

# The InterMedia Outdoors Digital Network Premier Online Destinations for Hunting, Shooting and Fishing Enthusiasts!



*InterMedia Outdoors* produces the largest network of websites dedicated to serving the needs of 80+ million hunting, shooting and fishing enthusiasts.

With **17 individual websites**, **3.6 million unique visitors** per month and more than **25 million average monthly page views**, there is no other online platform providing marketers with the most effective means of reaching the American Sportsman.



PETERSEN'S  
**HUNTING**  
north american  
**WHITETAIL**  
Magazine  
**Bowhunter**  
PETERSEN'S  
**BOWHUNTING**  
**GUN DOG**  
**WILDFOWL**

**GAME&FISH**  
magazine  
  
**FLORIDA  
SPORTSMAN**  
**In-Fisherman**  
**FLY FISHMAN**  
  
**BassFan**

**GUNS&AMMO**  
GUNS&AMMO  
**HANDGUNS**  
PETERSEN'S  
**RIFLE SHOOTER**  
**SHOOTING**  
TIMES  
**SHOTGUN NEWS**  
shotgunnews.com

For advertising information, contact your local ad sales representative, or:

David Grant, VP, Digital Sales  
david.grant@IMOutdoors.com  
212.852.6694

# The InterMedia Outdoors Digital Network Response-Driven Advertising Opportunities at Competitive Rates!



**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 potential buyers to your home page, specific product pages, e-commerce site or retail location.

- Available with geographic, contextual or section targeting.

- Sponsorships available for specific sections of content and specific stories – please inquire.

**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)	3.2
Median Age:	43.0	Page Views per Month (MM)	23.2
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 Jan-Oct 2014 monthly average; Digital User Survey, TouchPoint Research June 2014 (demographics, activities); ComScore July 2014 (median age).

### 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	5

### Custom Creative

Site Placement	Advertising Unit	Net CPM
Video Pre-Roll: 15 / 30 Seconds	640 x 480	\$20/30
Superheader	1020 x 90 > 1020 x 415	35 with video/25
Site Skin	1400 x 800	25
Interstitial (pre-)	600 x 400	25
E-Commerce Widget	Custom, with product integration	25

### E-Mail Newsletters & Custom E-Blasts

Site Placement	Advertising Unit	Net CPM
E-Mail Newsletter (by brand)	728 x 90, 300 x 250	Flat fee; see p. 5
Custom E-Blast	600 x 800	50

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](mailto: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).

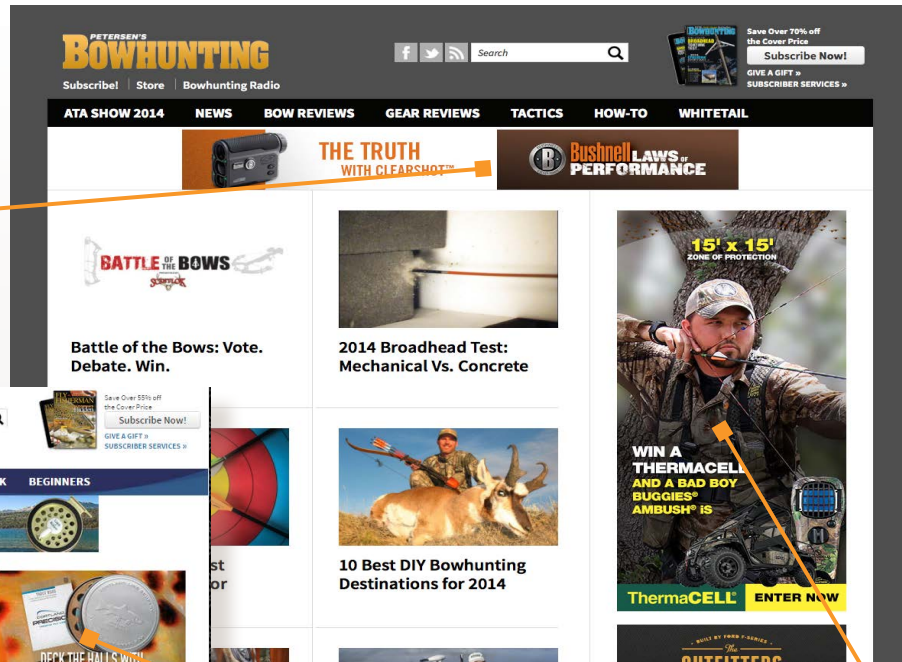
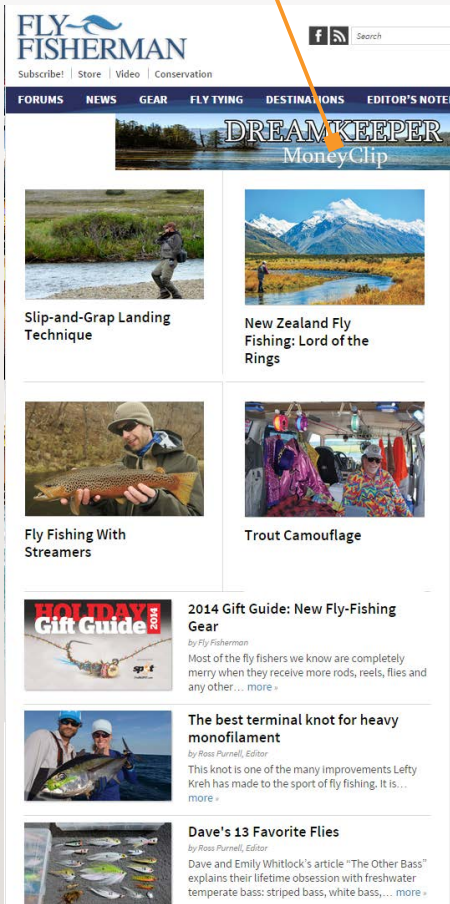


