



# ***Outdoor News***

**DIGITAL CAPABILITIES DECK**

**JULY 2023**

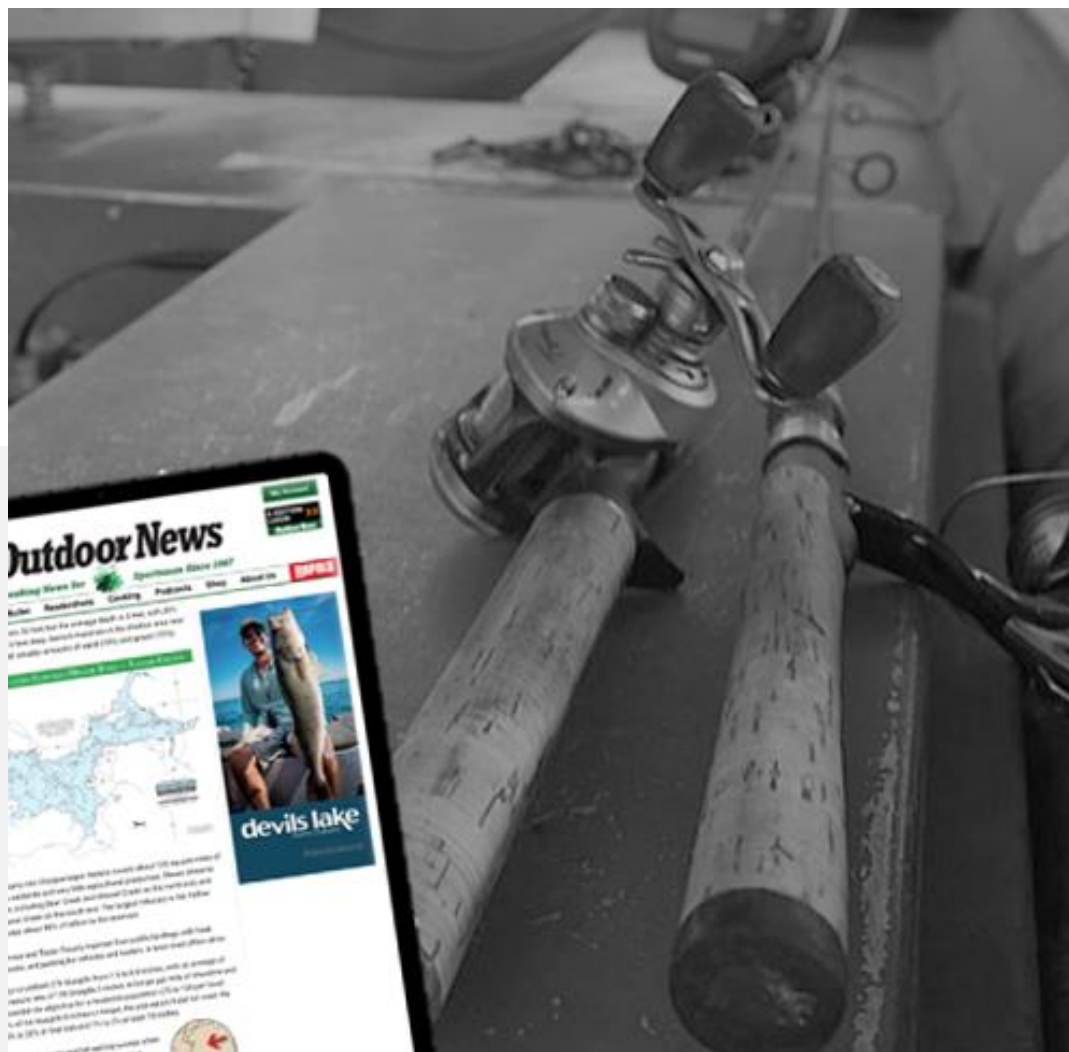


 **Outdoor News**

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# COMPANY OVERVIEW





OUTDOOR NEWS

CONTENT FOCUS

# WHO WE ARE

- ✓ LEADING MULTI-PLATFORM SOURCE OF NEWS AND INFORMATION FOR SPORTSMEN IN 7 GREAT LAKES STATES AND BEYOND.
- ✓ FULL SERVICE MULTIMEDIA MARKETING SERVICE.
- ✓ FOUNDED IN 1968.
- ✓ TOTAL AUDIENCE OF 2.8 MILLION.

