



GAMEKEEPERS

FARMING FOR WILDLIFE

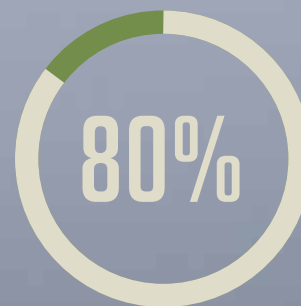
MEDIA KIT

GAMEKEEPER DEMOGRAPHIC

Over the years, Mossy Oak has expanded its outdoor influence to include more than just camouflage. What started with concealment is now an all-encompassing outdoor enterprise. From dirt, to plants, to wildlife, Mossy Oak is in the business of getting folks closer to nature.

Being a GameKeeper is a lifestyle. Most GameKeepers likely start as hunters and their passion for wildlife grows into a year-round obsession for creating better habitat, or as we like to call it, "farming for wildlife." From planting food plots and growing trees to establishing native grasses, GameKeepers pride themselves on creating a better outdoor experience for friends, family and the critters that inhabit the land. GameKeepers' TV, magazine, and digital media offer a vast library of information and an assortment of product offerings to make game keeping a little easier.

Whether it's growing bigger whitetails, increasing your wild turkey population, or re-stocking your fishing ponds, the GameKeepers of Mossy Oak have the information you need to create the outdoor recreational property of your dreams.



LAND OWNERS



\$75K + ANNUAL



RECOMMEND GK MAGAZINE



LIKELY TO RENEW MAGAZINE

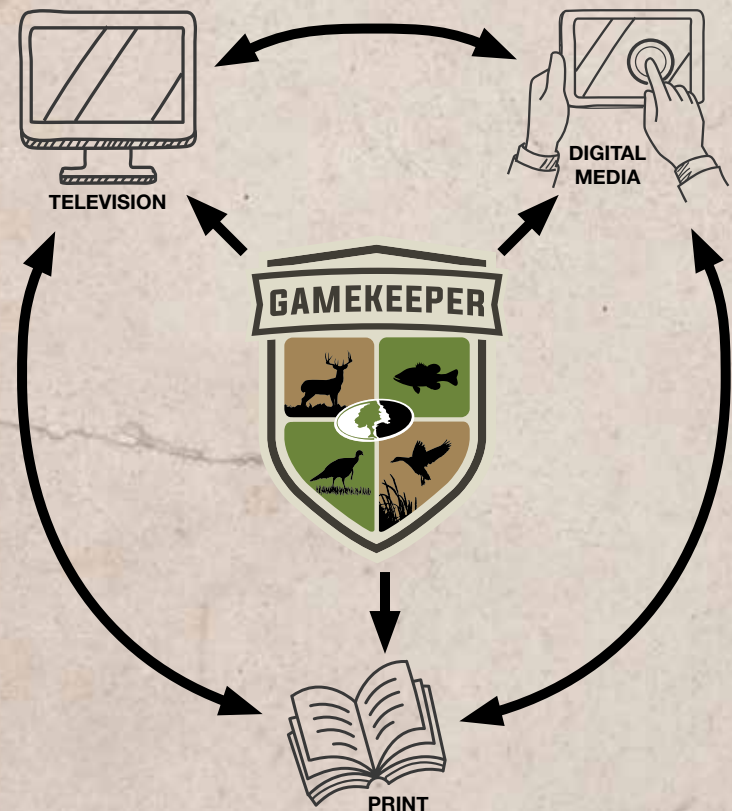




OMNI-CHANNEL MARKETING

With the ability to touch our highly targeted consumers through multiple channels, we can work with you to develop a strategic marketing mix that will yield positive results. We effectively engage and re-engage our audience using a variety of marketing channels. A consistent stream of real world messaging from multiple angles keeps our trusted brand and your products top of mind with the right audience.

**ENGAGE DEDICATED HUNTERS,
LANDOWNERS & CONSERVATIONIST
WITH YOUR PRODUCT AND MESSAGING**



GAMEKEEPER MAGAZINE

CIRCULATION

25,000 direct recipients and members of the Gamekeepers Club.

RETAIL DISTRIBUTION

2000 Wal-Mart stores
1200 Tractor Supply Co. stores

40 Gander Mountain stores
60 Barnes and Noble stores

60 Bass Pro Shops
33 Mills Fleet Farm stores

21 Field and Stream stores
21 Books-A-Million stores

Also distributed at over 20 major outdoor trade shows

ARTWORK DUE DATES

SPRING ISSUE

FEBRUARY 1ST

SUMMER ISSUE

MAY 1ST

FALL ISSUE

AUGUST 1ST

WINTER ISSUE

NOVEMBER 1ST

ADVERTISING RATES & SPECIFICATIONS

Two Page Spread: \$4,944

Full Page: \$3,294

1/2 Page: \$2,524

* All prices are Net per issue.

