

Petersen's Hunting Digital Advertising Opportunities

PETERSEN'S HUNTING

Petersen's Hunting online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on big-game hunting, presented with engaging video content, gear reviews, hunting tips and access to the adventure and big-game hunting community.

Site Skin

728 x 90 Leaderboard

300 x 250 Rectangle

Petersen's Hunting Online: Vital Statistics

Monthly Avg.

Unique Visitors	111,000
Pageviews	721,000
Per Session Time-on-Site	4:50
Traffic from Mobile Device/Tablet	54%

Petersen's Bowhunting e-Newsletters

Subscribers

Bi-weekly Distribution	70,000
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Source: Google Analytics, July 1, 2014 - September 30, 2014.

The collage illustrates various digital advertising placements for Petersen's Hunting. It includes:

- Desktop Website:** Shows the main navigation, featured articles like "Is the .308 the Perfect North American Big Game Cartridge?", "Editor's Choice Awards: Best Gear for 2014", and "Wolverine" hunting boots. A "Hunting e-Newsletter" callout points to a newsletter sign-up area.
- Mobile App:** A smartphone displays the mobile version of the website, with a "Hunting Mobile" callout.
- Content Targeted Ads:** A callout points to a "Badlands" advertisement for shelters and sleep systems.
- Other Ad Formats:** Includes a "Nosler UP FRONT" banner, a "26 NOSLER" banner, and a "VANGUARD" advertisement for a \$130 thermal cup.

Petersen's Hunting Digital Advertising Rates

PETERSEN'S HUNTING

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).