



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 3.5 MILLION.





OUR APPROACH

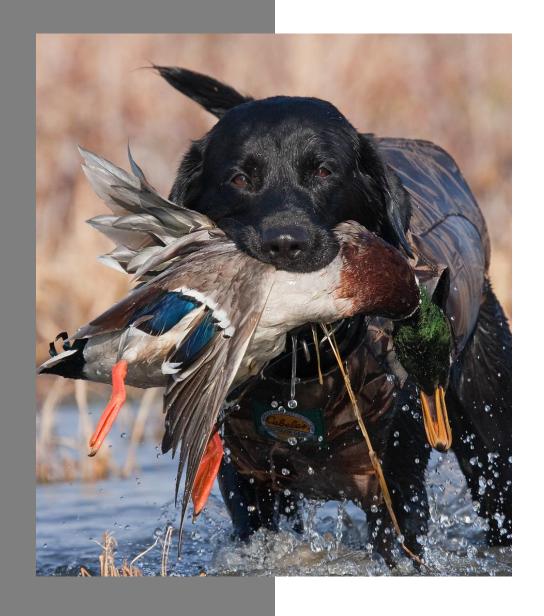
INTEGRATED PLANNING & STRATEGY



EMAIL MARKETING OVERVIEW

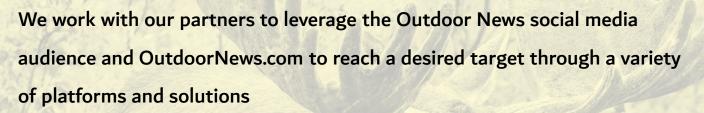
Email marketing is a key part of success online and our clients are seeing fantastic growth in awareness, conversions and resulting sales. When correctly implemented, email marketing delivers the highest ROI. We will manage your campaigns and optimize for success. Our team coordinates reports on the 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 3rd 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



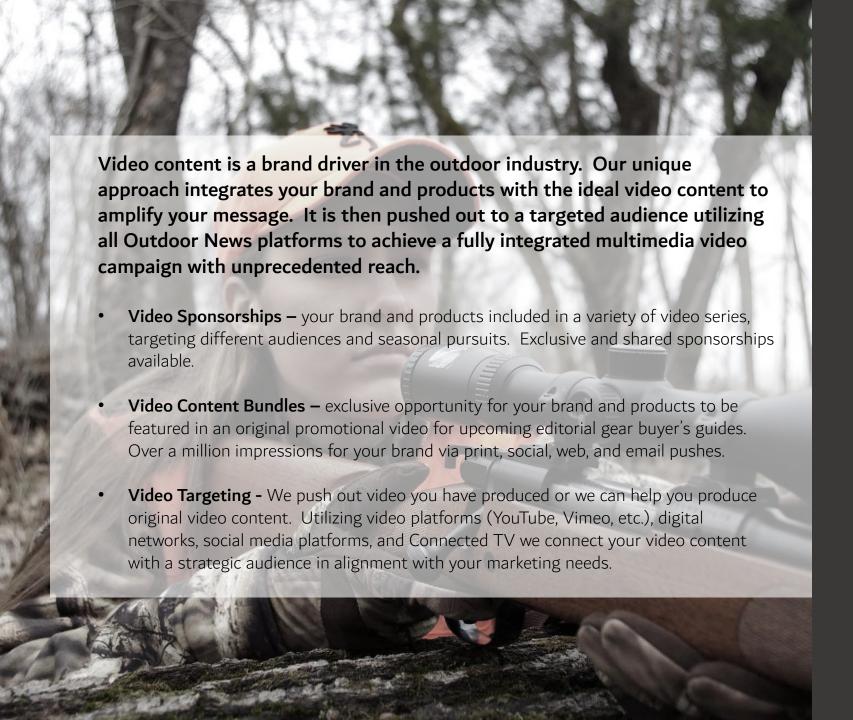


SOCIAL MEDIA & DIGITAL BANNER MARKETING



- **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 MARKETING



COMMERCE & AFFILIATE MARKETING 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 brands and 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



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



3.5 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

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!



PHIL FREBAULT

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