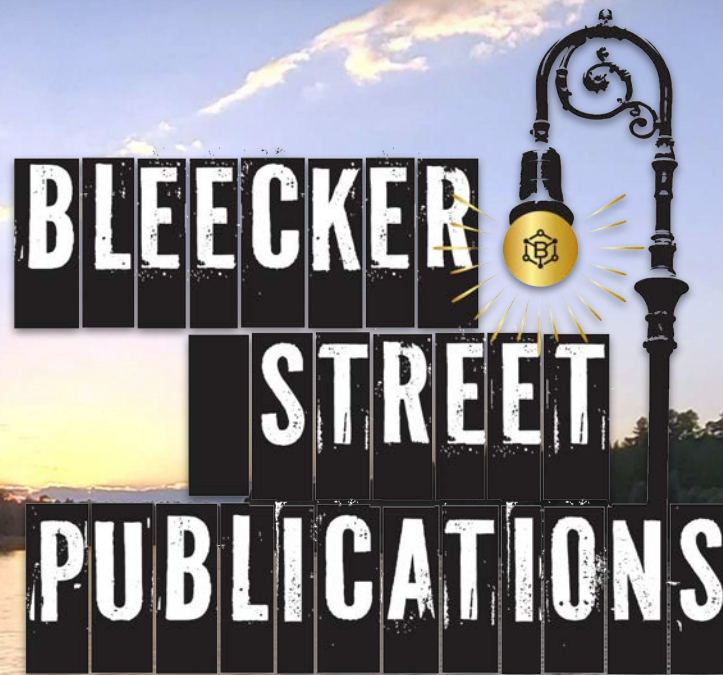




MEDIA DECK

BLEECKERSTREETPUBLICATIONS.COM

2026

THE FUTURE OF PUBLISHING, NOW

INTRODUCING THE NEW ETHOS OF LIFE OFF THE BEATEN PATH



- Editorial that speaks to those who live life on their own terms
- Strong engagement through multi-channel touchpoints
- Unique, apolitical perspective that transcends the traditional market into untapped consumers



GATDEALS
DEALS - DISCOUNTS - PROMOS

ROTTEN GUN
★★★★★ REVIEWS

OPEN AIR



THE BLEECKER STREET BENCH

THE ART OF OUR EXPERTISE

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

● Editorial

- Over 200 custom pieces of new content per month
- Editorial staff has increased by 50%
- A diverse and ever-growing stable of experienced and unique content creators
- Growing & updated ecosystem of websites
- Faster load time, fewer ads
- All-new dark mode
- Enhanced navigation
- New embedded video player
- Reaching non-traditional audience

● Expanding Markets

- 4 New Properties released in 2025
- Expanded intent based targeting options
- 3 Major Site Redesigns
- New Top Middle and Bottom of Funnel Marketing Opportunities

● Ad Ops

- Industry leading CTR's on banners emails and pre-roll
- Access to nearly 2 Million Email subscribers

NEW EXPANDED DIGITAL OFFERINGS

- Social Traffic to site increased 36.5%
- Non traditional readership increased to 35% of all sessions (*through Shooting 101 content and abstaining from political rhetoric*)
- Platform traffic increased 30% Year Over Year
- Niche targeted email lists have seen incredible growth with expanded overlaid programmatic network data

● Video Production

- New Video Content Director Ben Tirpak
- Professional Video Production
- Comprehensive Product Reviews
- Original Video Series
- Strategic Social Media; Content Creation, Cross Promotion and Support

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

BRAND NEW INITIATIVES

TACTICAL KNIVES



TACTICAL KNIVES

- Culmination of world-renowned industry contributors
- Bold, honest, and unapologetic
- Reviews from knife users, for knife users
- Factory tours, show recaps, in the field, and more
- Tactical to practical, EDC to Bushcraft
- Defense and combat-oriented content from top self-defense professionals

SKILLSET

The brand new Skillsetmag.com website focuses on skills-based content, showcasing exceptional individuals and their expertise, eager to share their knowledge with you.

- Focus on: Alpha Living
- Practical Skills & Training
- Master Craftsmanship & Trades
- Overland & Adventure Travel
- Automotive Events & Rides



SKILLSET

SUBSTANCE OVER TRENDS

BRAND NEW INITIATIVES



OPEN AIR MEDIA

The new home for traditionally restricted 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.

