



***iSportsman***  
MARKETING MEDIA KIT

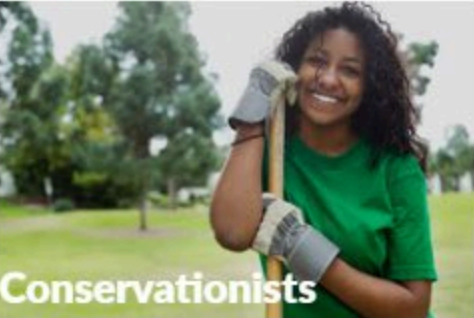
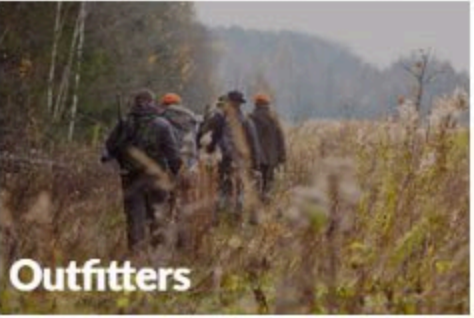
**LIFE IS BETTER OUTDOORS.**





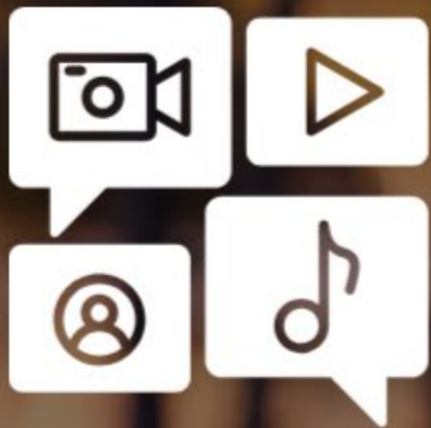
# Our Audience

More than 500,000 outdoor enthusiasts use iSportsman to access 10.6 million acres across the continental United States, Hawaii and Alaska. Each month, our content reaches this and other audiences through our multimedia outreach.





# iSPORTSMAN AUDIENCE



ACTIVE ON FACEBOOK,  
INSTAGRAM, TWITTER,  
AND TIKTOK



CONSISTENT  
YEAR-OVER-YEAR  
WEBSITE TRAFFIC GROWTH



OVER 150K ENGAGED  
NEWSLETTER  
SUBSCRIBERS



OVER 500K  
USERS ACROSS  
MULTIPLE PLATFORMS

# Our Properties



@iSportsmanUSA



@iSportsmanUSA



@iSportsmanUSA



@iSportsmanUSA



A photograph of three turkeys in a wooded area. The turkeys are dark with red heads and necks. They are standing on the ground, surrounded by trees and some greenery. The text "iSPORTSMAN BRAND AWARENESS PACKAGES" is overlaid in white, bold, sans-serif font across the middle of the image.

**iSPORTSMAN BRAND AWARENESS PACKAGES**

# Social Media Packages

The iSportsman social media packages are perfect for big and small businesses alike aiming to strengthen brand recognition, with an affordable CPM of just \$0.11 and customizable scaling for any specific need.

## Facebook, Instagram, and Twitter

## Tik Tok

## All Platforms

### 3 Month Package

10 Sponsored posts total on all three platforms across the span of three months.

ESTIMATED  
10,000  
IMPRESSIONS

### 6 Month Package

25 Sponsored posts total on all three platforms across the span of six months.

ESTIMATED  
25,000  
IMPRESSIONS

### 12 Month Package

50 Sponsored posts total on all three platforms across the span of twelve months.

ESTIMATED  
50,000  
IMPRESSIONS

### 3 Month Package

10 Sponsored video posts across a three month period.

ESTIMATED  
10,000  
IMPRESSIONS

### 6 Month Package

25 Sponsored video posts across a six month period.

ESTIMATED  
25,000  
IMPRESSIONS

### 12 Month Package

50 Sponsored video posts across a twelve month period.

ESTIMATED  
50,000  
IMPRESSIONS

### 3 Month Package

10 Sponsored posts total across all available social media platforms.

ESTIMATED  
20,000  
IMPRESSIONS

### 6 Month Package

25 Sponsored posts total across all available social media platforms.

ESTIMATED  
50,000  
IMPRESSIONS

### 12 Month Package

50 Sponsored posts total across all available social media platforms.

ESTIMATED  
100,000  
IMPRESSIONS



@iSportsmanUSA



@iSportsmanUSA



@iSportsmanUSA



@iSportsmanUSA



# Editorial Packages

iSportsman provides patrons access to an actively engaged newsletter subscriber base of over 180-thousand subscribers, with a 53% open rate! Our editorial packages feature ads or written works, which can be company profiles, interviews, product reviews and more.

