



Firearms News Digital Advertising Opportunities

Firearms 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.

Firearms News Online: Vital Statistics

	Monthly Avg.
Unique Visitors	85,000
Pageviews	421,000
Traffic from Mobile Device	39%
Traffic from Tablet	14%

Firearms News e-Newsletter

	Subscribers
2x/month Distribution	65,000

Source: Google Analytics, September 1, 2014 - August 31, 2014.

- Site Skin
- 728 x 90 Leaderboard
- 300 x 250 Rectangle

SAVE MONEY. SAVE TIME.
Pistol Reviews!

SHOTGUN NEWS

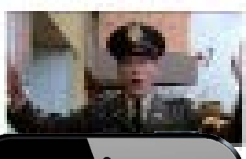
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Mini, Pistol & Shotgun



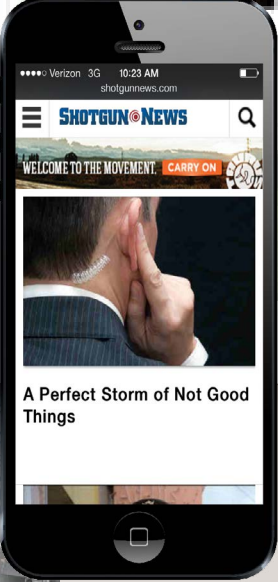
A Perfect Storm of Not Good Things



THE NEW MODEL 700
OLD MADE RIFLE LEADER.
Remington



Shotgun News e-Newsletter



Shotgun News Mobile

NEW GUNS AND GEAR FOR 2014

New MI Tactical Rifles
MIDWEST INDUSTRIES, INC.
Rifles & Accessories - Made in the USA

SHOTGUN NEWS

Monday, October 06, 2014

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by Gus Norcross
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THE NEW DPMS GII .308 SERIES

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SHOTGUN NEWS

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FN 15 PREVIOUSLY MADE IN THE U.S.A.
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TRADING POST
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Brownells AR-15/M16/AR308 PRS Buntstock Kit
Sept/Oct 2014

This fully adjustable stock is a must for AR-15/M16/AR308. 300 ribs made across length of gun and custom head is backed by rubber outboard mounting platform for increased and removable sling loops that can be mounted on either side of the stock to accommodate your preferred carry position. For further information contact Brownells Inc. Dept. SGN, 200 South Front St., Marquette, Iowa 50151 or www.brownells.com

Sweaty Indsters are yesterday's problem.
Stealthgear

SHOOTING RESTS FOR ONLY \$165

THE RESPONSIBLE YOU EXPECT FROM THE ACCESSORIES YOU WANT FROM US

Trading Post

PTR Industries SCOR

Trading Post Sponsorship

Paul Allen: Another Anti-gun Hypocrite



Firearms News Digital Advertising Rates

Outdoor Sportsman Group Digital

Network offers marketers the ability to develop highly-targeted campaigns that are fully integrated with any combination of multimedia assets – including OSG 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 OSG 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 OSG 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: Comprehensive technical advertising creative specifications are available by clicking [here](#).

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

Online User Demographics

Male: (%)	76.7	Unique Visitors per Month (MM)	6.6
Median Age:	43.0	Page Views per Month (MM)	35.1
Age 18-49: (%)	45.4	Average Time Spent (minutes)	10.2
Age 35-64: (%)	55.0	Average Page Views/Visit	5.3
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 Sept-Aug 2015 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

Outdoors Sportsman Group 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@outdoorsg.com.

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