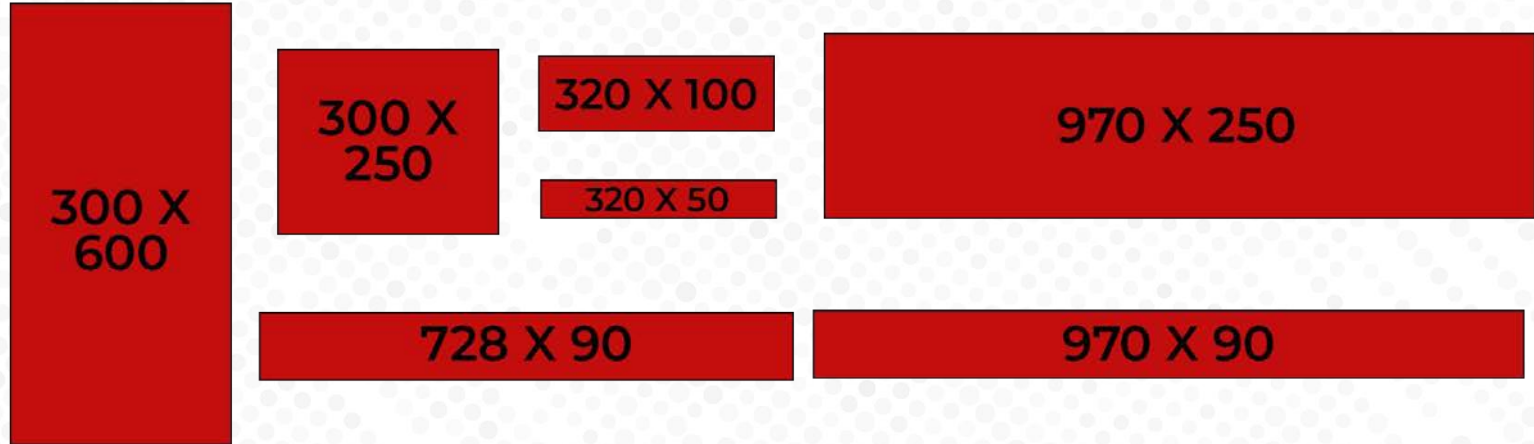
- Free reviews for new and existing firearms
- Crowd Sourced ratings system
- Leverage existing Athlon Outdoors' editorial to support your products



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
- 75 Million+ 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

PRICING:

\$20 CPM

All pricing is subject to fluctuation

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

PRICING:

\$30 CPM



SPONSORED CONTENT

SEE WHAT OTHERS MISS: THE UTILITY OF THE ARMASIGHT SIDEKICK 640 MINI THERMAL MONOCULAR

BY: ARMASIGHT



SPONSORED CONTENT

SEE WHAT OTHERS MISS: THE UTILITY OF THE ARMASIGHT SIDEKICK 640 MINI THERMAL MONOCULAR

BY: ARMASIGHT

OUTDOORS

FEATURES | NEWS | ACCESSORIES | GEAR | ARMS | EVALUATIONS | VIDEOS

Armasight Sidekick 640 Mini Thermal Monocular: See What Others Miss

YOUR EDGE AT NIGHT

What Sets The Sidekick 640 Apart

It's a world where visibility is everything. The Armasight Sidekick 640 Mini Thermal Monocular defines an edge that's impossible to ignore. Whether you're hunting at night, tracking game through darkness, or securing your perimeter, the Sidekick 640 provides the edge you need to see what others miss.

Armasight

YOUR EDGE AT NIGHT

CHARTER FOR COMPANIONS

ARMASIGHT

DARKNESS IS NO DEFENSE

Armasight

ALWAYS HUNT CONFIDENTLY

Armasight

AT HOME Thermal Vision

Armasight

YOUR EDGE AT NIGHT

Armasight

WHEN IT'S GO TIME

Armasight

WHEN IT'S GO TIME

CONNECT WITH IN-MARKET CONSUMERS



Utilizing proprietary software and data, Bleecker Street Publications is able to serve traditional retargeting programmatic ads, as well as programmatic intent-based targeted banners. 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:

\$12 CPM (\$15,000 minimum monthly buy)

● EMAIL PURCHASING OPTIONS



FEATURED GUNS GEAR VIDEOS



Springfield Echelon 4.0C Comp – Fast Shooting EDC

[Read More](#)



The Springfield Armory Echelon and Its Aftermarket Accessories

[Read More](#)



[Learn More](#)



Springfield Prodigy 3.25" Compact: Double-Stack EDC Defender

[Watch Now](#)



Get a Grip: The New Sharps Bros Grip Module for the Springfield Echelon

[Read More](#)



[Learn More](#)



Springfield Armory Adds a Comp to Its DS Prodigy 1911 with Coyote Finish

[Check It Out](#)

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**



SHIELD X™



EVERYDAY CONFIDENCE.

