

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 dark 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 2025' is in smaller white letters below it.

# OUTDOOR LIFE

MEDIA KIT 2025



# 130 YEARS OF EXCELLENCE IN OUTDOOR JOURNALISM

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 130 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.





# 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



# 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.

**\$80K -  
\$100K+**

HOUSEHOLD  
INCOME RANGE

**79%**  
MARRIED

**27%**

SERVED IN THE  
ARMED FORCES

**45**

MEDIAN AGE

**60%**

4-YEAR COLLEGE  
DEGREE

**77/23**

MALE/FEMALE  
SPLIT

Sources: 2020 audience survey



OUTDOORLIFE

# AUTHENTIC, AUTHORITATIVE & RIGOROUS

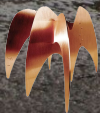
Outdoor Life is for diehard hunters, anglers, and shooters. Our stories cover success in the field, cutting-edge gear, and epic adventures in far-off wildernesses and close-to-home woodlots to inspire outdoorsmen and women.



3.5M  
Monthly  
Uniques

870K  
Social  
Followers

300K  
Email  
Subscribers



NATIONAL MAGAZINE AWARDS  
*Outstanding Journalism  
Achievement, '20*

## 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.



### IN-DEPTH

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



### RESULTS

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



## STORYTELLING



### **What Really Happened to Crist Kolby, the Trapper Who Was Killed by Wolves?**

*When a seasoned trapper disappeared into the wilderness, his peers organized a search party. What they found was more than they bargained for*

[LINK](#)

## GEAR



### **The Best Broadheads of 2023**

*We took the top broadheads on the market and ran them through the most extensive test you'll find*

[LINK](#)

## NEWS



### **6 Key Issues We Hope the New Interior Secretary Tackles—and How to Pull It Off in This Partisan Era**

*Outdoor Life's Hunting and Conservation Editor on what we hope to see from the Department of the Interior on energy, public lands, grizzlies, and more*

[LINK](#)





# 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

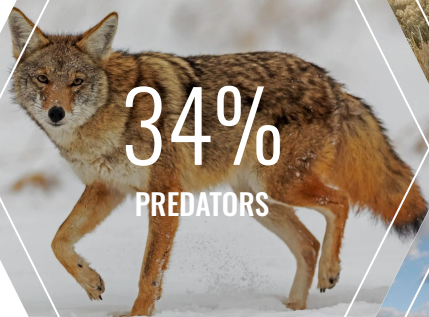
53%

OWN AN ATV

31%



# TYPES OF GAME HUNTED



34%  
PREDATORS



29%  
PHEASANT



56%  
SMALL GAME



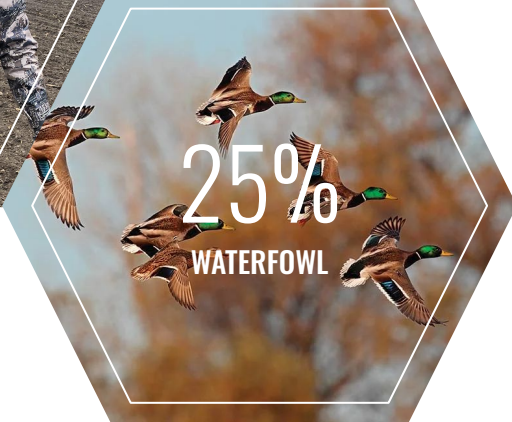
50%  
TURKEY



90%  
DEER



48%  
UPLAND BIRD



25%  
WATERFOWL



# AN INDUSTRY LEADER IN DOMAIN AUTHORITY

Outdoor Life is the #1 ranked publisher in outdoor domain expertise on Google.

