SHOTGUN® NEWS

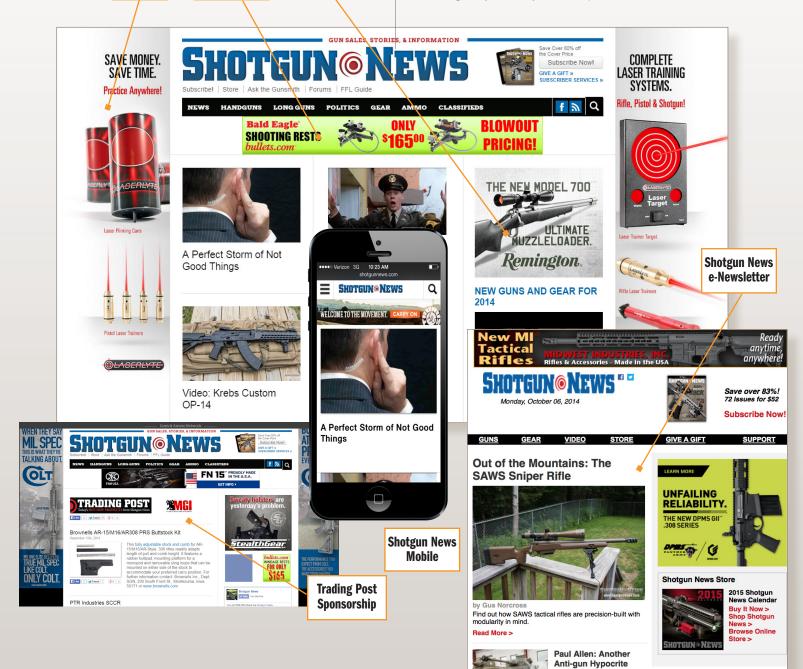
Shotgun News online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on shooting, presented with engaging video content, gear reviews, new products and access to the shooters community.

> Site 728 x 90 Skin Leaderboard

300 x 250 Rectangle

Monthly Avg.
85,000
293,000
1:56
49.4%
Subscribers
65,000

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



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 multimedia assets – including IMO magazines, television programming, mobile and events. These advertising opportunities give your products and services high-profile exposure to 80+milion 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 Demograhics

Male: (%)	76.7	Unique Visitors per Month (мм)	2.5
Median Age:	43.0	Page Views per Month (мм)	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 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).