# The InterMedia Outdoors Digital Network

## Advertising Options, Opportunities: Websites

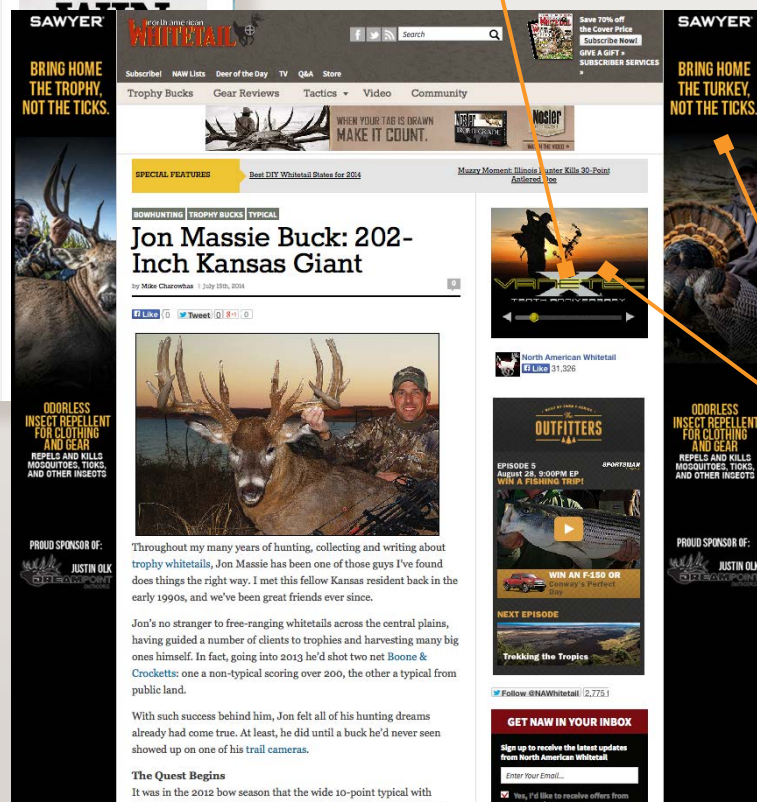


728 x 90  
Leaderboard



300 x 250  
Medium  
Rectangle

300 x 600  
Half-Page



Reach engaged  
consumers with  
content-targeted  
ads.

Roadblocks provide "ad ownership" of specific content pages (homepage, sections or ROS) where your targeted brand messaging will have the most impact - and block out the competition!