**92%** Agree that Outdoor Life is an authority on outdoor, hunting, and fishing gear.

**\$40M GMV** sold annually via Gear Review pages

OUTDOORLIFE.COM RANKS IN THE TOP 10 ON GOOGLE  
SEARCH FOR OVER 15,000 SEARCH TERMS

**#9** OUTDOORLIFE

**#26** FIELD & STREAM

**#27** PEW PEW  
— TACTICAL —

**#30** GEARJUNKIE

**#35** MEATEATER

**#52** wildopen  
SPACES



# AN INDUSTRY LEADER IN DOMAIN AUTHORITY

Number of keywords ranking in search by product/category:

Search Term	Outdoor Life	Gear Junkie	Rokslide	Pew Pew Tactical	Field & Stream
Guns	63,657	2,408	22,698	71,958	28,385
Knives	7,128	7,616	2,915	1,538	3,515
Binoculars	1,544	412	1,522	231	876
ATV/UTV	1,771	436	1,542	8	423
Survival	2,188	898	213	827	695
Conservation	149	46	61	0	11
Optics/Scopes	2,858	216	2,819	2,458	1,275

OUTDOORLIFE.COM IS TOPS IN GOOGLE SEARCHES!

OUTDOORLIFE.COM RANKS IN THE TOP 10 ON GOOGLE SEARCH FOR OVER 50,000 SEARCH TERMS



**72,631 keywords rank on Page 1 of Google**



**24,000 keywords currently rank in positions 1-3**



**18% YOY growth in organic search visits**

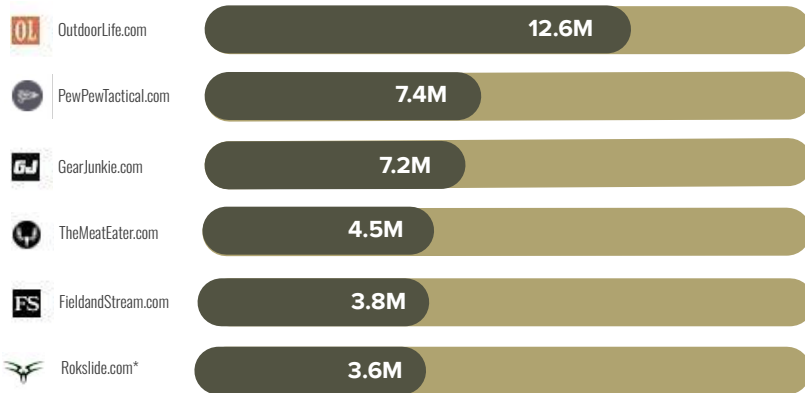


**2.8 Minutes per visit from organic search visitors**

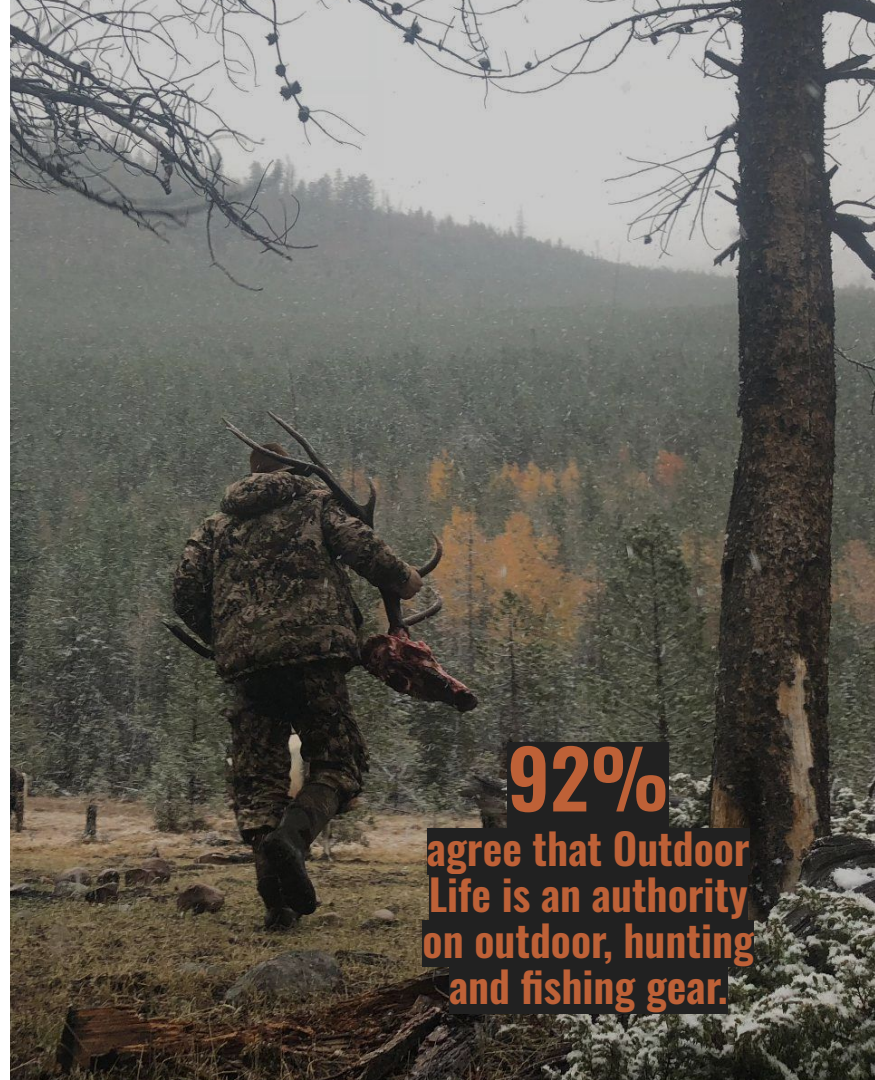