* Frequency discounts are available upon request.

Please send artwork to McFarlandAdVantage@gmail.com

Please send a high resolution PDF without printers marks/crop marks.

1/3 Page: \$1,864

1/4 Page: \$1,424

1/8 Page: \$895



Full Page
8.25 x 11.0
(Full Bleed)
7.25 x 10.0
(Live Area)



1/2 Page Horizontal
7.25 x 4.875



1/2 Page Vertical
3.5 x 10.0



1/4 Page
3.5 x 4.875

1/2 Page Island
4.75 x 7.372

1/8 Page
3.5 x 2.333

2 Page spread with Bleeds: 16.25 x 11.0
Trim Size: 16.0 x 10.75; Live Area: 15.25 x 10.0





THE GAMEKEEPERS OF MOSSY OAK - TV SHOW

A wise man once said, "Take care of the land and it will take care of you". With detailed information and action packed content focusing on wildlife and habitat practices used across the nation, The Gamekeepers of Mossy Oak takes a deep look into what motivates this culture of new-age conservationists and inspires others to take care of the world's greatest resources.

FREQUENCY: 5 WEEKLY AIRINGS

1 Primetime Airing - Tuesday's at 9:00PM

Plus 4 encores per week | 260 total airs per year

*All times are Eastern Standard Time



GAMEKEEPERS TV AIRS 52 WEEKS ON THE OUTDOOR CHANNEL

Projected household impressions of 8 million annually.

52 WEEK SPONSORSHIP

\$90,000

260 COMMERCIAL SPOTS

260 BILLBOARDS

CATEGORY EXCLUSIVITY

BRAND PARTNERSHIP

26 WEEK SPONSORSHIP

\$45,000

130 COMMERCIAL SPOTS

130 BILLBOARDS

CATEGORY EXCLUSIVITY

BRAND PARTNERSHIP

Outdoor Channel, Taking viewers across America and around the world on unparalleled adventures since 1993, Outdoor Channel is America's Leader In Outdoor TV. Dedicated to the outdoor lifestyle and conservation, the independent cable network is a division of Outdoor Sportsman Group and provides a complete spectrum of riveting hunting, fishing, shooting and adventure entertainment. Outdoor Channel is received by nearly 40 million U.S. households – the largest outdoor TV footprint in the country – and is available in more than 50 countries internationally. Outdoor Channel can be viewed in HD and is accessible by broadband and mobile platforms.

GAMEKEEPER FIELD NOTES - DIGITAL MEDIA

Our team of dedicated writers will work with you to incorporate your product or service into our weekly GK Field Note email blast. We work hard to provide relevant content to our fan base each week. Integrating your product or service into this content mix provides you with a non invasive style of advertising consumers are much more open to receiving.

- **Sent to 95,000+ Gamekeepers Field Notes Subscribers**
- **Only three (3) spaces available**
- **Featured Product:**
 - i. Product Headline
 - ii. Product Copy (100 words max)
 - iii. Product Image
- **Two (2) ad sizes available:**
 - i. Banner (one available)
 - ii. Rectangles (two available)

FEATURED PRODUCT
\$949/WEEK
600x140

LONG BANNER
\$850/WEEK
600x140

SMALL RECTANGLE
\$499/WEEK
295x230

GAMEKEEPER SOCIAL MEDIA

Using this same strategy, we post this content to our social media accounts and generate high click through rates to our article highlighting you product or service.

