

# THE HUNTING NEWS

MEDIA KIT







# MISSION AND PURPOSE

**INFORM. ENTERTAIN. EDUCATE.**

At The Hunting News, we provide an engaged, worldwide hunting community with quality, consumable content that they'll be sure remember.

From entertaining media to covering laws and regulations, we seek to inform, entertain, and educate our viewers.

You can call us the BuzzFeed of hunting news!





## REACH AND INFLUENCE

- 1M+ PAGEVIEWS MONTHLY
- 389K SESSIONS MONTHLY
- 315K UNIQUE VISITORS MONTHLY
- 2.69 AVG. PAGES PER SESSION



400K FOLLOWERS

## TRAFFIC



87%



7%



6%



95%





# AUDIENCE DEMOGRAPHICS

## GENDER / PARENTS

- 51% MALE | 49% FEMALE
- 52% HAVE KIDS | 48% NO KIDS

## AGE

- 18% = 25-34
- 28% = 35-44
- 23% = 45-54
- 14% = 55-64

## INCOME

- 53% = LESS THAN \$50K/YR
- 30% = \$50K - \$100K/YR
- 11% = \$100K OR MORE/YR

## ETHNICITY

- 90% CAUCASIAN
- 5% AFRICAN AMERICAN
- 5% OTHER

## EDUCATION

- 47% SOME OR NO COLLEGE
- 42% BACHELOR'S DEGREE
- 11% GRADUATE SCHOOL

Our audience consists of hard working, middle-class Americans who are extremely passionate about the outdoors and hunting, and are actively engaged on social media.

# ADVERTISE WITH US!

ALL DISPLAY AD UNITS ARE STANDARD IAB SIZES

300x600px

300x250px

728x90px

320x50px

970x250px

# AD UNIT SPECIFICATIONS

Details	Combo leaderboard (IAB)
Dimensions	728 x 90 / 970 x 250
Device	all
3rd Party Served?	yes
Site Accepted Ad Formats	HTML5, PNG, JPG
Rich Media Accepted?	yes
File Size Max	500 kb
Animation Allowed	yes
Max Animation	15 sec or 3 loops
Frame Rate	15-30
Expansion Allowed?	no
Close Button	no

Details	Anchor
Dimensions	320 x 50
Device	all
3rd Party Served?	yes
Site Accepted Ad Formats	HTML5, PNG, JPG
Rich Media Accepted?	yes
File Size Max	500 kb
Animation Allowed	yes
Max Animation	15 sec or 3 loops
Frame Rate	15-30
Expansion Allowed?	no
Close Button	no

Details	InContent (IAB)
Dimensions	300 x 250
Device	all
3rd Party Served?	yes
Site Accepted Ad Formats	HTML5, PNG, JPG
Rich Media Accepted?	yes
File Size Max	500 kb
Animation Allowed	yes
Max Animation	15 sec or 3 loops
Frame Rate	15-30
Expansion Allowed?	no
Close Button	no

Details	Above the Fold Right Rail (IAB)
Dimensions	(flex) 300 x 250 - 300 x 600
Device	all
3rd Party Served?	yes
Site Accepted Ad Formats	HTML5, PNG, JPG
Rich Media Accepted?	yes
File Size Max	500 kb
Animation Allowed	yes
Max Animation	15 sec or 3 loops
Frame Rate	15-30
Expansion Allowed?	no
Close Button	no

Details	Second Sticky Right Rail (IAB)
Dimensions	(flex) 300 x 250 - 300 x 600
Device	all
3rd Party Served?	yes
Site Accepted Ad Formats	HTML5, PNG, JPG
Rich Media Accepted?	yes
File Size Max	500 kb
Animation Allowed	yes
Max Animation	15 sec or 3 loops
Frame Rate	15-30
Expansion Allowed?	no
Close Button	no



# PRICING

## CPM RATES

### Desktop:

Combo Leaderboard: 728x90/970x250 (\$8CPM)

Right Rail/Above the Fold: Flex 300x250/300x600 (\$8CPM)

Right Rail/Below the Fold: Flex 300x250/300x600 (\$5 CPM)

In-Content: 300x250 (\$5CPM)

### Mobile Web:

Leaderboard: 320x50 (\$5CPM)

Anchor: 320x50 (\$5CPM)

In-Content: 300x250 (\$3CPM)







# CONTACT

## WHACKSTAR MEDIA, LLC.

Brandon Futrell  
330-217-2894  
[admin@thehuntingnews.com](mailto:admin@thehuntingnews.com)

Stephen Ziegler  
234-788-9308  
[Sfziegler24@gmail.com](mailto:Sfziegler24@gmail.com)