# THE LEADER IN REACHING HUNTING AND SHOOTING ENTHUSIASTS ONLINE

## Total Website Visits (last 3 months)



\*3 month estimate per similarweb



**92%**  
agree that Outdoor  
Life is an authority  
on outdoor, hunting  
and fishing gear.





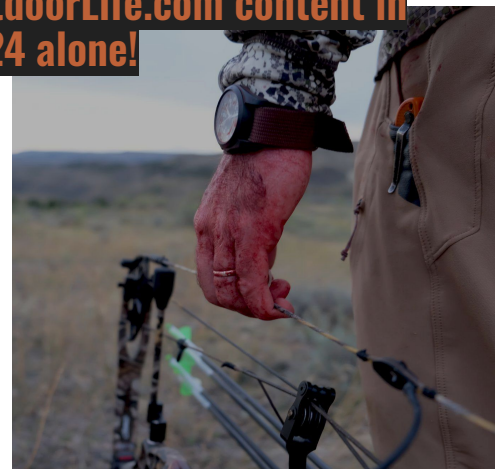
# TREMENDOUS PURCHASING POWER

Outdoor Life's expert gear reviews, trusted roundups and analysis drive consumer purchases.

CONTENT CATEGORY	2024 PURCHASE AMOUNT
Optics	\$4,730,000
Handguns	\$1,680,000
Rifles	\$1,630,000
Apparel	\$1,600,000
Footwear	\$1,400,000
Trail Cameras	\$1,120,000
Shotguns	\$1,070,000
Airguns	\$962,000
Knives	\$647,000
Ammunition	\$450,000



**\$40 MILLION**  
in gross merchandise value in consumer purchases from OutdoorLife.com content in 2024 alone!



Source: Purchases attributed to content published on OutdoorLife.com, including affiliate.



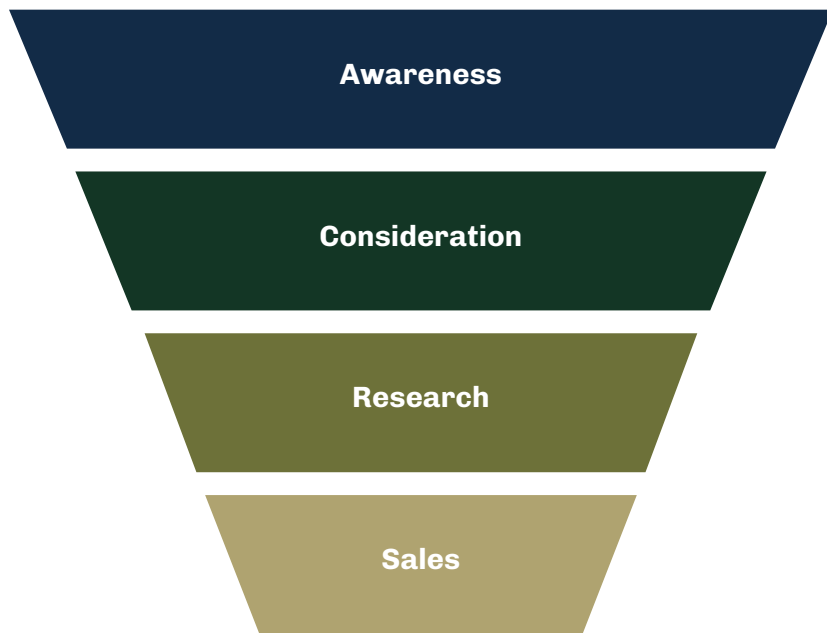
A Weimaraner dog with a white coat and brown ears is standing in a field of tall, dry grass. The dog is looking to the right. It is wearing a bright orange collar with a black buckle. The background is a soft-focus landscape with trees and a bright sky.

