

Shotgun News Digital Advertising Opportunities

SHOTGUN NEWS

Shotgun News online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on shooting, presented with engaging video content, gear reviews, new products and access to the shooters community.

Shotgun News Online: Vital Statistics

Monthly Avg.

| | |
|-----------------------------------|---------|
| Unique Visitors | 85,000 |
| Pageviews | 293,000 |
| Average Time-on-Site | 1:56 |
| Traffic from Mobile Device/Tablet | 49.4% |

Shotgun News e-Newsletter

Subscribers

| | |
|-----------------------|--------|
| 2x/month Distribution | 65,000 |
|-----------------------|--------|

Source: Google Analytics, January 1, 2014 - September 30, 2014.

Site
Skin

728 x 90
Leaderboard

300 x 250
Rectangle

The collage displays various digital advertising opportunities for Shotgun News. It includes a desktop website layout with a top navigation bar, a main content area with featured articles like 'A Perfect Storm of Not Good Things' and 'The New Model 700', and a sidebar with product listings. A mobile app interface is shown, displaying the same content on a smartphone screen. Social media content, including a Facebook post and a Twitter tweet, are also featured. The collage highlights the brand's presence across multiple digital platforms.

SAVE MONEY. SAVE TIME. Practice Anywhere!

COMPLETE LASER TRAINING SYSTEMS. Rifle, Pistol & Shotgun!

Shotgun News e-Newsletter

NEW GUNS AND GEAR FOR 2014

Trading Post Sponsorship

Shotgun News Mobile

Out of the Mountains: The SAWS Sniper Rifle

UNFAILING RELIABILITY. THE NEW DPMS GII .308 SERIES

2015 Shotgun News Calendar

Paul Allen: Another Anti-gun Hypocrite

Shotgun News Digital Advertising Rates

SHOTGUN NEWS

InterMedia Outdoors Digital Network

offers marketers the ability to develop highly-targeted campaigns that are fully integrated with any combination of multi-media assets – including IMO magazines, television programming, mobile and events. These advertising opportunities give your products and services high-profile exposure to 80+million American Sportsmen – *and drive results!*

Display Advertising Units: The IMO network utilizes the Internet Advertising Bureau's (www.iab.net) standard display units as well as several custom creative options.

Streaming Video: Delivers your brand's video messaging (or TV spot) to a captive audience via:

- :15 or :30 pre-roll
- Embedded in custom Superheader ad

E-Mail Newsletters: Sent directly to opt-in subscribers, with advertisements appearing within the most current information and content on Sportsmen's preferred passion – whether it is hunting, fishing or shooting. ■ Custom e-blasts (with exclusive content about your brand) are also available.

Custom Creative: High-profile and engaging ad units that best position your brand and surround the most relevant content across IMO websites.

Targeting: Increase your hyper-focused marketing efforts by targeting consumers most likely to purchase - we deliver them to your home page, specific product pages, e-commerce site or retail location. ■ Available with geographic, contextual or section targeting.

Online Ad Specs: Complete and comprehensive technical advertising creative specifications are available by clicking [here](#).

IMO Online Properties Complement and Support the Most Effective Multi-Media Marketing Programs

Online User Demographics

| | | | |
|----------------|----------|--------------------------------|-------|
| Male: (%) | 76.7 | Unique Visitors per Month (MM) | 2.5 |
| Median Age: | 43.0 | Page Views per Month (MM) | 14.3 |
| Age 18-49: (%) | 45.4 | Average Time Spent (minutes) | 10.25 |
| Age 35-64: (%) | 55.0 | Average Page Views/Visit | 11.0 |
| Average HHI: | \$77,000 | Researched Product Online (%) | 85.1 |
| Fish (Index) | 254 | Brought Product Online (%) | 85.0 |
| Hunt (Index) | 425 | Camp (Index) | 157 |

Sources: Google Analytics 7/1/2012-6/30/13; ComScore July 2013 (demographics); MRI 2013 Doublebase (income, activities)

Advertising Rates & Positions

All online advertising is sold on a cost-per-thousand (CPM) basis, unless otherwise noted.

| Site Placement | Advertising Unit | Net CPM |
|-------------------------|---------------------------------|--------------|
| Leaderboard | 728 x 90 | \$10 |
| Medium Rectangle | 300 x 250 | 12 |
| Sticky-Medium Rectangle | 300 x 250 | 10 |
| Half-Page | 300 x 600 | 14 |
| Roadblock | 300 x 250; 728 x 90 | 20 |
| Targeting | Geographic, Section, Contextual | CPM plus \$2 |
| Mobile | 320 x 50 / 300 x 50 | 10 |

Custom Creative

| Site Placement | Advertising Unit | Net CPM |
|---------------------------------|---|------------------|
| Video Pre-Roll: 15 / 30 Seconds | 300 x 300 | \$20/30 |
| Superheader | 970 x 90 > 970 x 415 | 35 with video/25 |
| Site Skin | 1400 x 800 | 25 |
| Interstitial (pre-) | 600 x 400 | 25 |
| Monthly Forums Sponsor | Logo with Forums ROS 300 x 250; 728 x 90 | 13 |
| E-Commerce Widget | Custom, with product integration | 25 |

E-Mail Newsletters & Custom E-Blasts

| Site Placement | Advertising Unit | Net CPM |
|-------------------|---------------------|---------|
| E-Mail Newsletter | 728 x 90, 300 x 250 | 15 |
| Custom E-Blast | 600 x 800 | 100 |

InterMedia Outdoors Digital Network also offers customized packages, beyond standard sizes and placements, that satisfy the specific needs and objectives of our clients. For more information, please contact your local sales rep or email: david.grant@imoutdoors.com.

Terms : ROS: Run-of-site (on a specific website). ROC: Run-of-category (hunt, fish, shoot).RON: Run-of-network (all IMO websites).