

Shooting Times Digital Advertising Opportunities

SHOOTING TIMES

Shooting Times 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 shooters community and more.

Shooting Times Online: Vital Statistics

Monthly Avg.

Unique Visitors	226,000
Pageviews	1,014,000
Average Time-on-Site	1:50
Traffic from Mobile Device/Tablet	50.2%

Shooting Times e-Newsletter

Subscribers

2x/month Distribution	55,000
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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 the digital advertising opportunities on the Shooting Times website. It features:

- Desktop Website:** Shows the main navigation menu with categories like SHOT SHOW 2014!, HANDGUNS, LONG GUNS, AMMO, OPTICS, GEAR, and GUNSMITHING. A sidebar on the left features a large 'AGUILA AMMUNITION' banner. A 'Shooting Times e-Newsletter' sign-up box is visible in the top right.
- Mobile Website:** A smartphone displays the mobile version of the site, showing a search bar and a featured article titled 'Power Factor, Recoil & Bullet Weight'.
- Advertisements:** Several targeted ads are shown, including 'Bald Eagle GUN SAFES' with a 'BUY DIRECT AND SAVE!' call to action, and '10 Best Shotguns Under \$500' by Brad Fitzpatrick.
- Content Targeted Ads:** A 'Tradtions Vortek StrikerFire LDR Muzzleloader Review' article is shown, along with a 'Remington' advertisement for 'THE NEW MODEL 700'.
- Other Elements:** A 'Crimson Trace' logo is visible in the desktop header, and a 'SHOOTING TIMES' magazine cover is featured in the bottom right corner.

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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).