**ADVERTISE  
WITH  
*OUTDOOR LIFE***



# BUILD YOUR BRAND EQUITY THROUGH PARTNERSHIPS WITH THE MOST RECOGNIZED BRANDS IN THE OUTDOORS.

We reach consumers in every stage of the purchase process.



- Sponsored Email
- Editorial Sponsorship
- Interactive Content Hub
- Custom Content with Product Links

- Branded Videos
- Targeted Media
- Social Media
- Podcasts

- Shoppable Email
- Custom Content with Product Links
- Gift Guides
- Commerce Edit Adjacencies

- Custom Sweepstakes
- Experiential Advertising



# CLIENT SOLUTIONS

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

## BRANDED CONTENT

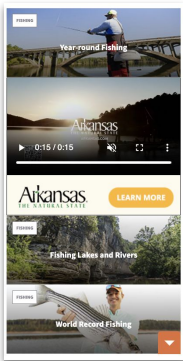


Our readers rely on us for expert guidance on all matters related to the outdoors

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

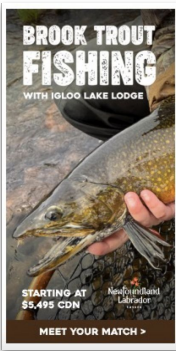
Plus, *Outdoor Life's* platforms like social media, email, and native advertising will help get the word out.

## RICH MEDIA



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

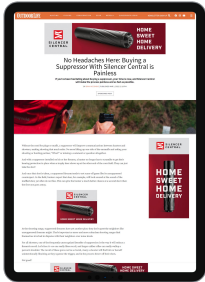
## TARGETING CAPABILITIES



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

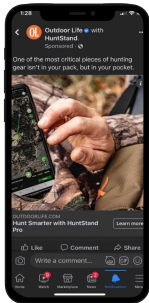
## TAKEOVERS



Create a lasting impression with high performance 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 ACTIVATIONS



Engage a passionate audience of *Outdoor Life* followers with your latest promotional efforts. With compelling social activations to capturing their attention and start a conversation, don't miss your chance to elevate your latest essentials to this enthusiast audience.

## PODCASTS



*Outdoor Life's* podcasts bring deep-dive journalism to the issues that are most important to sportsmen and women. *Outdoor Life* Podcasts are 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.

