

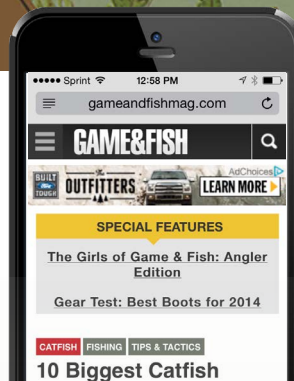
Game & Fish Digital Advertising Opportunities



Game & Fish online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on localized hunting and fishing, presented with engaging video content, extensive forecasts, gear reviews and access to the hunting and angling community.

Game & Fish Online: Vital Statistics	Monthly Avg.
Unique Visitors	240,900
Average Pageviews	865,200
Average Time-on-Site	1:39
Traffic from Mobile Device/Tablet	155,200
Game & Fish e-Newsletter	Subscribers
Weekly Distribution	175,000

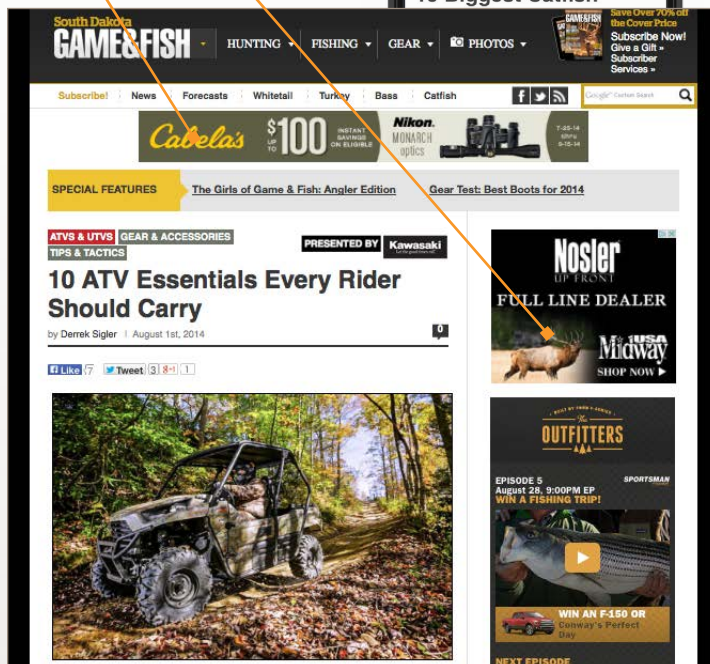
Source: Google Analytics, January - August 2014.