HEADQUARTER IN  
**MINNESOTA** WITH  
OFFICES IN WISCONSIN,  
MICHIGAN, ILLINOIS,  
NEW YORK AND  
PENNSYLVANIA



LOCAL NEWS

GEAR

INSTRUCTION

# OUR APPROACH



A background image of a man wearing a white cap and sunglasses, smiling while holding a large fish on a boat. The image is faded and serves as a background for the text.

# INTEGRATED PLANNING & STRATEGY

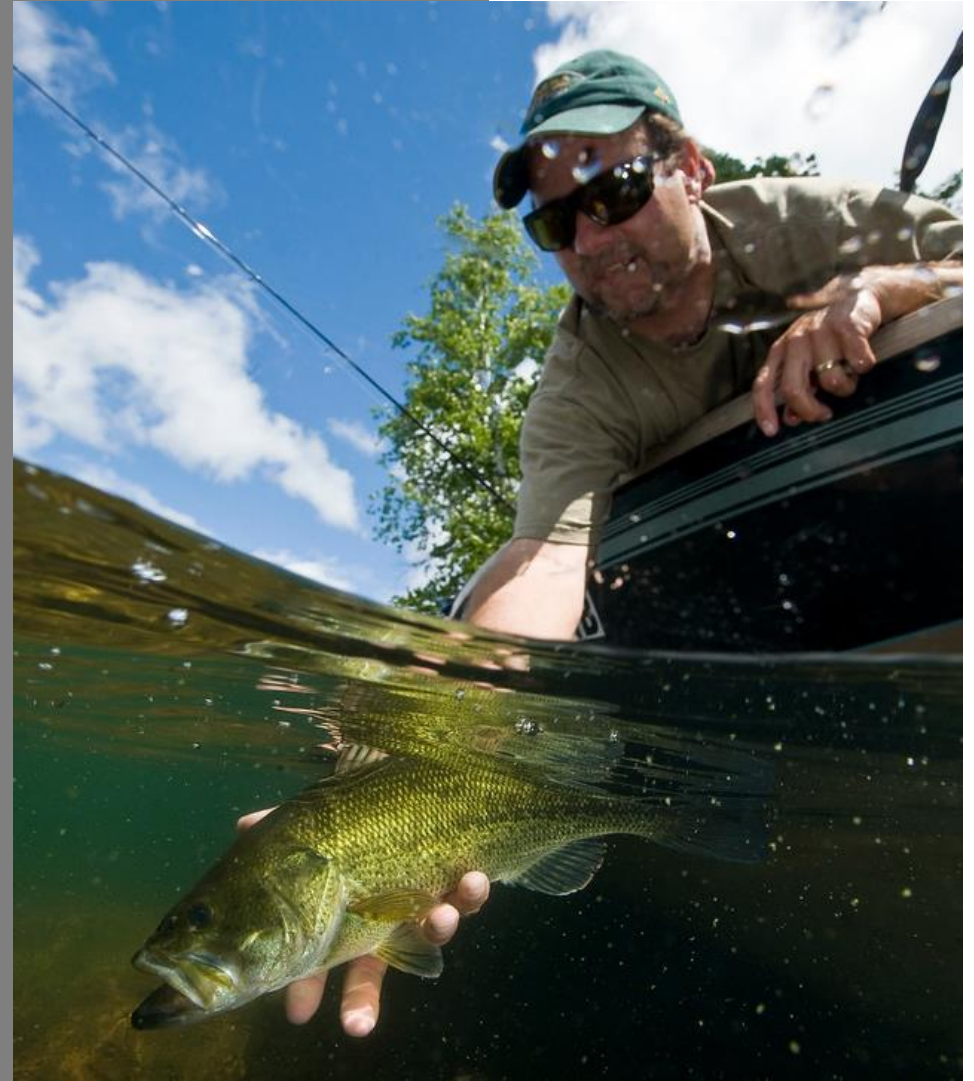
**We work with our partners to develop comprehensive marketing and campaign strategies for the year specifically tailored to achieve defined business objectives.**

- Custom campaign options tailored to your brand and designed to amplify your brand voice and meet marketing goals.
- Comprehensive scheduling and calendar development to leverage key seasons and dates throughout the year.
- Competitive analysis and historical roadmaps
- Innovative solutions created and added to match client needs

# EMAIL MARKETING OVERVIEW

Email marketing is a key part of success online and our clients are seeing fantastic growth in awareness, conversions and resulting sales. When correctly implemented, email marketing delivers the highest ROI. We will manage your campaigns and optimize for success. Our team coordinates reports on the entire process from start to finish.