## Themed Newsletters

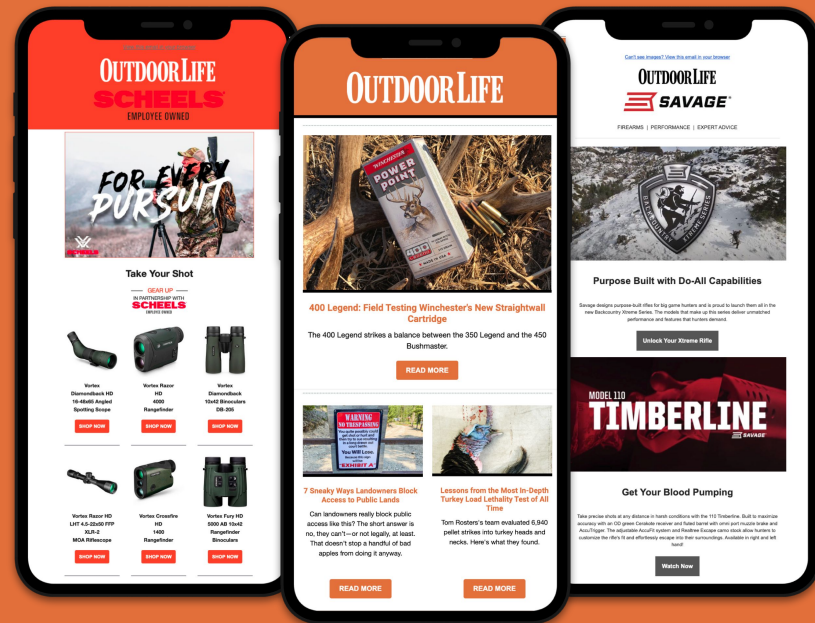
- *On The Gun* - weekly digest recapping *Outdoor Life's* top gun and shooting coverage and highlights news and trends from the firearms world at large, delivered to a qualified audience of firearm enthusiasts
- *Gear Shakedown* - from camping to fishing, hunting to backpacking, our trusted gear editors provide the inspiration and guidance necessary to ensure you have the right tools and gear for any and all outdoor adventures
- *Deer Camp* - a weekly newsletter delivers everything a serious whitetail hunter needs to stay informed including whitetail news and opinion pieces, advanced hunting tactics, and reviews of cutting-edge gear

## Custom Dedicated Emails

Dedicated emails provides a unique platform for our partners to customize brand messaging and tailor it to effectively target our audience.

## Shoppable Emails

Shoppable emails displays a selection of your brand's must-have products tailored to the outdoor enthusiast. Each product links out to a product page for purchase.

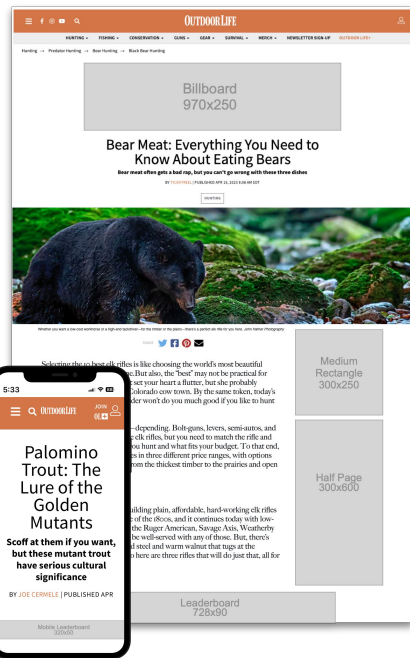




# 2025 EDITORIAL CALENDAR

JAN	<b>SHOT SHOW News</b> New Guns and Outdoor Gear Introductions	JUL	COMING SOON
FEB	<b>The Outdoor Life Podcast</b> <i>Launching new season of the weekly podcast.</i>	AUG	<b>Archery's Only</b> A weekly newsletter on archery and bowhunting.  <b>Annual Optics Test</b> In depth reviews of new riflescopes, binoculars, spotting scopes, rangefinders. Includes video.
MAR	<b>Annual Bow Test</b> In-depth reviews of flagship bows, budget bows, and traditional bows.	SEPT	<b>Build the Ultimate Whitetail Bow Setup</b> Series of how-to stories on building the ultimate archery deer hunting rig.
APR	<b>Masters of Spring</b> Outdoor Life will profile the greatest turkey hunters in America, capturing their hunting tips, tactics, and stories.  <b>Annual Gun Test (Rifles)</b> In-depth reviews of new rifles  <b>On the Gun Newsletter</b> A weekly newsletter on guns and shooting for hunting, competition, and personal defense.	OCT	<b>Masters of the Rut</b> Profiles of the greatest whitetail deer hunters in America, capturing their hunting tips, tactics, and stories.
MAY	<b>Annual Gun Test (Handguns)</b> In-depth reviews of the best new handguns.	NOV	<b>Holiday Gift Guides</b> A roundup of the best gifts for the outdoorsmen in your life.
JUN	<b>Annual Gun Test (Shotguns)</b> In-depth reviews of new shotguns.	DEC	<b>Deer of the Year</b> <i>Outdoor Life searches for the biggest bucks and best deer hunting stories of the season.</i>

# DIGITAL SPECS



## 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](http://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, gif, 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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