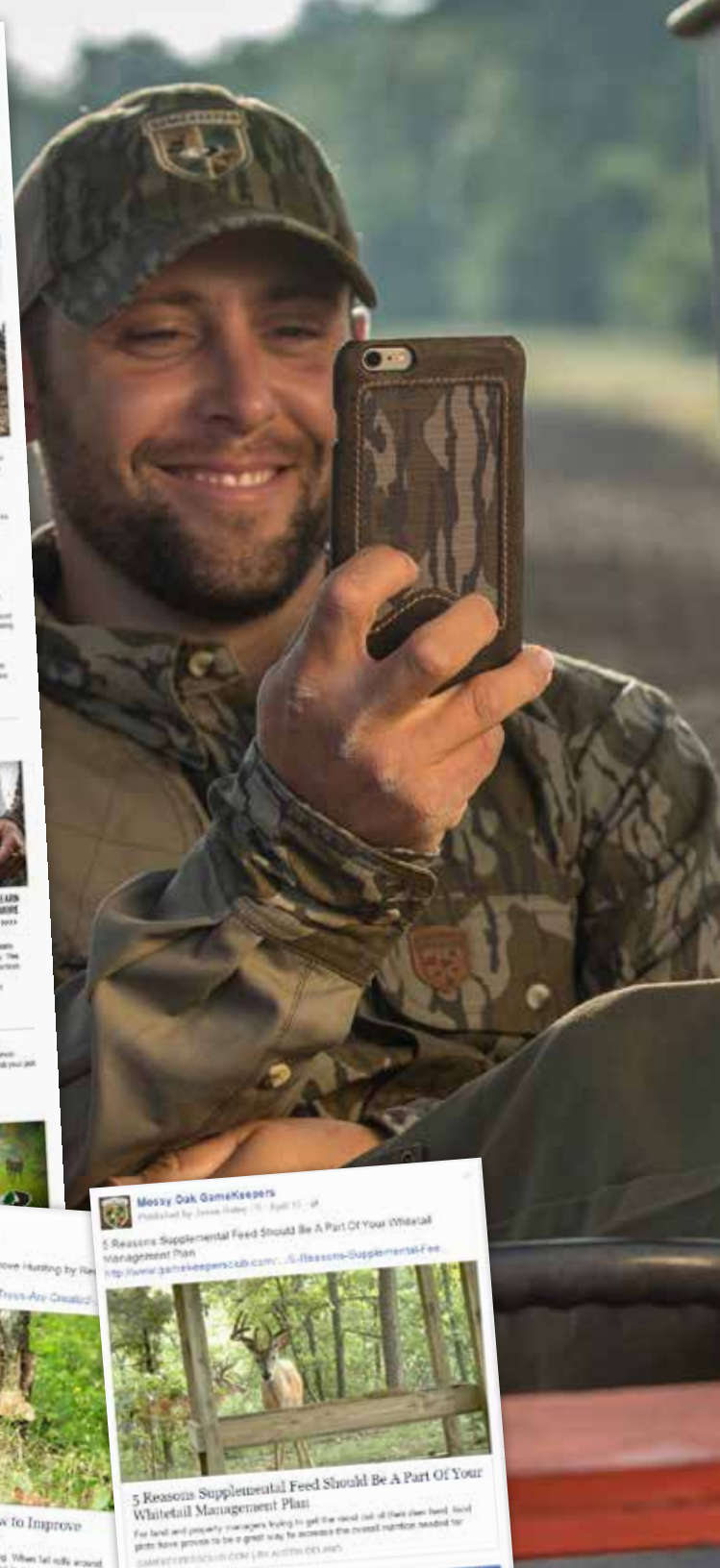
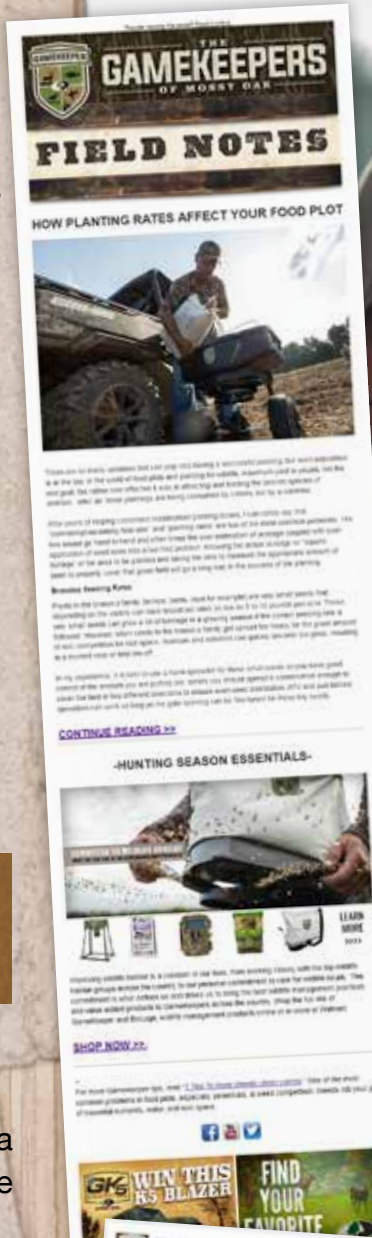
f/mossoakgamekeepers
(75K + fans)

@mossoakgamekeepers
(100K + followers)

t/mossoakgamekeepers
(11.3K + followers)

www.gamekeepersclub.com

**Package options and prices upon request.*





GAMEKEEPERS LICENSING OPPORTUNITIES

We offer licensing opportunities to trusted companies that produce products or offer services we feel are a good fit for our consumer. Contact us for more information.



GAMEKEEPERS CONTACT INFORMATION

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