

A full-page background image showing two hikers with large backpacks and trekking poles ascending a rocky, moss-covered mountain trail. The hiker in the foreground is wearing camouflage gear, while the one further up is in grey outdoor clothing. The landscape is rugged with steep, rocky slopes and patches of green vegetation. In the distance, more mountain peaks are visible under a cloudy sky. The text 'OUTDOOR LIFE' is overlaid in large white letters, and 'MEDIA KIT 2023' is in smaller white letters below it.

OUTDOOR LIFE

MEDIA KIT 2023

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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

125 YEARS OF EXCELLENCE IN OUTDOOR JOURNALISM

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.



OUTDOORLIFE

AUTHENTIC, AUTHORITATIVE & RIGOROUS

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

2.8M
Monthly
Uniques

870K
Social
Followers

300K
Email
Subscribers



THE ELLIES
NATIONAL MAGAZINE AWARDS
*Outstanding Journalism
Achievement, '20*

OUR COVERAGE OF THE OUTDOORS IS...



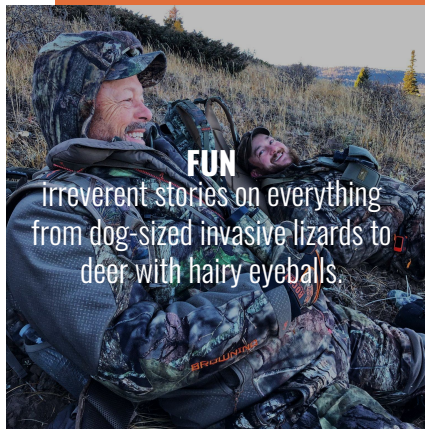
HONEST

Honest and objective
gear coverage.



IN-DEPTH

reporting and expert
writing on the issues that
matter most to hunters,
anglers, and shooters.



