

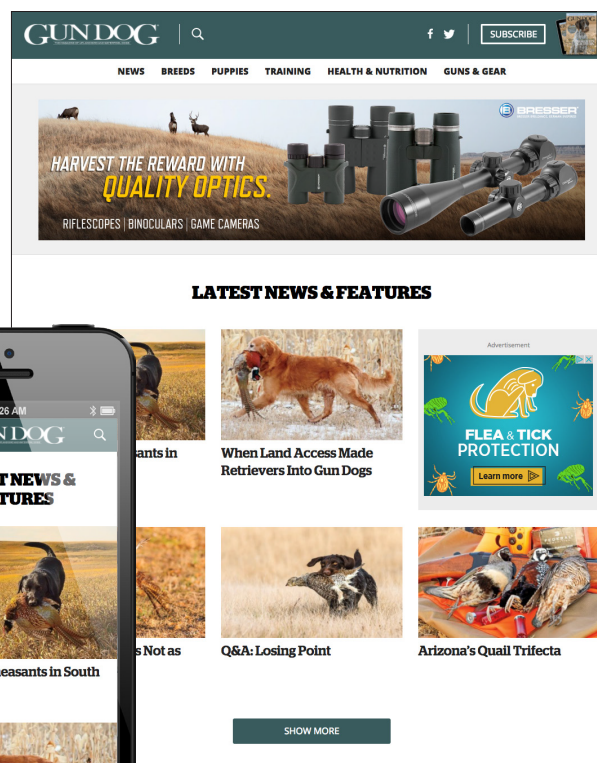
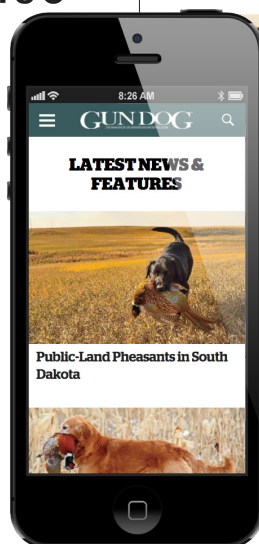
Gun Dog online adds a valuable dimension to the brand by binging visitors the most up-to-date news and information on training, canine health and nutrition, breeds, annual gamebird forecasts, favorite hunting locales and topnotch outfitters, plus engaging video content and shotgun, ammunition and gear reviews.

68k 

Average Monthly Uniques

38.8 

Median Age



At A Glance

Average HHI	\$78,900
Male (%)	78%
Annual Page Views	3,868,515
Average Time Spent	1:45
Pages Per Session	3.8
Traffic From Mobile/Tablet Devices	60%
eNewsletter Subscribers	17,000
Social Media Followers	25,732

Source: Site Traffic and Gender Skew based on Google Analytics data August 2015 - July 2016. Social data as of November 2016. MRI Doublebase 2015: Demographics for Gun Dog based on the combined digital profile of Petersen's Hunting and Game & Fish magazines combined with 1+ hours of internet usage the prior day.

IDEAL FOR ACTIVATION AND CONVERSION

*Reach Your Target Audience with
Visually Engaging Display Ads.*

IMPROVED PERFORMANCE

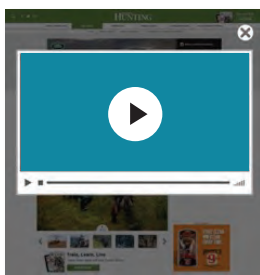
*OSG Network CTR performs 50% better
than standard industry benchmarks.*

OSG
Network

.21 CTR

Standard Industry
Benchmarks

.14 CTR



VIDEO

Pre Roll (:15 or :30 sec)
Interstitial
In-Stream

1400x200 (Super Header)

1400x500 (Super Header Expanded)

970x250 (Billboard)

300x600 (Half Page)

300x250 (medium rectangle)

728x90 (Leaderboard)

HIGH IMPACT



MOBILE / TABLET

Desktop Road Block	970x250	300x600	300x250 (optional)	
Desktop Takeover	970x250	300x600	300x250	728x90
Mobile Takeover	320x100	320x50 (optional)	300x250	
Tablet Takeover	300x600	300x250	728x90	

Outdoor Channel:

Desktop Only	728x90	300x600	300x250	
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World Fishing Network:

Desktop/Mobile	728x90	300x250	300x100	
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Source: Google Benchmarks January-July 2016

Contact your ad sales representative or visit <http://www.outdoorsg.com/advertise/> for more information

IDEAL FOR BRAND RECOGNITION AND RECALL

Native Advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

IMPROVED PERFORMANCE

18%

Higher Lift In
Purchase Intent

25%

More Engagement

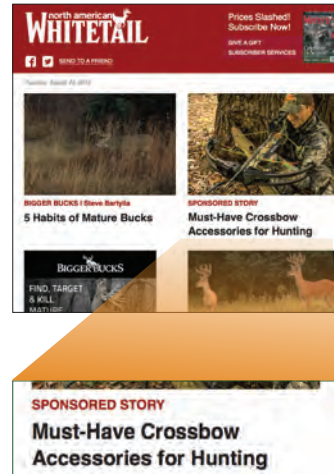
Native Ads



Your Content



E-Newsletter



eCommerce Widget



Content to be shared across social.