# The InterMedia Outdoors Digital Network

## Advertising Options, Opportunities: Custom Creative

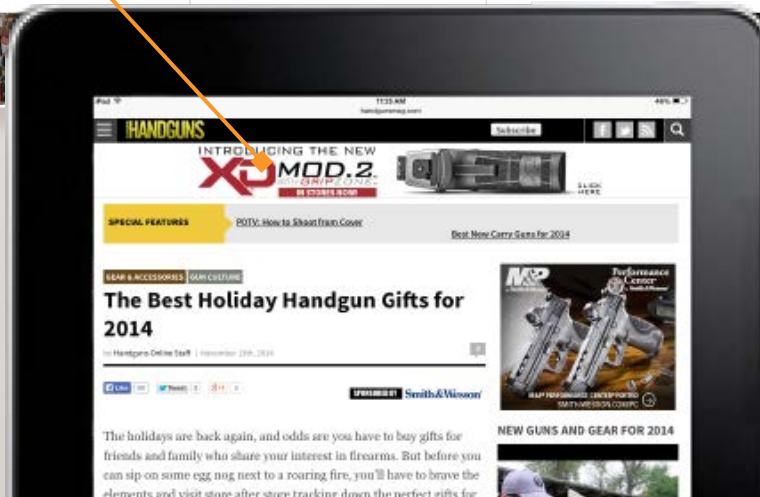
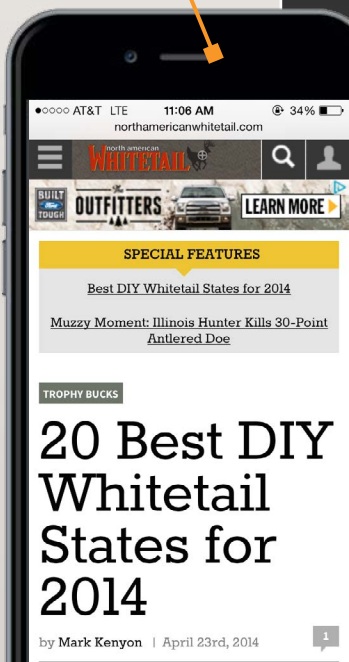
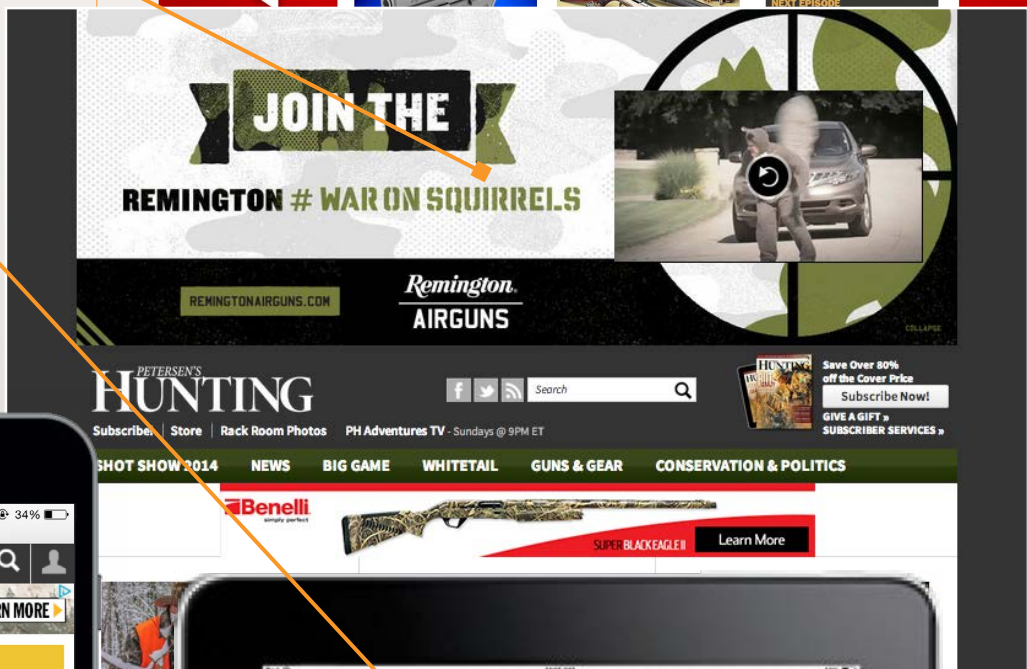
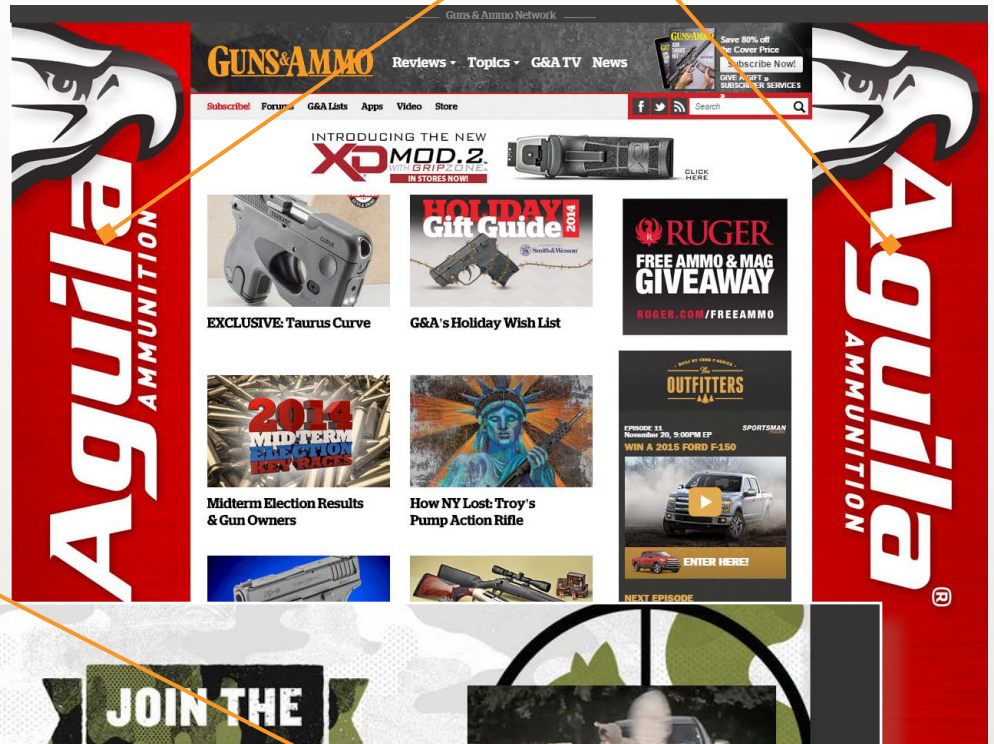