FUN

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



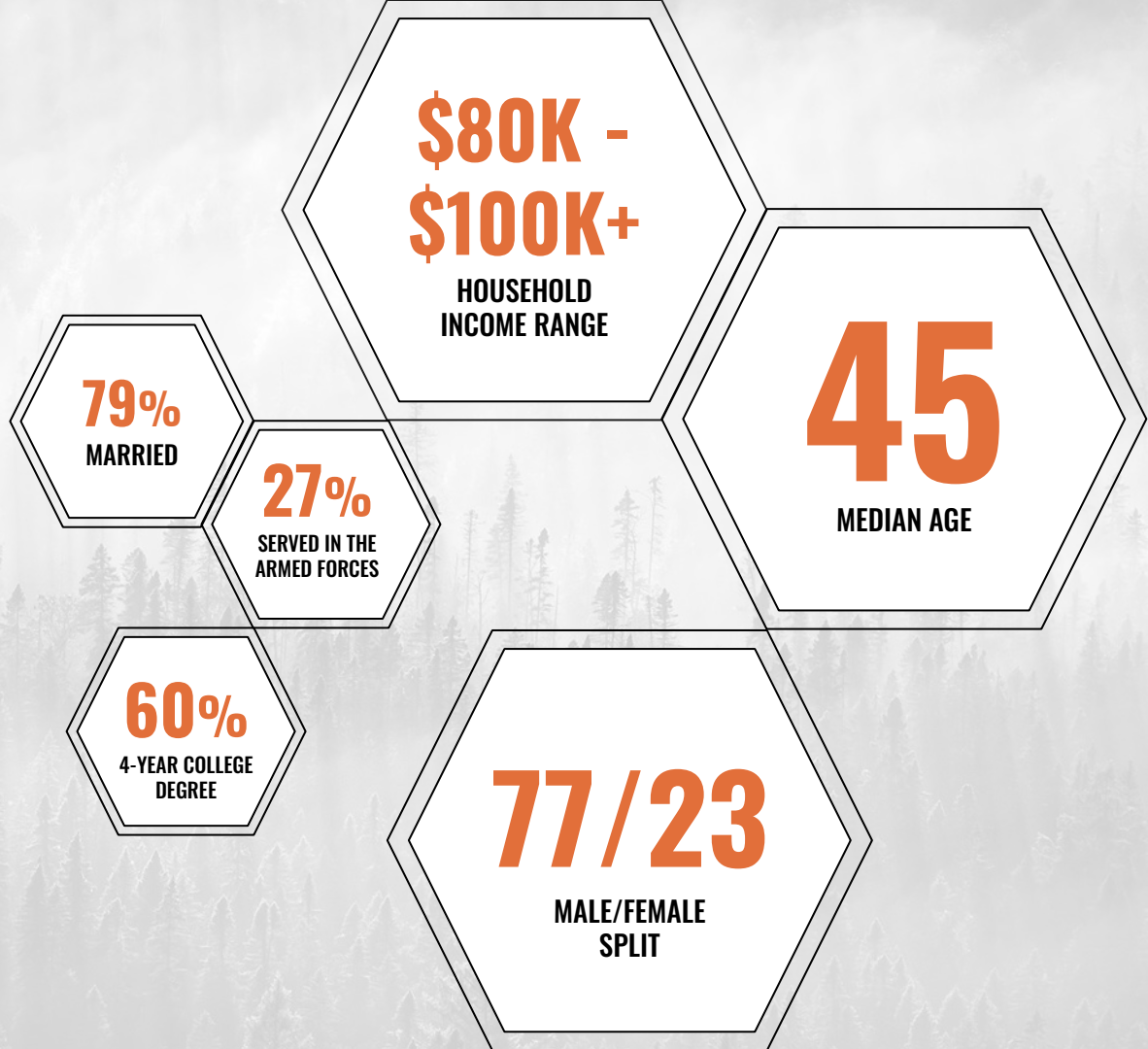
RESULTS

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



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.



Sources: 2020 audience survey.



AUDIENCE OUTDOOR SPORTS PARTICIPATION

HUNTING
83%

BOW HUNTING
42%

**AVERAGE NUMBER
OF DAYS HUNTING***
21

**RECREATIONAL
SHOOTING**
82%

**FISHING
(ANY)**
84%

**AVERAGE NUMBER
OF DAYS FISHING**
18

BOATING
47%

CAMPING
47%

**AVERAGE NUMBER
OF DAYS CAMPING**
8



GEAR JUNKIES

Outdoor Life readers are passionate about their outdoor gear

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

OWN A RIFLE

79%

OWN A SHOTGUN

80%

OWN A HANDGUN

73%

OWN A HUNTING KNIFE

86%

USE HUNTING BOOTS

83%

USE CAMO CLOTHING

79%

OWN A FRESHWATER ROD

83%

OWN A BAITCASTING ROD

69%

OWN A FLY ROD

49%

OWN A PICK-UP TRUCK

59%

OWN A BOAT

53%

OWN AN ATV

31%

A Weimaraner dog with a white coat and brown ears is standing in a field of tall, dry grass. The dog is looking to the right. It is wearing a bright orange collar with a black buckle. The background is a soft-focus view of trees and a bright sky.

**ADVERTISE
WITH
*OUTDOOR LIFE***

CLIENT SOLUTIONS

Crafting innovative strategies for all platforms, *Outdoor Life* builds strong connections with partners and followers, delivering value and strengthening loyalties.

BRANDED CONTENT

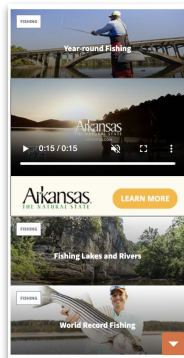


Our readers rely on us for expert guidance on all matters related to the outdoors

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

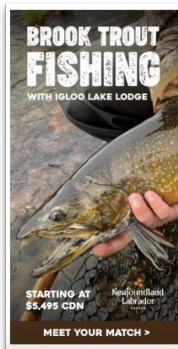
Plus, *Outdoor Life's* platforms like social media, email, and native advertising will help get the word out.

RICH MEDIA



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

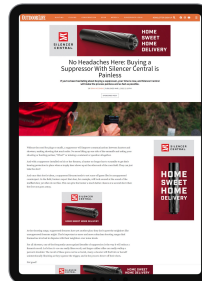
TARGETING CAPABILITIES



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

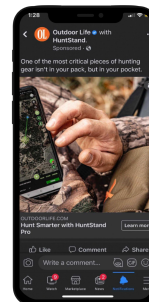
TAKEOVERS



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.

SOCIAL + EMAIL



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.

