



Shoot **ON**

2024 ADVERTISING

FULL-FEATURE CONTENT

\$7,500 / Article

At Shoot On, robust, high-quality content is the rule, not the exception. Every month, our readers and subscribers are presented with some of the most engaging and educational content covering shooting tactics, gear, DIY, news, and more. They trust us to deliver detailed and objective product evaluations along with expert shooting advice and instruction from many of the top names in the outdoor sports segment.



SEASONED EXPERTS

Led by veteran outdoor writer and book author Rob Reaser (Editor-in-Chief), Shoot On engages some of the best journalists and noted authorities in shooting sports:

- Lou Patrick
- Wayne Van Zwoell
- Frank Melloni
- Dexter Ewing
- Serena Juchnowski
- Larry Case
- Bob Campbell
- Martin Topper
- Brad Fenson
- and more!



▶ EDITORIAL CONTENT PACKAGE

Detailed product evaluations are a cornerstone of Shoot On's monthly editorial mix, and it is this content that we make available to our industry partners. Whether you are looking to boost brand and product awareness or seek to amplify a new product launch, our editorial content program delivers. Because we take care to produce engaging, informative, and full-length feature content, our read times exceed industry standards, ensuring your company receives the best possible ROI. Here's how it works:

- You provide us with the product you wish to highlight.
- We will conduct in-the-field evaluation and deliver a feature-length article with all essential photographic support.
- The completed article will post to Shoot On.
- A link to the article, which includes the lead image, title, and descriptive subheading, will be incorporated into the next weekly Shoot On newsletter mailing (302,000+ subscribers).
- Subscribers follow the link to the complete article hosted at ShootOn.com.



AND MORE...

Since our content is hosted on an open website, you receive the added benefit of sharing the link to your article across your company's social media platforms.

SHOOT ON GIVEAWAYS

\$7,500 / Giveaway

Giveaways are an excellent way to get your product and brand noticed. Shoot On Giveaways last 30-60 days for maximum exposure through our website, newsletter and social media. Upon completion, sponsors get the full email list acquired for the duration of the giveaway. The giveaway platform encourages participants to visit your social media accounts and website for additional entries.

Shoot On Giveaways are very effective for product launches. By showcasing new products in our giveaway companies can grow consumer recognition and build hype.

OVER \$15,000 IN PRIZES

Benelli | **MIGRATION MADNESS**

SWEEPSTAKES

ShootON | AVERY | FEDERAL | GHS | REALTREE | banded | TETRA HEARING

DEMOGRAPHICS

- 39% of visitors have household income over \$75,000; 20% over \$100,000
- Average Age - 46
- Female – 21% / Male – 79%

► OUR SCOPE

NEWSLETTER

Shoot On's Weekly newsletter goes out to 400,000+ people every week, featuring a flashback of the weekly content produced, giveaways and promotions. Companies that purchase an article get this inclusion at no cost!

- Open Rate - 29%
- Click Through - 20%
- 728x90 Banner Ad

SOCIAL MEDIA

- Facebook – 46,00+ Followers
- YouTube – 16,400+ Subscribers
- Instagram – 34,900+ Followers

WEBSITE TRAFFIC

Shoot On's premium content attracts over 132,000 unique visitors per month. By writing unique and compelling content, our readers' average read time exceeds four minutes.

- Average Pages Per Visit – 3.8
- Average Monthly Page Views – 988,000
- Average Article Read Time – 5:37
- Bounce Rate - 39%



OTHER SERVICES

GEAR BOX- \$1,500

Choose what dialogue you want to portray to our audience! Provide a lead image, text and a link for your highlighted product. Shoot On will send out the copy to our full 400,000+ email list. This will also be hosted in our News section of the website for lasting impressions. Limited Availability.

WEBSITE BANNER ADS - \$1,500

Shoot On has nearly a million average monthly page views and banner ads are an easy way for brand awareness and product recognition to grow. Each banner ad is also included in our weekly newsletter for more impressions. Banner ad sizes are 728x90.

RATES

CONTENT

- \$7.5000 / Article or Video

GIVEAWAYS

- \$7.500 + Product

NEWSLETTER ADS- \$3,500

Shoot On will send your digital ad out in our newsletter to 400,000+ subscribers. With our high open and click-through rates, your ad is sure to be noticed.

PODCAST (NEW) - \$1,500

Our brand-new Born Hunting podcast features Jace Bauserman discussing hunting strategies, wildlife conservation and personal success stories. With a wide range of guest appearances from your favorite industry leaders.

WEBSITE BANNER

- \$1,500 / Month

NEWSLETTER AD

- \$3,500 / Product

GEAR BOX

- \$1,500 / Product

▶ CONTACT

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