Introducing the all new Shield X™ from Smith & Wesson®

The M&P® Shield X™ from Smith & Wesson® enhances versatility with aggressive serrations, reversible magazine catch, longer grip, accessory rail and RMsC/K optic cut. Comfortable, reliable, and customizable for all shooters.

[LEARN MORE](#)

[Learn More](#)



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Southfield, Michigan 48075

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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 with your editorial
articles highlighted as informational

\$35 CPM

Handgun Owners	350,000
Rifle Owners	680,000
Optics Enthusiasts	300,000
AR-15 Owners	390,000
Holster Users	100,000
Concealed Carry Enthusiasts	90,000
Accessories Engagers	440,000
Western Aficionados	120,000
Precision Shooters	140,000
Ammunition	720,000
Lifestyle	150,000
Revolvers	80,000

BLEECKER STREET PUBLICATIONS HAS OVER

1.8 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 rapid traffic growth 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 one-two ads per email
- High engagement
- Connect with specific brand readers
- Enhance brand recognition

PDW
PERSONAL DEFENSE WORLD
\$4000

ballistic
\$4500

A ROUNDUP
MONTHLY HIGHLIGHTS FROM ATHLON OUTDOORS BRANDS
\$3500

TACTICAL LIFE
\$4500

**COMBAT
HANDGUNS**
\$3000

SKILLSET
\$2500

ATHLON OUTDOORS

PDW
PERSONAL DEFENSE WORLD



Ultimate .22 LR Self-Defense Ammo Roundup

[READ MORE](#)



SIG Sauer ROSE Inspires Women to Prepare for Their Own Safety

[WATCH HERE](#)



[LEARN MORE](#)



**Rechargeable Powerhouse:
The Fenix PD36R V2.0 Blasts Out 1700 Lumens**

[READ MORE](#)



**SIG SAUER P211 GTO
— Speed, Mastered**

[READ MORE](#)



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• DIRECT SALES OPTIONS •

PROMOTE SALES AND SPECIALS THROUGH



SENT TO 215K USERS
DAILY FEATURE IMAGES
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:

\$6000 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	254,800 Total Entries	4 Days Left
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Free Gun Friday October: IWI Zion 15 SPR and Vortex and Black Hills Ammo

IWI Zion 15 SPR
Continuing to expand the ZION family of rifles at IWI US, this 18" Special Purpose Rifle (SPR) pays tribute to the MK12 with a modern day update which includes a 17" Free Float Handguard with integrated ARCA Rail, steel barrel nut, a B5 Systems Stock, and Grip, IWI 2-Stage Precision Match Trigger, and includes one (1) 30 round Magpul PMAG. Proudly manufactured and assembled at the IWI US facility in Middletown, Pennsylvania.
MSRP: \$1,399.99

Viper® PST™ Gen II
When every millisecond and millimeter matter, the Viper® PST™ Gen II delivers dependable precision trusted by competitors and MIL/LE professionals. Crisp turret adjustments. Striking clarity at every magnification. Fully loaded with features for serious tactical performance, Viper® PST™ Gen II is your next step in mastering precision shooting—because when it matters most, nothing less will do.





YOUR COMPANY'S VIDEO LIBRARY DELIVERED TO OUR AUDIENCE



NEVER WORRY ABOUT YOUR VIDEOS BEING REMOVED

OPEN AIR MEDIA 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 .70% CTR

RENDEZVOUS

INVITATION ONLY EXPERIENCE

THE EXCLUSIVE
EVENT RETURNS!

2026

REIMAGINED



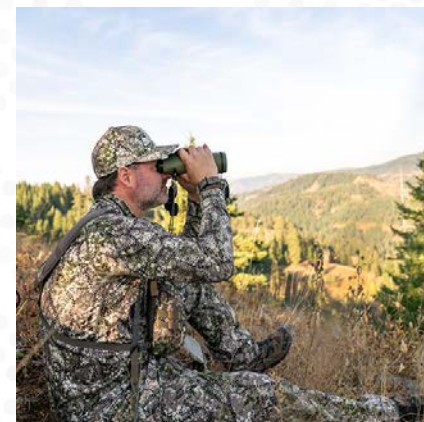
TARGETING UNSERVED MARKETS

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 it is 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 has driven a 30% increase in new visitors, particularly among audiences not traditionally viewed as core consumers, but whose market interests increasingly intersect with ours. Additionally, our Lifestyle Brands' eclectic and engaging content delivers both education and entertainment, creating consistent touchpoints that keep discerning audiences returning to Bleecker Street Publication's properties.

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

IT'S BLEECKER STREET PUBLICATIONS AND WHO ELSE?



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