## Digital Newsletter & Web

## Annual Print Magazine

## Digital & Print Packages

### One-Time Commitment

One Sponsored digital article  
300-800 words.

ESTIMATED  
**100,000**  
IMPRESSIONS

### ONE PAGE MAGAZINE SPREAD

ESTIMATED  
**1,000**  
IMPRESSIONS

### ONE DIGITAL ARTICLE AND ONE PAGE MAGAZINE SPREAD

ESTIMATED  
**101,000**  
IMPRESSIONS

### 3 Month Commitment

3 Digital articles 300-800  
words across the span of three  
months.

ESTIMATED  
**300,000**  
IMPRESSIONS

### TWO PAGE MAGAZINE SPREAD

ESTIMATED  
**1,000**  
IMPRESSIONS

### 3 DIGITAL ARTICLES AND A TWO-PAGE MAGAZINE SPREAD

ESTIMATED  
**301,000**  
IMPRESSIONS

### 3-12 Month Commitment

Digital newsletter ad placement.  
(Impressions estimated per edition. Ad  
placement will occur once per month.  
Three month commitment required.)

ESTIMATED  
**100,000**  
IMPRESSIONS

### FULL PAGE COLOR AD W/BLEED

ESTIMATED  
**1,000**  
IMPRESSIONS

### DIGITAL AND PRINT AD PLACEMENT

ESTIMATED  
**101,000**  
IMPRESSIONS



[WWW.ISPORTSMANUSA.COM](http://WWW.ISPORTSMANUSA.COM)



# Website Packages

## iSportsmanUSA Ad Placement

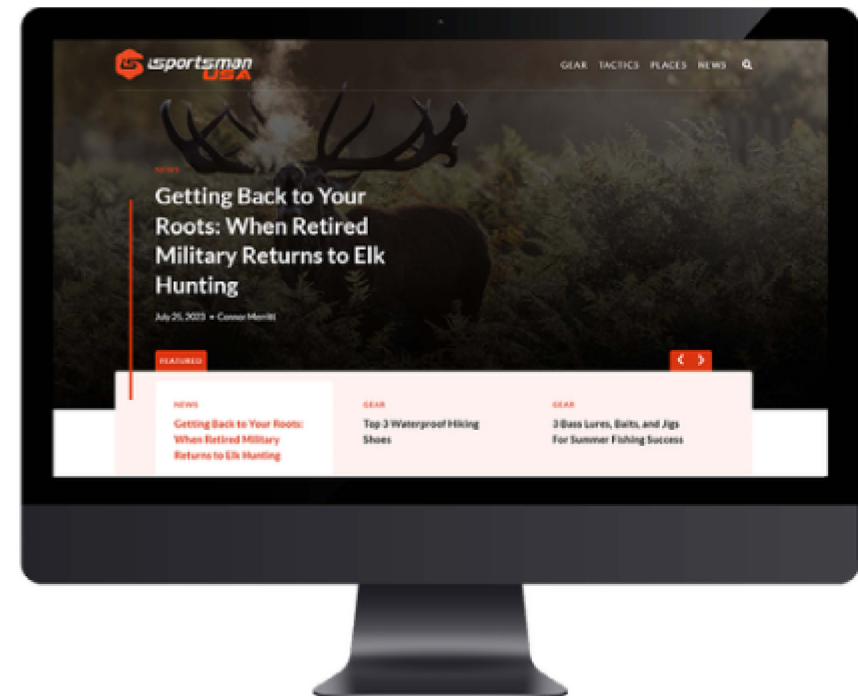
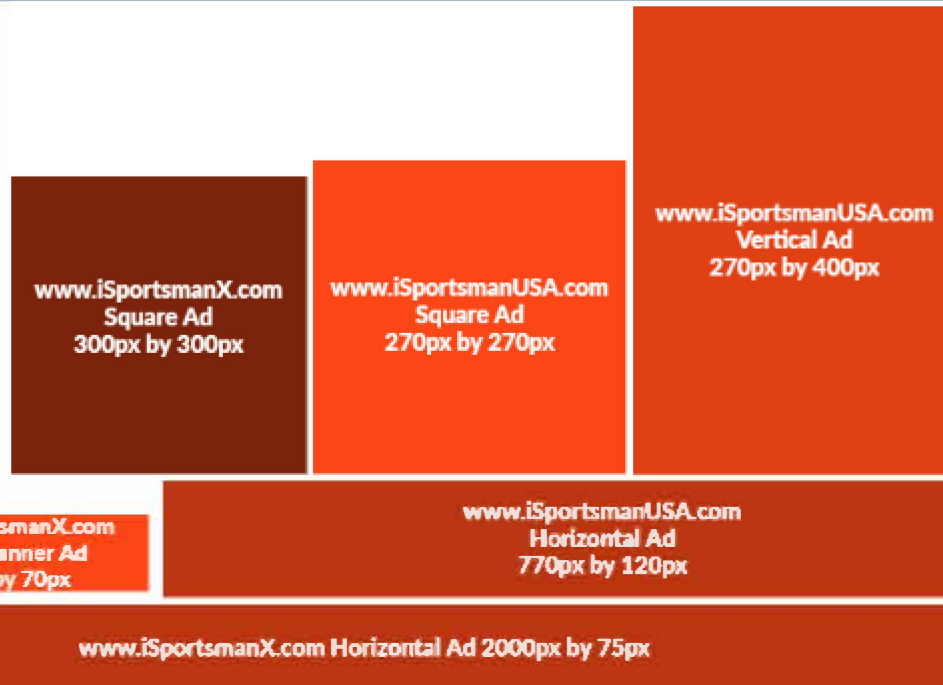
<b>3 Month Package</b> One digital ad on www.iSportsmanUSA.com	<b>ESTIMATED 5,000 IMPRESSIONS</b>
<b>6 Month Package</b> Three digital ads on www.iSportsmanUSA.com	<b>ESTIMATED 12,000 IMPRESSIONS</b>
<b>12 Month Package</b> Six digital ads on www.iSportsmanUSA.com	<b>ESTIMATED 18,000 IMPRESSIONS</b>

