



MEDIA KIT

AMERICA'S LEADING BRAND FOR LANDOWNERS AND WILDLIFE MANAGERS

GAMEKEEPERS' ROOTS

Mossy Oak's roots in conservation were in place well before the birth of the brand through the local wild turkey and whitetail restoration efforts of Toxey's father Fox Haas. The wisdom of his long term approach to life and wildlife is and will always be the most essential part of the lifestyle that Mossy Oak represents.

Inspired by the wisdom of Mr. Fox and other like him, GamKeepers provides sportsmen a unifying identity that aligns with the core values of wildlife and land conservation. For over a decade Mossy Oak GameKeepers has been empowering conservationists through the delivery of proven wildlife, land and freshwater fisheries management information, development of innovative wildlife management products and relevant branded merchandise.



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.

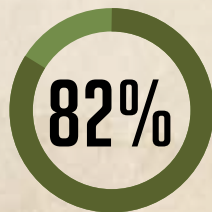
Whether it's growing bigger whitetails, increasing your wild turkey population, or re-stocking your fishing ponds, the GameKeepers of Mossy Oak have the information you need to create the outdoor recreational property of your dreams.



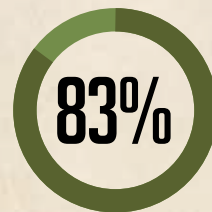
LAND OWNERS



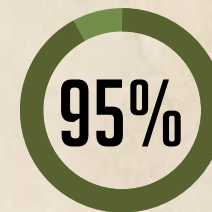
TRUCK OWNERS



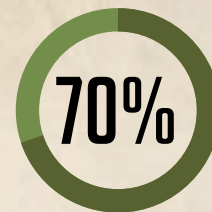
ATV/UTV OWNERS



TRACTOR OWNERS



MANAGE FOR DEER



MANAGE FOR TURKEY

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

GameKeepers: Farming for Wildlife magazines' writers have educated readers about managing white-tailed deer, wild turkey, upland birds, waterfowl and fish pond management. The magazine publishes four times a year, averages 156 pages and is treasured by the readers who collect them for future reference.

RETAIL DISTRIBUTION

Wal-Mart, Tractor Supply Co., Gander Mountain, Barnes & Noble, Bass Pro, Mills Fleet Farm, Field & Stream, Books-A-Million

(Also distributed at over 20 major outdoor trade shows)

CIRCULATION

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

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

1/2 Page Island
4.75 x 7.372



1/4 Page
3.5 x 4.875

1/8 Page
3.5 x 2.333

ADVERTISING DUE DATES

SPRING ISSUE: February 1st

SUMMER ISSUE: May 1st

FALL ISSUE: August 1st

WINTER ISSUE: November 1st



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 | 130 total airs per year

*All times are Eastern Standard Time

GAMEKEEPERS TV AIRS 26 WEEKS ON THE OUTDOOR CHANNEL

Projected household impressions of 8 million annually.



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.

DIGITAL MEDIA

GAMEKEEPER FIELD NOTES NEWSLETTER

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. || •95K subscribers •4 ad positions available

FEATURED PRODUCT

\$949/WEEK
600x400

LONG BANNER

\$849/WEEK
600x140

SMALL RECTANGLE

\$499/WEEK
295x230

Weekly Placements:

- 1 - Feature Placement
- 1 - Long Banner Placement
- 2 - Small Rectangle Banner Placement

GAMEKEEPER SOCIAL MEDIA

Through detailed targeting GameKeeper social can authentically deliver your message to relevant and engaging social audiences.

f/mossyoakgamekeepers (81K + fans)

t/mossyoakgamekeepers (11.5K + followers)

i/mossyoakgamekeepers (116K + followers)

YouTube/mossyoakgamekeepers (12K + subscribers)

GAMEKEEPER WEBSITE

The hub of the GameKeeper brand, mossyoakgamekeeper.com delivers written, video, and audio content in a responsive format to our core audience. Three banner sizes available with subject specific content placements. || • 7.5K Unique Monthly Users • 3 ad positions available

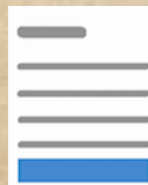
Web Banner Placements: Right Column Banner / In content Banner / After Content Banner



**Right Column
Banner**
446x570
\$949/Month

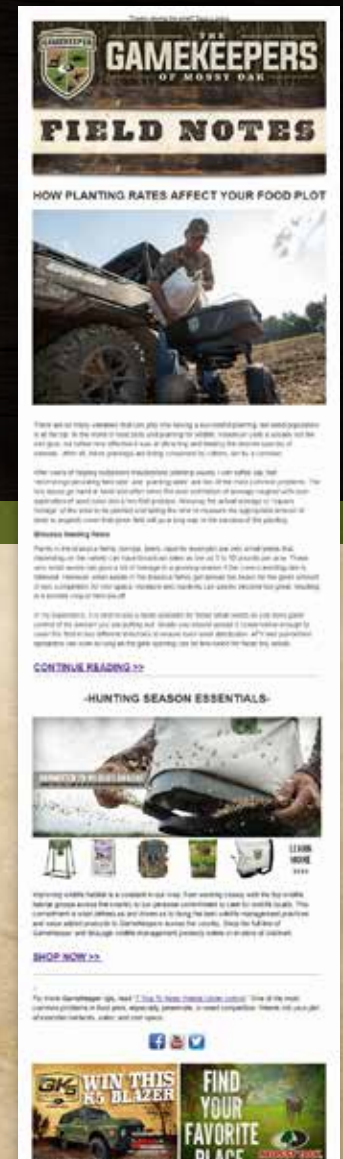


**In Content
Banner**
728x90
\$849/Month



**After Content
Banner**
915x172
\$499/Month

**Package options and prices upon request.*



THE GAMEKEEPER PODCAST

Our wildlife management podcast celebrates the leading wildlife research from experts and conservation groups and breaks it down in how to apply information for the field. With the GameKeepers of Mossy Oak you'll learn more interesting facts and details about North America's favorite wildlife species. Many have compared it to a college level course that breaks it down into layman's terms and useful information. Whether it's whitetails, largemouth bass or migrating waterfowl, we'll help you be a better sportsman and more importantly a better Gamekeeper.

****Advertising opportunities available through product integrations and mentions, in-studio guest appearances, and pre-recorded audio integrations.**



250.7K+ DOWNLOADS
as of November 2021 since first episode launch on June 2020



OUR AUDIENCE
*93% Male
48% Age 23-37*



SPECIAL STUDIO GUEST
Weekly guest including industry and wildlife experts.



WEEKLY NEW EPISODES AVAILABLE ON ALL MAJOR PODCAST CHANNELS



THE REELFOOT LAKE TRAGEDY



UNDERSTANDING THE GOBBLE WITH GEORGE MAYFIELD



IMPROVING WILDLIFE HABITAT WITH FIRE



INSIDE THE MIND OF THE WILD TURKEY DOC



ON THE SHOULDERS OF GIANTS: A CONVERSATION WITH TOXEY HAAS & RONNIE "CUZ" STRICKLAND



UNDERSTANDING THE WHITETAIL RUT WITH DR. BRONSON STRICKLAND



A great way to learn about conservation, hunting, and habitat management. You feel like you are right there with them sitting by the campfire at hunting camp.



This show covers it all! For anyone wanting to hear how to be the best steward of the land this is your show! Love hearing all the guys' perspectives and knowledge. Keep them coming!



Glenn Garner & Jeff Foxworthy



Dr. Bronson Strickland



Dr. Mike Chamberlain

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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GAMEKEEPERS

FARMING FOR WILDLIFE

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