



**LONG RANGE SHOOTING SERIES**

Capturing the hottest trend in shooting, this series takes a deep dive into every aspect of long-range precision. Our experts present a detailed and comprehensive guide to the techniques and tools needed to shoot tight groups at long distance.

**Presenting Sponsorship:** \$50,000 (1 available)

**Supporting Sponsorship:** \$35,000 (2 available)

**VIDEO SPONSORSHIP INCLUDES:**

- Episodes: Six (3-9 minutes each)
- Promotional Dates: 3 months, TBD
- 4 Million Guaranteed Promotional Imps.
  - Native with auto-play video
  - Co-branded social media promotion
  - Banners on all AO websites
- Re-airs on AO websites and YouTube

**Named Sponsorship:** \$20,000 (2 available)

**Affiliate Sponsorship:** \$10,000 (2 available)

**HUGE VIDEO GROWTH**  
**IN 2019!**

**6.8M+**  
**VIDEO VIEWS**

**ACROSS OUR NETWORK AND YOUTUBE CHANNELS**

**4.5M+**  
TACTICAL-LIFE.COM

**1.25M+**  
BALLISTICMAG.COM

**960K+**  
PERSONALDEFENSEWORLD.COM

**200K**  
**HOURS**  
**OF VIDEO VIEWING**

**8,323**  
**DAYS**  
**OF VIDEO VIEWING**



**GREATNESS IN THE GUN INDUSTRY**

Through interviews, archival images and behind-the-scenes footage, plus a modern look at products and manufacturing facilities, "Sweat, Lead and Steel" presents cinematically powerful profiles of manufacturers in the gun industry.

**VIDEO SPONSORSHIP INCLUDES:**

- Duration: 18-24 minutes
- Promotional Dates: 3 Months, TBD
- 2 Million Guaranteed Promotional Imps.
  - Native with auto-play video
  - Co-branded social media promotion
  - Banners on all AO websites
- Re-airs on AO websites and YouTube



**159K+**  
**SOCIAL FOLLOWING**

**GUN DRUMMER**

We're putting the fun back in guns with one of the hottest sensations on the web! In this NEW six-episode series, Nate Wilkinson—better known on the internet as "Gun Drummer"—takes headbanging to the next level by switching out drums for big guns!

**Presenting Sponsorships:** \$10,000 + On-Camera Product (2 Ars or 10K Rounds of Ammo)

**Supporting Sponsorships:** \$5,000 + On-Camera Product (Magazines, Apparel, Accessories)

**VIDEO SPONSORSHIP INCLUDES**

- Episodes: Six (1-3 minutes each)
- Promotional Dates: 3 Months
- 2 Million Guaranteed Promotional Imps.
  - Native with auto-play video
  - Co-branded social media promotion
  - Banners on all AO websites
- Re-airs on AO websites and YouTube



**BRANDED VIDEO EXPERIENCE**



**IMMERSIVE BRANDING FOR**  
**YOUR COMPANY'S VIDEOS**

Stream your videos on our sites with NO YouTube restrictions! Our player allows your videos to be viewed on your branded B.V.E. page. New videos automatically start to encourage binge watching:

- BRANDED VIDEO PLAYER (LOGO OPTIONAL)
- URL LINKS TO PRODUCT WEB PAGE
- VIDEO TEXT DESCRIPTION
- COMPANION BANNER AD
- SOCIAL FEEDS AND SHARING



**FREE GUN**  
**FRIDAY**

**11K+**  
**ENTRIES/MO**

**83K+**  
**SOCIAL ACTIONS/MO**

**6 ORIGINAL VIDEO SERIES!**  
**MORE TO COME IN 2020!**

**PDW**  
**EVERYDAY**  
**CARRY**  
VIDEO SERIES

Everyday carry (EDC) is one of the biggest drivers in shooting sports business. Users are craving expert advice on how to safely carry and utilize their firearms, knives and other personal-defense tools. Show them how your products can help them confidently live the EDC lifestyle.

**RELOADING**  
**ZONE**



With the right gear, components and knowledge, you can easily take control of your ammunition. "Reloading Zone" is here to help shooters break down the essentials of reloading and get them started in the art and science of accuracy.

**TACTICAL**  
**LIFE**  
*Night Shooter*  
ORIGINAL VIDEO SERIES

This exciting and informative series provides a guide to night shooting and hunting, including products, instruction and techniques. Filmed on the range and in the field, each episode illustrates the exhilarating world that appears after light fades.

**PROJECT**  
**AR**  
*A Tactical Life*  
*DIY Video Series*

Building custom ARs is one of the biggest trends in the firearms world. This series demystifies the process of building an AR and provides an understanding for the tools, parts, techniques and accessories needed to build your own firearm.

**VIDEO SERIES DELIVERABLES**

Episodes: Four (4-9 minutes each)

- Promotional Dates: 3 months, TBD
- 2 Million Guaranteed Promotional Impressions, all with sponsor mentions:
  - Native with auto-play video
  - Co-branded social media promotion
  - Banners on all AO websites
  - Print – Tune in editorial/mentions and advertisements in appropriate magazine(s)
- Re-airs on AO websites and YouTube

**PROMOTIONAL INTEGRATION**

- Branded open and closing billboards
- :15 Preroll commercial in rotation
- Product integration in all videos
- URL link to sponsor's product pages
- Co-branding on social promotion and display ads
- Branded closing graphics/animation
- Category exclusivity

**COMPANION CONTENT**

Four print/digital articles

- Content published through associated print and digital channels, including Ballistic, Tactical Life and Personal Defense World

**SPONSORSHIP COSTS**

**Presenting Sponsorship \$25,000**

Product Integration guaranteed in all videos

**Named Sponsorship \$15,000 (3-4 per series)**

Product Integration guaranteed in 2 to 3 videos

**THE POWER**  
**OF VIDEO!**

**72%**

**of customers would rather learn about a product or service by way of video**

Think with Google

**50%**

**of internet users look for video related to a product before visiting a store**

Think with Google

**4 out of 5**

**people say digital video helps them learn new things**

Think with Google

**54%**

**of consumers want to see more video content**

Hubspot

**81%**

**of marketers say video has helped them to generate leads**

Wyzowl

**EASY & AFFORDABLE CUSTOM VIDEO**

Video content is critical in today's marketing strategy. Let Athlon Outdoors be your resource for product videos, sponsored series, native content, company profiles and much more!