**Superheaders** and **Site Skins** are the most visually-engaging offerings in the custom creative suite - high-impact Site Skin run on both sides of page content, and can also run in combination with expandable Superheader ads, which include option to embedded video into this special top-of-page ad.

Superheader creative delivers optimal brand messaging and video animation capability.

Mobile and Tablet ads reach over 50% of IMO's online audience.

Site Skin offers brand ownership of entire page with click-through capability.





# The InterMedia Outdoors Digital Network

## Advertising Options, Opportunities: eNewsletters

### INTER MEDIA Outdoors

Over 1-million outdoor sports enthusiasts receive one or more of these newsletters every month – from all fifteen of our hunting, shooting or fishing brands.

#### IMO Hunting e-Newsletters

	Distribution	Flat Fee per Ad
Bowhunter	55,000	\$275
Game & Fish	175,000	750
Gun Dog	17,000	60
North American Whitetail	30,000	100
Petersen's Bowhunting	50,000	250
Petersen's Hunting	70,000	325
Wildfowl	15,000	50

#### IMO Shooting e-Newsletters

Guns & Ammo	200,000	\$1,000
Handguns	65,000	300
RifleShooter	15,000	50
Shooting Times	55,000	275
Shotgun News	65,000	300

#### IMO FISHING e-Newsletters

Florida Sportsman	50,000	\$250
Fly Fisherman	55,000	250
Game & Fish	175,000	750
In-Fisherman	100,000	500

**Custom e-Blasts:**  
Exclusive ads to the IMO opt-in e-mail database of highly-targeted, core sportsmen.

728 x 90  
Static

300 x 250  
Static

The screenshot shows the In-Fisherman website interface. At the top, there's a Berkley HAVOC banner with the tagline 'Unleash the Action!'. Below that, the In-Fisherman logo is prominent, along with social media icons for Facebook and Twitter. A navigation bar includes links for SOLUNAR CALENDAR, MASTER ANGLER, TV, STORE, GIVE A GIFT, and SUBSCRIBER SERVICES. A 'Sensory Muskies' article is featured. On the right, there's a '300 SWEEPSTAKES' promotion. Below the main content, there's a 'viking SOLUTIONS' ad for 'Haul your Harvest Easier, Faster & Better' and a 'Bowhunter' ad for 'The Best New Arrows for 2014'.

The screenshot shows the Bowhunter website interface. At the top, there's a 'viking SOLUTIONS' ad for 'Haul your Harvest Easier, Faster & Better'. Below that, the Bowhunter logo is prominent, along with social media icons for Facebook and Twitter. A navigation bar includes links for GEAR, TACTICS, VIDEO, STORE, GIVE A GIFT, and SUBSCRIBER SERVICES. A 'The Best New Arrows for 2014' article is featured. On the right, there's a 'Mossy Oak Treestand' ad for 'ELEVATE YOUR GAME'. Below the main content, there's a 'Petersen's Bowhunting Store' ad for 'Trophy Terrain: Creeks and Ditches'.

The advertisement for Safe-Guard dog wormer features a black dog sitting in a field of orange autumn leaves. The text on the ad reads: 'safe-guard (fenbendazole) BETTER SAFE THAN SORRY IF HE'S OUTSIDE, DO YOU KNOW WHICH WORMS ARE INSIDE? 4 in 1 PROTECTION SAFE-GUARD YOUR DOG 2X ANNUAL'. At the bottom, there's a small image of the product packaging and the text 'SAFE-GUARD® YOUR DOG AND TREAT MORE WORM TYPES LESS OFTEN, WITH PROVEN SAFETY.'

The advertisement for Vanguard binoculars features a man in camouflage gear looking through binoculars in a wooded area. The text on the ad reads: 'GET YOUR \$50 Cabela's BUCKS'. On the right, there's a 'PREMIUM LIFETIME WARRANTY' badge. Below the main image, there's a 'VANGUARD' logo and the website 'www.vanguardworld.com'. At the bottom, there's a small image of the binoculars and the text 'Cabela's Bucks when you purchase Endeavor ED II 1042'.