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OUR MISSION

Outdoor Life is for diehard hunters, anglers, and shooters. We deliver stories about success in the field, cutting-edge gear, and epic adventures in far-off wildernesses and close-to-home woodlots. We inspire America’s outdoorsmen and women to chase the critters they’re passionate about and fight for the wild places they love.

ALEX ROBINSON
Outdoor Life Editor-in-Chief
Outdoor Life magazine is celebrating its 125th anniversary this year! Founded as a small hunting and fishing magazine in 1895, Outdoor Life has grown to become a leading authority on outdoor adventure and exploration. Over the past 125 years, the brand has become a trusted source for outdoorsmen, providing readers with the latest hunting and fishing tips, as well as stories of real-life outdoor adventures.

Today, Outdoor Life is still committed to promoting an appreciation and respect for the outdoors and has become a major source of inspiration for outdoor enthusiasts of all kinds.
Outdoor Life is for diehard hunters, anglers, and shooters. Our stories cover success in the field, cutting-edge gear, and epic adventures in far-off wildernesses and close-to-home woodlots to inspire outdoorsmen and women.

**Outstanding Journalism Achievement, '20**

**2.8M Monthly Uniques**

**870K Social Followers**

**300K Email Subscribers**

**OUR COVERAGE OF THE OUTDOORS IS...**

**HONEST**
Honest and objective gear coverage.

**FUN**
Irreverent stories on everything from dog-sized invasive lizards to deer with hairy eyeballs.

**RESULTS**
The Outdoor Life reader wants to succeed—fill their tag, put fish in the boat—first, and everything else is secondary.

**AUTHENTIC, AUTHORITATIVE & RIGOROUS**
AUDIENCE SNAPSHOT

With an avid audience interested in hunting, fishing and exploring the outdoors, *Outdoor Life* delivers the best stories, gear reviews, and outdoor & conservation news.

- **Married**: 79%
- **4-Year College Degree**: 60%
- **Served in the Armed Forces**: 27%
- **Household Income Range**: $80K - $100K+
- **Median Age**: 45
- **Male/Female Split**: 77/23

Sources: 2020 audience survey.
# Audience Outdoor Sports Participation

<table>
<thead>
<tr>
<th>Activity</th>
<th>Participation</th>
<th>Average Number of Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hunting</td>
<td>83%</td>
<td>21</td>
</tr>
<tr>
<td>Bow Hunting</td>
<td>42%</td>
<td></td>
</tr>
<tr>
<td>Recreational Shooting</td>
<td>82%</td>
<td></td>
</tr>
<tr>
<td>Fishing (any)</td>
<td>84%</td>
<td>18</td>
</tr>
<tr>
<td>Boating</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>Camping</td>
<td>47%</td>
<td>8</td>
</tr>
</tbody>
</table>

*Sources: 2020/2023 Audience Surveys; *of those who are hunters*
**GEAR JUNKIES**

*Outdoor Life* readers are passionate about their outdoor gear.

<table>
<thead>
<tr>
<th>Gear Ownership</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own a Rifle</td>
<td>79%</td>
</tr>
<tr>
<td>Own a Shotgun</td>
<td>80%</td>
</tr>
<tr>
<td>Own a Handgun</td>
<td>73%</td>
</tr>
<tr>
<td>Own a Hunting Knife</td>
<td>86%</td>
</tr>
<tr>
<td>Use Hunting Boots</td>
<td>83%</td>
</tr>
<tr>
<td>Use Camo Clothing</td>
<td>79%</td>
</tr>
<tr>
<td>Own a Freshwater Rod</td>
<td>83%</td>
</tr>
<tr>
<td>Own a Baitcasting Rod</td>
<td>69%</td>
</tr>
<tr>
<td>Own a Fly Rod</td>
<td>49%</td>
</tr>
<tr>
<td>Own a Pick-Up Truck</td>
<td>59%</td>
</tr>
<tr>
<td>Own a Boat</td>
<td>53%</td>
</tr>
<tr>
<td>Own an ATV</td>
<td>31%</td>
</tr>
</tbody>
</table>

94% Of the *Outdoor Life* survey respondents own a firearm.