PODCAST



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

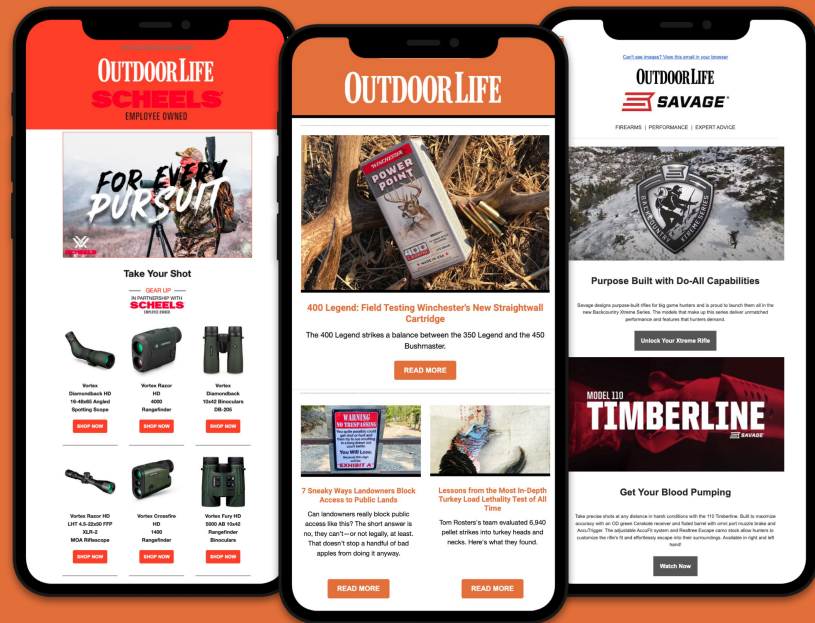
On The Gun
Subscriber list size: 47,000

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



DIGITAL MAGAZINE EDITION

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**

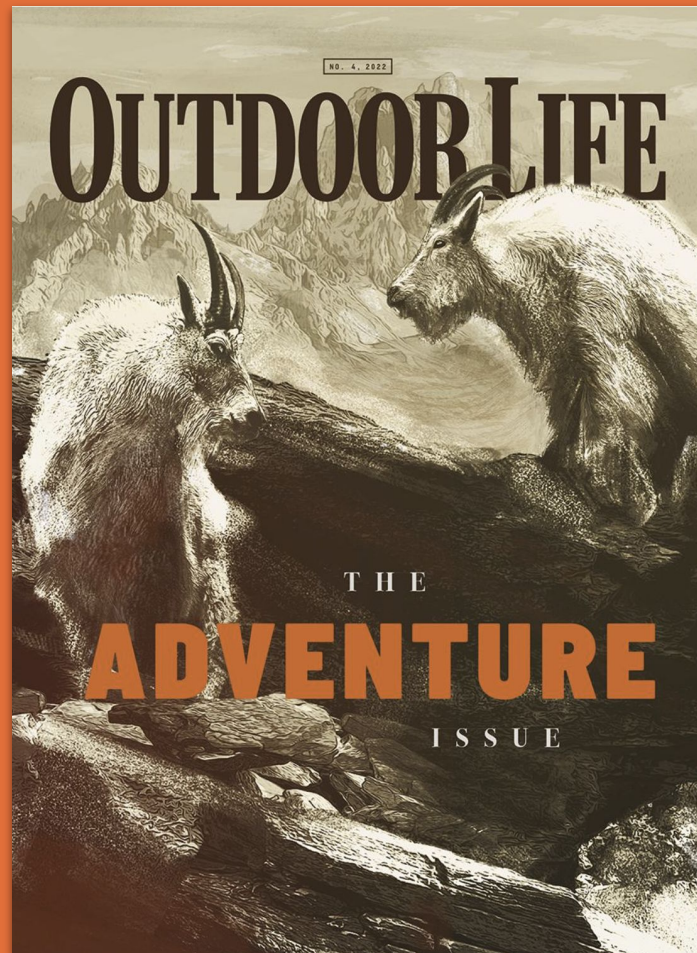
Live Date: 9/19/23

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.





PREMIUM CONTENT FROM *OUTDOOR LIFE*

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.



2023 EDITORIAL CALENDAR

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.

SEPT

Build the Ultimate Whitetail Bow Setup
Series of how-to stories on building the ultimate archery deer hunting rig.

OCT

Masters of the Rut
Profiles of the greatest whitetail deer hunters in America, capturing their hunting tips, tactics, and stories.

NOV

Holiday Gift Guides A roundup of the best gifts for the outdoorsmen in your life.

DEC

Deer of the Year *Outdoor Life searches for the biggest bucks and best deer hunting stories of the season.*

PARTNERSHIP THOUGHT STARTERS

Opening Day in America

A hunter's guide to the tactics and traditions of openers across the country

Outdoor Life Masters of the Rut

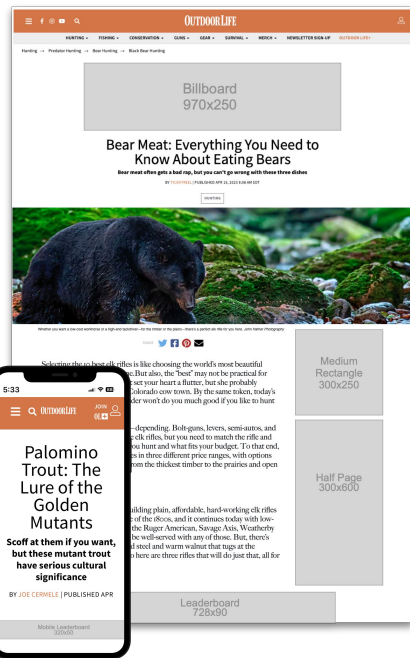
This year Outdoor Life is launching a program in which we'll profile the greatest whitetail deer hunters in America, capturing their hunting tips, tactics, and stories. We'll publish one profile per week through the heart of the deer season.

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.



DIGITAL SPECS



STANDARD GUIDELINES

These guidelines are consistent with the Interactive Advertising Bureau specifications (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 569
- 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)"



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OUTDOOR LIFE

THANK YOU