## iSportsmanX Ad Placement

<b>3 Month Package</b> One digital ad on www.iSportsmanX.com	<b>ESTIMATED 3,000 IMPRESSIONS</b>
<b>6 Month Package</b> Three digital ads on www.iSportsmanX.com	<b>ESTIMATED 6,000 IMPRESSIONS</b>
<b>12 Month Package</b> Six digital ads on www.iSportsmanX.com	<b>ESTIMATED 12,000 IMPRESSIONS</b>

## Product Website Combo

<b>3 Month Package</b> One digital ad on both product websites.	<b>ESTIMATED 8,000 IMPRESSIONS</b>
<b>6 Month Package</b> Three digital ads on both product websites.	<b>ESTIMATED 18,000 IMPRESSIONS</b>
<b>12 Month Package</b> Six digital ads on both product websites.	<b>ESTIMATED 30,000 IMPRESSIONS</b>





The image features two pheasants in a natural setting, likely a field or woodland edge. The pheasant in the foreground is a male, characterized by its dark blue-black head, a prominent red patch around the eye, and a body covered in intricate orange and brown patterns. Its long tail feathers are visible, showing a similar pattern. The second pheasant is partially visible behind it, showing a similar color scheme. The background is a soft-focus landscape with some vertical elements, possibly reeds or trees. A semi-transparent dark grey overlay covers the entire image, and the text "iSPORTSMAN PARTNERS PACKAGES" is centered in white, bold, sans-serif font.