Sources: 2020/2023 Audience Surveys
ADVERTISE WITH OUTDOOR LIFE
Our readers rely on us for expert guidance on all matters related to the outdoors.

Our team of experts can create custom videos and articles that are aligned with your brand’s mission.

Plus, Outdoor Life’s platforms like social media, email, and native advertising will help get the word out.

Outdoor Life provides multiple dynamic media units that feature video, audio, and other interactive elements to draw in and engage viewers.

You can customize your strategy to reach your desired audience by using Outdoor Life’s targeting abilities.

Keyword Targeting
Geo-targeting
Content Targeting
Audience Demographic Segments
Behavioral Targeting

Create a lasting impression with branded takeovers!

Your brand can have 100% SOV of banner placements on the entire site or a specific channel for a designated amount of time.

Outdoor Life can implement and manage a series of Facebook ads and Instagram ads to promote branded content or an advertiser’s brand messaging to first party audiences (fans, subscribers, and site visitors).

See slide 11 for email capabilities.

Outdoor Life’s flagship podcast brings deep-dive journalism to the issues that are most important to sportsmen and women. The Outdoor Life Podcast is hosted, edited, and produced by the editors with field reporting from our best contributors.
EMAIL MARKETING

Our emails produce high levels of engagement from our readers - let us help establish an email marketing plan for your brand.

Email Newsletters
Outdoor Life’s Editorial Newsletters are sent out twice a week and provide readers with the newest outdoor news, trends, and gear reviews.
Subscriber list size: 105,000

Themed Newsletters
On The Gun
Subscriber list size: 47,000

Custom Dedicated Emails
Dedicated Email provides a unique platform for advertisers to customize brand messaging and tailor it to effectively target our audience.
Subscriber list size: 95,000

Shoppable Emails
Shoppable Email displays a selection of a brand’s products alongside a brand lifestyle image. Each product links out to a product page for purchase.
Subscriber list size: 95,000
Outdoor Life digital editions will deliver our best-in-class long-form outdoor journalism, engaging feature packages, and other content exclusive to these premium magazines.

2023 Issue No. 1
This Happened to Me!
Live Date: 4/4/23

2023 Issue No. 2
125th Anniversary
Live Date: 6/27/23

2023 Issue No. 3
People
Live Date: 9/19/23

2023 Issue No. 4
Photos
Live Date: 12/12/23

Specifications
Specs size 7.875x10.5 inches. No bleed necessary but will be accepted if included. 300 dpi at full size is preferred. RGB or CMYK accepted.
We are now granting exclusive access to members who wish to explore thrilling tales, gain insight from our skilled hunters and anglers, and enjoy the industry-leading narrative only Outdoor Life can provide.

Membership includes access to years of content in our editorial archives.

*Outdoor Life*+ offers exclusive advertising opportunities available to endemic advertisers.
<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
</table>
| JAN   | SHOT SHOW News  
New Guns and Outdoor Gear Introductions |
| FEB   | The Outdoor Life Podcast  
Launching new season of the weekly podcast. |
| MAR   | Annual Bow Test  
In-depth reviews of flagship bows, budget bows, and traditional bows. |
| APR   | Masters of Spring  
Outdoor Life will profile the greatest turkey hunters in America, capturing their hunting tips, tactics, and stories.  
Annual Gun Test (Rifles)  
In-depth reviews of new rifles  
On the Gun Newsletter  
A weekly newsletter on guns and shooting for hunting, competition, and personal defense. |
| MAY   | Annual Gun Test (Handguns)  
In-depth reviews of the best new handguns. |
| JUN   | Annual Gun Test (Shotguns)  
In-depth reviews of new shotguns. |
| JUL   | Outdoor Life’s 125th Anniversary |
| AUG   | Archery’s Only  
A weekly newsletter on archery and bowhunting.  
Annual Optics Test  
In-depth reviews of new riflescopes, binoculars, spotting scopes, rangefinders. Includes video.  
Build the Ultimate Whitetail Bow Setup  
Series of how-to stories on building the ultimate archery deer hunting rig. |
| SEPT  | Masters of the Rut  
Profiles of the greatest whitetail deer hunters in America, capturing their hunting tips, tactics, and stories. |
| OCT   | Holiday Gift Guides  
A roundup of the best gifts for the outdoorsmen in your life.  
Deer of the Year  
Outdoor Life searches for the biggest bucks and best deer hunting stories of the season. |
| NOV   | |
| DEC   | |
Opening Day in America
A hunter’s guide to the tactics and traditions of openers across the country

Outdoor Life Masters of the Rut
This year Outdoor Life is launching a program in which we’ll profile the greatest whitetail deer hunters in America, capturing their hunting tips, tactics, and stories. We’ll publish one profile per week through the heart of the deer season.

