

A fisherman wearing a brown jacket, a tan cap, and waders is standing in a river, casting a fly. The river is surrounded by trees with autumn foliage. The background is slightly blurred, emphasizing the fisherman and the river.

HOOK AND BULLET

2021 MEDIA KIT

ENGAGING CONTENT FOR THE FISHING AUDIENCE

HookandBullet connects with a passionate and highly engaged consumer base with all things fishing, from gear to lifestyle to travel and local information.

We work with outdoor brands to blend a mix of high-impact digital ads, customer content, sweepstakes, giveaways, videos, and more.



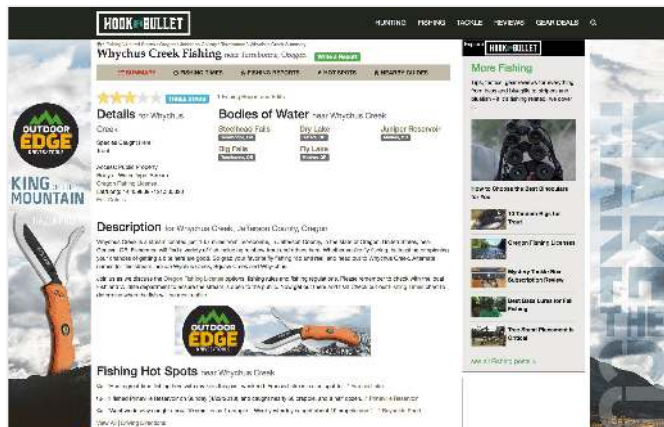
A person with dark hair tied back, wearing a grey tank top, is seen from behind, holding a fishing rod and reel. They are standing on a boat or pier, looking out over a calm body of water. The sun is reflecting off the water's surface, creating a shimmering effect. In the background, there are distant hills or mountains under a clear sky. The text "FISHING AND HUNTING ARE OUR PASSIONS" is overlaid in the top right corner in a bold, teal, sans-serif font.

**FISHING AND
HUNTING ARE
OUR PASSIONS**

OUR CAPABILITIES

We partner together to create rich and compelling branded content, drive awareness and ROI. Most importantly we connect brands to their direct targeted consumer.

From articles and product reviews to brand campaigns, we offer multi-faceted media plans.

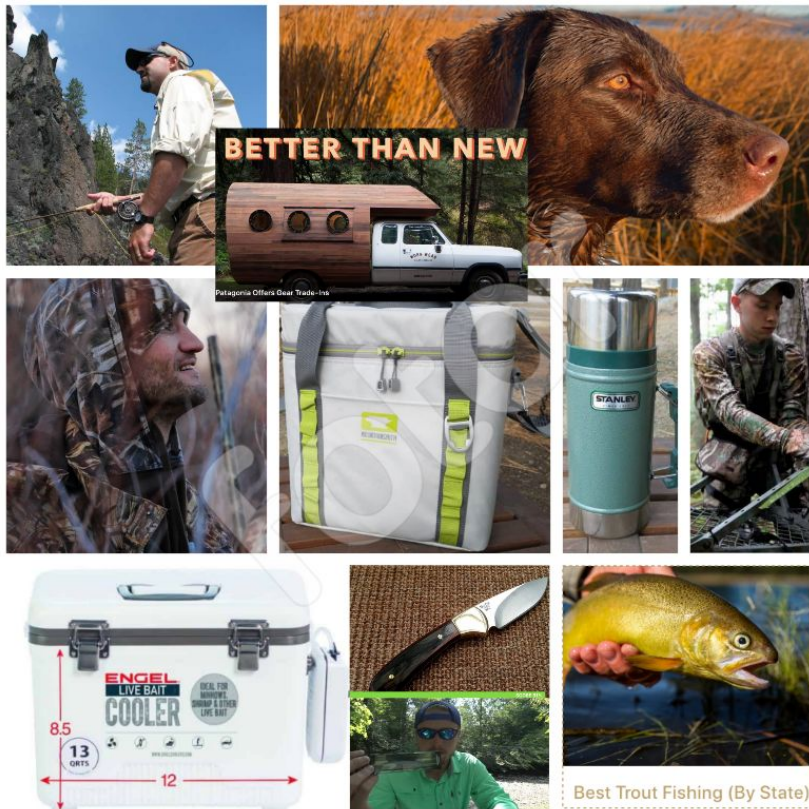


AFFILIATES
AMBASSADOR SHOWCASES
ARTICLES
BRAND AWARENESS DIGITAL
AD CAMPAIGNS
GIVEAWAYS
PRODUCT DEALS
PRODUCT LAUNCHES
PRODUCT REVIEWS
PRODUCT SHOWCASES
SPONSORSHIPS
STORYTELLING
SWEEPSTAKES