- **First Party Data:** Over 300,000 opt-in emails on our owned & operated list
- Extended reach to deeper targets and demographics with our 3<sup>rd</sup> party data platform
- Campaign set up, testing, mail out and ROI reporting
- **Targeted Solo campaigns:** geo and demo targeting based on campaign objectives
- **Newsletters:** Ad and sponsor options on multiple themed eNewsletters
- **Themed Group Emails:** Timely themes to match seasonal needs






# SOCIAL MEDIA & DIGITAL BANNER MARKETING

We work with our partners to leverage the Outdoor News social media audience and OutdoorNews.com to reach a desired target through a variety of platforms and solutions

- **eContests** – enter-to-win contest platform promoted with paid social media, email and web elements to produce awareness and opt-in email addresses
- **Paid Posts** – Your post or content posted directly from Outdoor News on our social channels. Organic posts and paid, targeted audience extensions
- **Sponsored Content Platform**
  - Video content – produced by the client or by Outdoor News, we post video content, in combination with our email and web assets, to Outdoor News social channels as well as paid targeted audiences
  - Editorial content – our sponsored content program exposes your written content and images to our web audience as well as our social media audience
- **Digital Display Banners**



Video content is a brand driver in the outdoor industry. Our unique approach integrates your brand and products with the ideal video content to amplify your message. It is then pushed out to a targeted audience utilizing all Outdoor News platforms to achieve a fully integrated multimedia video campaign with unprecedented reach.

- **Video Sponsorships** – your brand and products included in a variety of video series, targeting different audiences and seasonal pursuits. Exclusive and shared sponsorships available.
- **Video Content Bundles** – exclusive opportunity for your brand and products to be featured in an original promotional video for upcoming editorial gear buyer's guides. Over a million impressions for your brand via print, social, web, and email pushes.
- **Video Targeting** - We push out video you have produced or we can help you produce original video content. Utilizing video platforms (YouTube, Vimeo, etc.), digital networks, social media platforms, and Connected TV we connect your video content with a strategic audience in alignment with your marketing needs.

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# VIDEO CONTENT MARKETING



# COMMERCE & AFFILIATE MARKETING PARTNERSHIPS



## COMMERCE PARTNERSHIPS

Taking advantage of our growing audience on OutdoorNews.com and our first party email list, we feature your products in our Gear Buyers Guide posts and stories, linking the products to either our eCommerce site or the eCommerce site of your choice.



## AFFILIATE PARTNERSHIPS

We partner with several retail companies to offer affiliate links on your products. We integrate live links for your brand and products that appear in our published stories, blogs, and articles on OutdoorNews.com and email newsletters to directly connect potential buyers to your product offerings

OUTDOOR NEWS DRIVES PRODUCT SALES

 **Outdoor News**

# PODCASTS AND STREAMING AUDIO

Harness the power of our growing audio platform with Outdoor News. We work to amplify your brand and products via podcasts and other audio solutions.

- **Radio & Podcast marketing** – connecting your message to an audience of over 250,000 on hour-long shows that are broadcast on 30+ stations across Minnesota and Wisconsin. Also available on most major podcast networks including iHeart Radio, Spotify, Apple and Google podcast networks. Opportunities include traditional spots, sponsored segments and features, as well as interview segments.
  - New in '23
    - WCCO AM830 – **WCCO Outdoors** – Every Sunday at 5pm on the largest signal in Minnesota and podcast on the Audacy network
    - The Great Northeast Podcast – Every other week podcast, hosted by NY Outdoor News editor Dan Ladd, covering the top stories and latest from the outdoor world in the Northeast part of the U.S.
- **Outdoor News Podcast Network** – Top podcasts from industry experts, entertainers, and clients featured on the Outdoor News podcast channel. We can include podcasts that you or one of your pro staff produces.





# TOP 5 REASONS TO PARTNER WITH OUTDOOR NEWS



LEADING MEDIA  
COMPANY IN THE  
OUTDOOR INDUSTRY  
WITH THE LOWEST CPM



PASSIONATE AND  
DEDICATED TEAM WHO  
LOVE THE OUTDOORS



ENGAGED AUDIENCE OF OVER  
2.8 MILLION ENGAGED,  
PASSIONATE SPORTSMEN



TOOLBELT FULL OF  
TARGETED SOLUTIONS TO  
MEET YOUR UNIQUE  
MARKETING NEEDS



54 YEAR RECORD OF  
SUCCESS IN DRIVING  
SALES AND BRAND  
AWARENESS



 **Outdoor News**



# THANK YOU

WE APPRECIATE YOUR INTEREST IN  
OUTDOOR NEWS AND WELCOME THE  
OPPORTUNITY TO PARTNER WITH YOU.

We are ready to get started when you are!



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