Archers Only
This themed newsletter series dives deep into the world of archery and bowhunting. Focus is primarily bowhunting, but will also cover competitive archery.
STANDARD GUIDELINES
These guidelines are consistent with the Interactive Advertising Bureau specifications ([www.iab.net](http://www.iab.net)). Google Ad Manager (GAM) is used to serve all Recurrent Ventures in-page display advertisements.

- There is a minimum of 48 hour turnaround time once all creatives are submitted to Online Advertising Operations.
- All ad units must launch a new browser window when clicked on.
- All standard ad types are accepted (JPG, GIF, PNG, HTML) except where noted.

FILES

- File Types Accepted: jpg, gif, png, HTML
- Initial Load Size: 200K
- Polite Load Size: 300K*
- Complete Load Size: 500K*

* Polite and Complete download only apply to creatives served via a third party

THIRD PARTY SPECIFICATIONS

- Third Party tags should be served via JavaScript ad calls.
- Internal Redirect (InRed) format preferred for DoubleClick Campaign Manager (DCM).
- Frame rate per second should not exceed 18fps.
- Animation length should not exceed 15 seconds, 3 rotations max.

ANALYTICS

Integrated with GAM's MCR-accredited Active View product for viewability data.

APPROVED THIRD PARTY AD TAGS

Below is a list of the most commonly used third party vendors. For a complete list of approved vendors please contact Outdoorlife.com. Recurrent Ventures has the ability to serve additional third party tags that are not on the list of approved vendors but may not be able to track clicks.

- Doubleclick Campaign Manager (DCM)
- Sizmek/Flashtalking
- Atlas

SOCIAL MEDIA

Facebook, Instagram integration opportunities available

CUSTOM RICH MEDIA UNITS

The following custom formats are available and their specs can be provided upon request.

- 970x250 Enhanced Video Billboard
- 970x250 or 300x600 Carousel (w/ Video Option)
- 300x600 Halo (w/ Video Option)
- 320x488 Mobile Scroller (w/ Video Option)
- Native Ads

NEWSLETTER

(SPONSORED EDITORIAL CONTENT) SUBSCRIBER SIZE: 225,000
728x90 or 970x250 and 300x250

- File size cannot exceed 200k
- Standard gif, jif, or png images only. No third-party served or HTML5 assets will be accepted.
- Third-party click-tracking URLs and impression pixels (limited to one) ONLY for tracking purposes.

DEDICATED EMAIL

(CUSTOM ADVERTISER MESSAGE) SUBSCRIBER SIZE: 160,000

- Max pixel width 650. Size recommend as standard is 568
- All images are jpeg and gif format with layered files or removable text.
- Max small file 50k including images.
- Requires: subject line, seed list, click-tracking URL.
- Delivered in HTML or PSD format.

OUTSTREAM VIDEO

- Video Size (W x H): At least 640x480
- Video File Type: MP4, MOV, VAST tag
- Max Video File Wt.: 3 MB
- Aspect Ratio: 16:9
- Target Bit Rate: 400 Kps
- Animation Length: 15 seconds
- Looping Frame: 29.97 FPS
- Lead Time: 5 Days Prior to Launch

Additional Notes: *VAST/VPAID creatives accepted (linear format only, no companion units, cannot contain Flash elements)
CONTACT US

John Graney
VP, Client Partnerships
john.graney@recurrent.io

Katie Logan
Senior Client Partner
katie.logan@recurrent.io

Stephanie Leightly
Client Success Manager
Stephanie.Leightly@recurrent.io

Fabiola Lopez
Ad Operations Manager
fabiola.lopez@recurrent.io

Amanda Gastelum
Senior Integrated Marketing Manager
amanda.gastelum@recurrent.io