OUR FOCUS

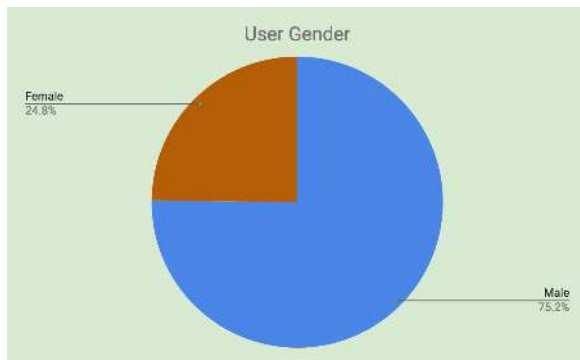
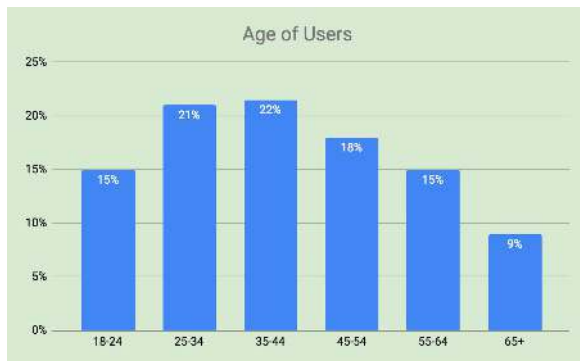
We don't dabble in the outdoors. We fish, we hunt, we camp - we spend our time in the outdoors.

Our team puts our passion for the outdoors to the test with product reviews, industry news, instructional information, and entertainment. We are fluent in the outdoors, and our visitors know it.



ADVENTURE • APPAREL
ARCHERY • BOATING •
CAMPING •
ENVIRONMENT •
FISHING • FLY FISHING •
GEAR • GUIDES •
HOW-TO • HUNTING •
KNIVES • MARINE •
NEWS • OUTDOOR •
REELS • RODS •
SUSTAINABILITY •
TACKLE • TRAVEL •
TRIPS • WINTER

OUR REACH



MONTHLY UNIQUES: 375,000

MONTHLY PAGEVIEWS: 860,000

ANNUAL UNIQUES: 4.5 MILLION

ANNUAL PAGEVIEWS: 10.3 MILLION

ANNUAL AD IMPRESSIONS: 41 MILLION

All numbers pulled directly from Google Analytics and Doubleclick for Publishers

Users 4,388,617	New Users 4,346,475	Sessions 5,449,561	Number of Sessions per User 1.24
Pageviews 10,114,725	Pages / Session 1.86	Avg. Session Duration 00:01:23	Bounce Rate 69.11%