Mobile

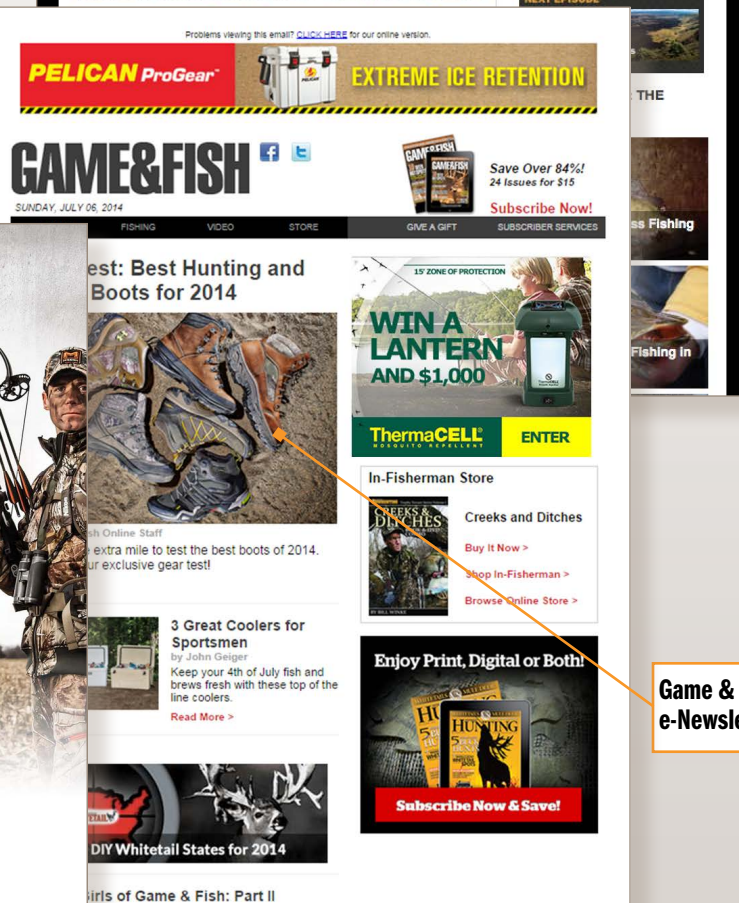
728 x 90
Leaderboard

300 x 250
Rectangle

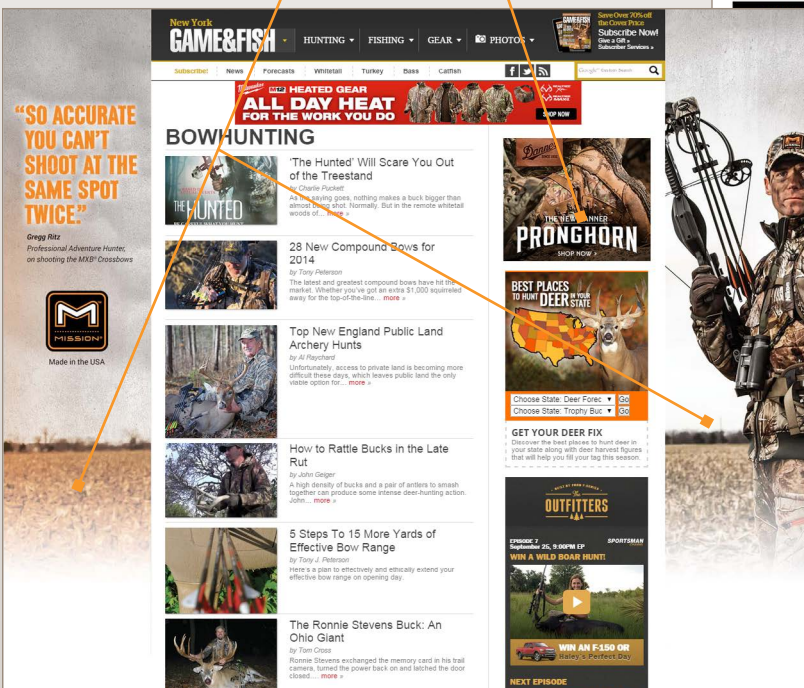


Site
Skin

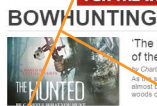
Content
Targeted
Ads



Game & Fish
e-Newsletter



"SO ACCURATE YOU CAN'T SHOOT AT THE SAME SPOT TWICE!"



'The Hunted' Will Scare You Out of the Treestand
by Charlie Pickett

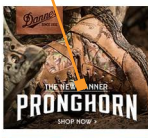
28 New Compound Bows for 2014
by Troy Peterson

Top New England Public Land Archery Hunts
by Al Hochstetler

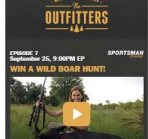
How to Rattle Bucks in the Late Rut
by John Geiger

5 Steps To 15 More Yards of Effective Bow Range
by Troy J. Peterson

The Ronnie Stevens Buck: An Ohio Giant
by Tom Cross



GET YOUR DEER FIX
Discover the best places to hunt deer in your state along with deer harvest figures that will help you fill your tag this season.



WIN AN F-150 OR Midway's Perfect Day

Best: Best Hunting and Boots for 2014



Go an extra mile to test the best boots of 2014. Our exclusive gear test!

3 Great Coolers for Sportsmen
by John Geiger

Keep your 4th of July fish and brews fresh with these top of the line coolers.



Girls of Game & Fish: Part II



Game & Fish Digital Advertising 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 them to your home page, specific product pages, e-commerce site or retail location.

Available with geographic, contextual or section targeting - and many others, 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)	3.1
Median Age:	43.0	Page Views per Month (MM)	22.5
Age 18-49: (%)	58.4	Average Time Spent (minutes)	8.02
Age 35-64: (%)	59.3	Average Page Views/Visit	5.74
Average HHI:	\$75,760	Researched Product Online (%)	84.0
Fish (past 12 months)	74.0	Brought Product Online (%)	79.0
Hunt (past 12 months)	56.0	Shooting (past 12 months)	70.0

Sources: Google Analytics Jan-Jul 2014 monthly average; Digital User Survey, TouchPoint Research June 2014 (demographics, activities); ComScore July 2013 (media 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 (pushdown)	1080 x 90 > 1080 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).