

Wildfowl online adds a valuable dimension to the magazine's powerful brand by drawing visitors for the most up-to-date reviews of cutting edge gear, guns and ammo, along with the best in waterfowling news, gun dog training tips and immersive hunting adventures, destinations and must-do travel stories. Presented with engaging video content, hunting forecasts, and extensive how-to tactics, it's the location the waterfowling community wants to be.

44_k

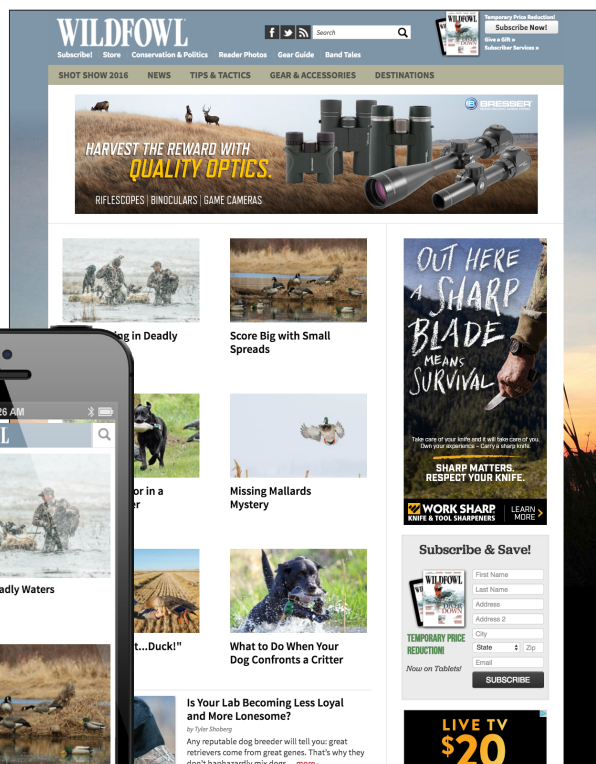
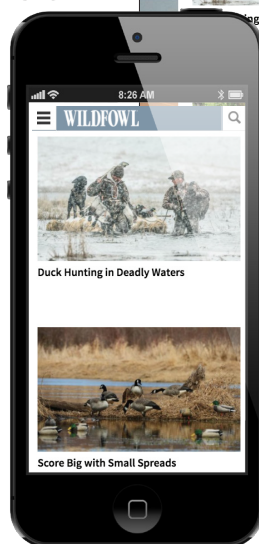


Average Monthly Uniques

38.8



Median Age



At A Glance

Average HHI	\$78,900
Male (%)	89%
Annual Page Views	4,025,276
Average Time Spent	1:56
Pages Per Session	5.7
Traffic From Mobile/Tablet Devices	62%
eNewsletter Subscribers	15,000
Social Media Followers	18,469

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 Wildfowl 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

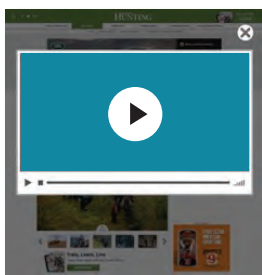
*OSG Network CTR performs 50% better
than standard industry benchmarks.*

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

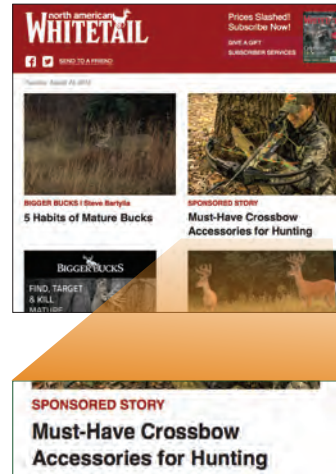
Native Ads



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:

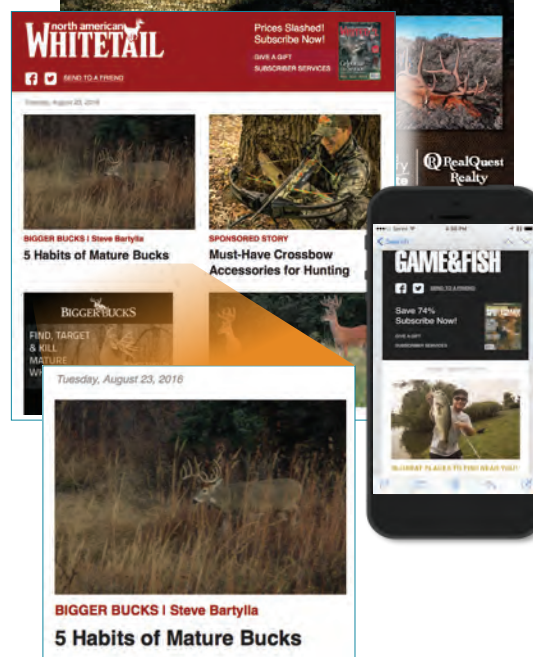
- (1) 300x250 ad surrounding the content area
- Reporting

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 FISHMAN

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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