PACKAGES

Custom Content

Your brand is associated with original custom content created for you by OSG writers.

- Story Creation
- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- Reporting
- 30 day run

Editorial Sponsorships

Your brand is associated with original content created by OSG writers.

- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- Reporting
- 30 day run

E-Commerce Widget

Your products are seamlessly displayed within highly relevant content and linked directly to your store.

- You provide 6-10 products
- Widget is responsive and automatically adapts across all devices



FISHING



HUNTING



SHOOTING

OVER 1 MILLION

Outdoor Sports Enthusiasts receive one or more OSG branded newsletters per month.

eNewsletter:

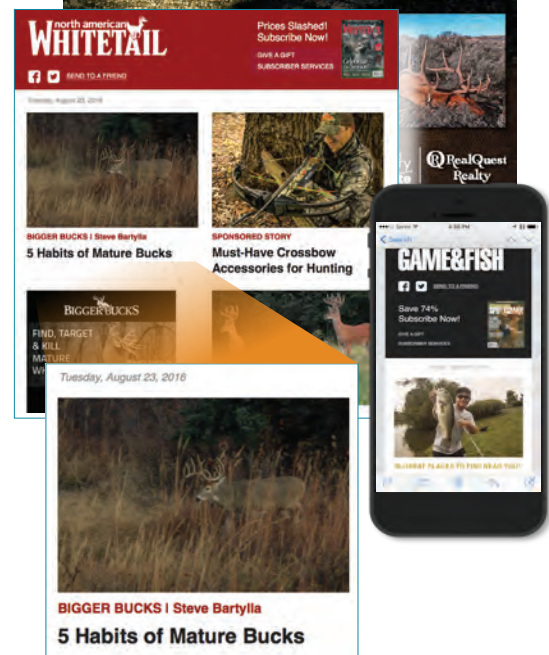
- (1) 300x250 ad surrounding the content area
- Reporting

High Impact Package Includes:

- (2) 300x250 ads surrounding content area
- Integration with Native Campaign to promote your sponsored content
- Reporting

eBlast:

- Connect with our 3rd party opt-in subscribers at 100% share of voice.
- Deliver a message directly to the OSG audience
- Reporting



In-Fisherman

FLY-FISHERMAN

GAME&FISH

FLORIDA SPORTSMAN

BassFan



PETERSEN'S BOWHUNTING WILDFOWL HUNTING

SPORTSMAN CHANNEL

GUN DOG

WHITETAIL

Bowhunter

SHOOTING TIMES RIFLESHOOTER FIREARMS NEWS

HANDGUNS

GUNS&AMMO



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HIGH IMPACT



			Road Block		Takeover	
Unit	Size	CPM	CPM		CPM	
DESKTOP			\$26		\$65	
Superheader Expanded	1400x500	\$30			√	
Superheader	1400x200	\$25			√	
Billboard	970x250	\$14	√		√	
Half Page	300x600	\$12	√		√	
Medium Rectangle	300x250	\$10	√		√	
Leaderboard	728x90	\$8			√	
MOBILE			\$28			
Mobile Leaderboard	320x100 320x50	\$7 \$5	√			
Medium Rectangle	320x250	\$10	√			
TABLET			\$35			
Medium Rectangle	300x250	\$10			√	
Half Page	300x600	\$12			√	
Leaderboard	728x90	\$8			√	
VIDEO						
Pre-Roll		\$25				
Interstitial/In-Stream		\$15				
NATIVE						
Custom Content		\$7,500	Flat Rate			
Editorial Sponsorships		\$5,500	Flat Rate			
E-Commerce Widget		\$25				
E-MAIL						
E-Newsletter		Contact Your Sales Representative For More Details				
E-Blast		\$150				

OSG Digital Network offers customized packages, beyond standard sizes and placements, to satisfy the specific needs and objectives of our clients. Programmatic opportunities available.
Go to <http://www.outdoorsg.com/marketing-solutions/digital/digital-ad-specs/> for digital specs

*Rich Media: Standard Display: +\$2 for Rich Media, Data Layer, Targeting | High Impact: +\$2-\$8 for Rich Media - costs based on campaign

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