**CONNECT WITH
YOUR TARGET
AUDIENCE**



BRAND PARTNERS

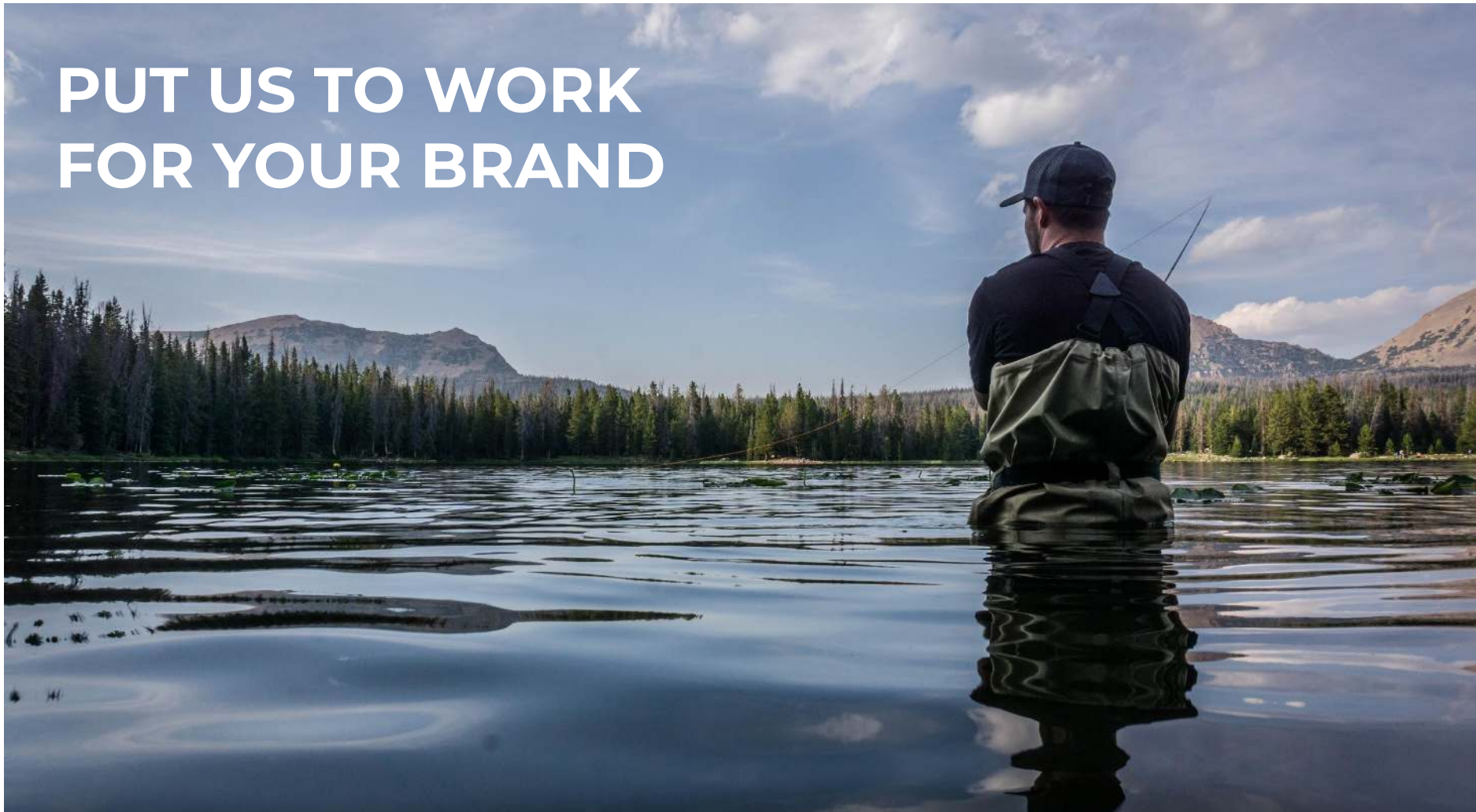


**Outdoor brands. Forging
a path to success for our
advertising partners.**

Our team built and grew Trails.com into a massive outdoor brand. We are doing the same with HookandBullet by delivering real value for our brand partners, and reaching an audience anxious for products that will improve their chances of success, and increase their enjoyment.



**PUT US TO WORK
FOR YOUR BRAND**



OUR PACKAGES

HookandBullet offers high-quality projects designed to get your brand in front of the fishing hunting, and outdoor audience - contact us to discuss the details.

MINNOW

Budget: \$5K
Impressions: Vary
based on goals

- Product Feature on Home page
- Product Feature on Category page
- Or
- Geo-targeted ads

TROUT

Budget: \$10K
Impressions: 500K - 750K

- Product Feature on Home page
- Product Feature on Category page
- Sponsor a Sweepstakes giveaway and promo

BASS

Budget: \$20K
Impressions: 1.5MM

- Sponsored section on Home page
- Product Feature on Home page
- Product Feature on Category page
- Sponsor a Sweepstakes giveaway and promo
- Feature product/brand across 3MM+ pages of content
- Site wide Ads (ROS)

PIKE

Budget: \$50K
Impressions: 4MM - 5MM

- Everything from the PIKE package, plus:
- Fish Finder sponsorship with retailers of your products showcased
- Multiple products featured across site
- 1 Custom project

TUNA

Budget: \$100K
Impressions: 8MM+

- Everything from the PIKE package, plus:
- A microsite, or custom video production

CUSTOM PROJECTS

HookandBullet offers high-quality projects custom designed to get your brand in front of an active fishing, hunting, and overall outdoor audience. [Contact us](#) to discuss the details.

AFFILIATES

These are campaigns built for our affiliate partners, from gift guides to our top picks, featured deals, featured articles, and sponsorships.

MICROSITE

These are custom developed websites built to showcase your products and content, and to allow users to discover your brand and develop a connection with it.

GIVEAWAYS

These are lead generating Sweepstake Giveaway contests that put your product in front of our (highly engaged) users encouraging them to share their emails and content to be entered into a sweepstake giveaway to win your product.

STORYTELLING

These are custom developed campaigns that combine reviews with a series of content to educate and inform users of your products and brand.

