

# RifleShooter Digital Advertising Opportunities

## PREMIER'S RIFLESHOOTER

**RifleShooter** online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on sport shooting, presented with engaging video content, rifle reviews, new products and access to the shooters community and more.

### Rifleshooter Online: Vital Statistics

Monthly Avg.

Unique Visitors	113,000
Pageviews	404,000
Average Time-on-Site	1:49
Traffic from Mobile Device/Tablet	43.2%

### Rifleshooter e-Newsletter

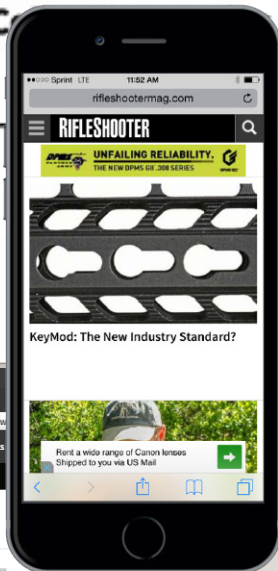
Subscribers

2x/month Distribution	15,000
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Source: Google Analytics, January 1, 2014 - September 30, 2014.

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

The screenshot shows the RifleShooter website homepage. At the top, there's a navigation bar with 'GUNS & AMMO NETWORK' and 'RIFLESHOOTER'. Below that, a search bar and social media icons are visible. The main content area features a large article titled 'First Look: Ruger 10/22 Carbine' with a sub-headline 'UNFAILING RELIABILITY. THE NEW DPMS GIL JOB SERIES'. To the right, there's a 'ROCK TAPE' advertisement. At the bottom, there's a 'New MI Tactical Rifles' advertisement for Midwest Industries, Inc. and a 'RifleShooter e-Newsletter' sign-up box.



RifleShooter  
e-Newsletter

This section shows targeted advertisements on the RifleShooter website. It includes a 'MANNERS RIFLE STOCK' advertisement from bullets.com, a '10 BEST BOLT ACTION RIFLES OF ALL TIME' advertisement, and a 'KeyMod: The New Industry Standard?' advertisement. The 'KeyMod' ad features a close-up of a rifle's upper receiver and is labeled as a 'Home Page Targeted Ad'.

RifleShooter  
Mobile

Home Page  
Targeted Ads

This is an advertisement for the RifleShooter e-Newsletter. It features the RifleShooter logo, the date 'SATURDAY, AUGUST 09, 2014', and a 'Subscribe Now!' button. The ad also mentions 'Save over 78%!' and '12 Issues for \$13'.

This is an advertisement for the RifleShooter Store. It features a 'How to Boost Your Benchrest Shooting Skills' article by Keith Wood, a 'RifleShooter Store' banner, and a 'Nosler Brass' advertisement. The store banner includes a 'Buy It Now' button and a 'Shop Rifle Shooter' link.

This is an advertisement for Nosler Brass. It features a 'AR-10 Redesign: DPMS Gil Review' article by James Tan, a 'Read More' button, and a 'NOSLER BRASS' logo. The ad also mentions 'QUALITY THAT STANDS UP TO SCRUTINY. NOSLER BRASS.' and 'Surprisingly lightweight, the DPMS Gil is an innovative take on the AR-10.'

# RifleShooter Digital Advertising Rates

## PTERBEN'S RIFLESHOOTER

### 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](mailto: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).