

Guns & Ammo Digital Advertising Opportunities

GUNS&AMMO

Guns & Ammo online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on the shooting sports presented with engaging video content, slide shows, access to the sport-shooters community and more.

Guns & Ammo Online: Vital Statistics Monthly Avg.

Unique Visitors	1,128,000
Pageviews	6,449,000
Average Time-on-Site	6:39
Traffic from Mobile Device/Tablet	55%

Guns & Ammo e-Newsletter

2x/week Distribution	200,000
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Source: Google Analytics, January 1, 2014 - September 30, 2014.

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

The collage illustrates various digital advertising placements on the Guns & Ammo platform. Key elements include:

- Desktop Site View:** Shows the main navigation, search bar, and various ad spots. A 728x90 leaderboard ad for 'FREE AMMO' is highlighted. A 300x250 rectangle ad for 'Best States for Concealed Carry 2014' is also shown.
- Mobile App View:** A smartphone displays the mobile version of the site, showing a 300x250 rectangle ad for 'Best States for Concealed Carry 2014' and a 728x90 leaderboard ad for 'FREE AMMO'.
- Product Promotions:** Includes ads for M&P Smith & Wesson firearms (e.g., '22 PISTOLS ARE FUN. OURS IS FUNNER.') and Colt 1991 handguns.
- Newsletter Sign-up:** A call to action for the 'Guns & Ammo e-Newsletter' is shown.
- Content Targeted Ads:** A 'Sweaty holsters are yesterday's problem' ad for StealthGear is featured, demonstrating how content can be targeted to specific user interests.

Guns & Ammo
Mobile

Content
Targeted Ads

Guns & Ammo Digital Advertising Rates

GUNS&AMMO

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).