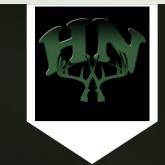


MISSION AND PURPOSE Inform. Entertain. Educate.

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



6%

7%

87%



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

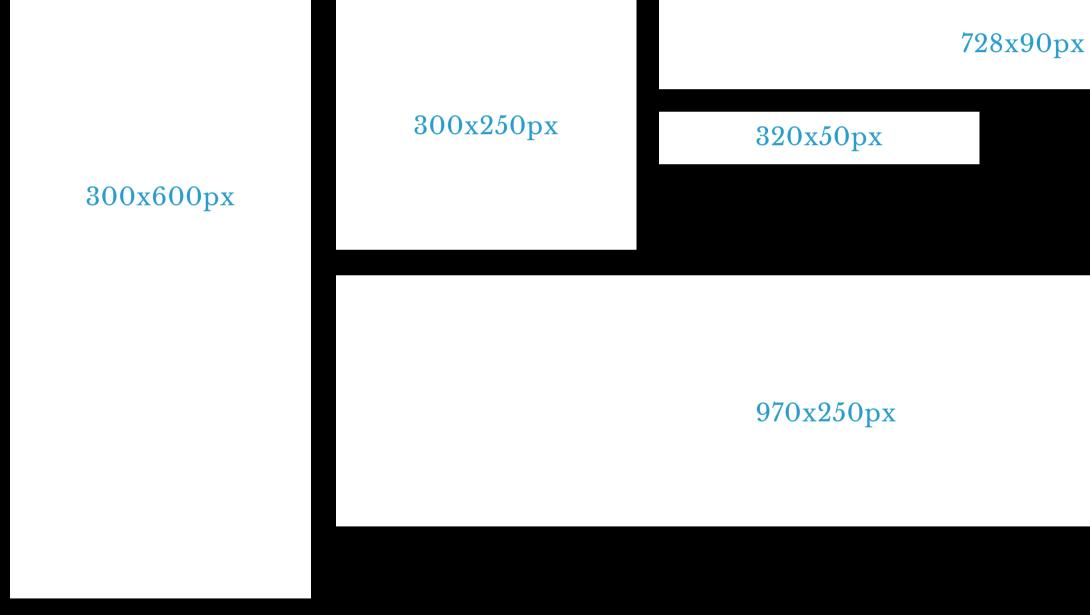
- 90% CAUCASION
- 5% AFRICAN AMERICAN
- 5% OTHER

EDUCATION

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

Our audience consists of hard working, middleclass 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



THE HUNTING NEWS

AD UNIT SPECIFICATIONS

Details	Combo leaderboard (IAB)	Details	Anchor
Dimensions Device 3rd Party Served? Site Accepted Ad Formats Rich Media Accepted? File Size Max Animation Allowed Max Animation Frame Rate Expansion Allowed? Close Button	728 x 90 / 970 x 250 all yes HTML5, PNG, JPG yes 500 kb yes 15 sec or 3 loops 15-30 no no	Dimensions Device 3rd Party Served? Site Accepted Ad Formats Rich Media Accepted? File Size Max Animation Allowed Max Animation Frame Rate Expansion Allowed? Close Button	320 x 50 all yes HTML5, PNG, JPG yes 500 kb yes 15 sec or 3 loops 15-30 no no
Dev 3rd Site Rich File Ani Max Fra: Exp	nensions	Above the Fold Right Rail (IAB) (flex) 300 x 250 - 300 x 600 all yes HTML5, PNG, JPG yes 500 kb yes 15 sec or 3 loops 15-30 no no	Details Dimensions Device 3rd Party Served? Site Accepted Ad Forma Rich Media Accepted? File Size Max Animation Allowed Max Animation Frame Rate Expansion Allowed? Close Button

Details

Dimensions Device 3rd Party Served? Site Accepted Ad Formats Rich Media Accepted? File Size Max Animation Allowed Max Animation Frame Rate Expansion Allowed? Close Button

InContent (IAB)

300 x 250 all yes HTML5, PNG, JPG yes 500 kb yes 15 sec or 3 loops 15-30 no no

Second Sticky Right Rail (IAB)

	(flex) 300 x 250 - 300 x 600 all
	yes
nats	HTML5, PNG, JPG
	yes
	500 kb
	yes
	15 sec or 3 loops
	15-30
	no
	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)





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