**iSPORTSMAN PARTNERS PACKAGES**

# BRONZE PACKAGE



Six Months of Audience Directed Coverage



Content Created and Managed by In-House Experts



Estimated to Generate Over 350k Impressions



Flexible Content Planning for Individualized Service



Collaborative Planning to Ensure a Shared Vision



# Bronze Package Details



ONE DIGITAL ARTICLE (800 WORDS) TO BE FEATURED ON ISPORTSMANUSA AND IN THE NEWSLETTER



10 SOCIAL MEDIA POST ACROSS FACEBOOK, INSTAGRAM, AND TWITTER OVER A SIX MONTH PERIOD



AD PLACEMENT IN 3 EDITIONS OF THE DIGITAL NEWSLETTER OVER A 3-MONTH PERIOD



A 1-YEAR SUBSCRIPTION TO ISPORTSMANARX



ONE AD PLACEMENT ON BOTH PRODUCT WEBSITES FOR A SIX MONTH TIME SPAN



THREE SPONSORED TIKTOK VIDEOS OVER THE SPAN OF SIX MONTHS

# A \$3,500 VALUE.

**BECOME A PARTNER TODAY FOR EXCLUSIVE DISCOUNTS.**

EXCLUSIVITY, WHITE LABELING & SEO CUSTOMIZATION AVAILABLE UPON INQUIRY

# SILVER PACKAGE



Six Months of  
Ubiquitous Coverage



In-House Specialist Will Manage  
Content Creation from  
Start-to-Finish



Estimated to Generate  
400k Impressions



Content Scheduled Based  
On Individual Needs



Personable Collaborative  
Efforts Come Standard



# Silver Package Details



10 SOCIAL MEDIA POSTS  
ACROSS FACEBOOK,  
**INSTAGRAM,**  
AND TWITTER SCHEDULED  
THROUGHOUT  
A SIX MONTH TIME FRAME.



1-YEAR ACCESS TO  
ISPORTSMANARX  
LAND MANAGEMENT  
**SERVICES**



AD PLACEMENT  
IN 3 EDITIONS  
OF THE DIGITAL NEWSLETTER  
OVER A SIX MONTH  
TIME FRAME.



3 ADS PLACES  
ON ALL PRODUCT  
**WEBSITES**  
ACROSS A SIX  
MONTH TIME FRAME



ONE DIGITAL ARTICLE (800  
WORDS) TO BE FEATURED ON THE  
ISPORTSMANUSA  
WEBSITE AND IN THE  
NEWSLETTER



ONE PAGE FULL COLOR  
AD W/ BLEED  
IN THE ANNUAL  
MAGAZINE



10 TIKTOK  
SPONSORED  
VIDEOS TO BE  
POSTED ACROSS A SIX  
MONTH TIME FRAME.

# A \$6,000 VALUE

**BECOME A PARTNER TODAY TO RECEIVE EXCLUSIVE PARTNER PRICING.**

EXCLUSIVITY, WHITE LABELING & SEO CUSTOMIZATION AVAILABLE UPON INQUIRY.



# GOLD PACKAGE



12 Months of  
Omnipresent Coverage



Content developed, scheduled, and  
uploaded by specialty experts.



Estimated to Generate  
About 650k Impressions



Flexible Content Planning for  
Situational Needs



Collaborative Planning to Ensure a  
Shared Vision and Outcome



# Gold Package Details



AD PLACEMENT  
IN 3 EDITIONS  
OF THE DIGITAL NEWSLETTER  
OVER A 6-MONTH PERIOD



25 SPONSORED  
TIKTOK VIDEOS  
CREATED AND POSTED  
OVER A 12-MONTH PERIOD



3 ADS PLACED  
ON ALL PRODUCT  
WEBSITES OVER A  
12-MONTH PERIOD



1-YEAR OF LAND  
MANAGEMENT  
TOOL ACCESS WITH  
ISPORTSMANARX



25 SOCIAL MEDIA POSTS  
ACROSS FACEBOOK,  
INSTAGRAM AND TWITTER  
OVER A 12-MONTH PERIOD



3 DIGITAL ARTICLES (800 WORDS)  
TO BE FEATURED ON THE  
ISPORTSMANUSA SITE AND NEWSLETTER  
OVER A SIX MONTH PERIOD



A 2-PAGE FULL COLOR  
W/ BLEED CUSTOM  
SPREAD IN THE  
ANNUAL MAGAZINE

# A \$10,000 VALUE.

BECOME A PARTNER TODAY FOR EXCLUSIVE DISCOUNTS.

EXCLUSIVITY, WHITE LABELING & SEO CUSTOMIZATION AVAILABLE UPON INQUIRY.

# DON'T SEE WHAT YOU NEED? LET US TAILOR A PACKAGE FOR YOU.



SERVICES AVAILABLE  
À LA CARTE



BRAND EXCLUSIVITY  
PRICING AVAILABLE



WHITE LABELING  
OPTIONS



LIMITED NUMBER OF  
PARTNER PACKAGES





# ***isportsman***

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