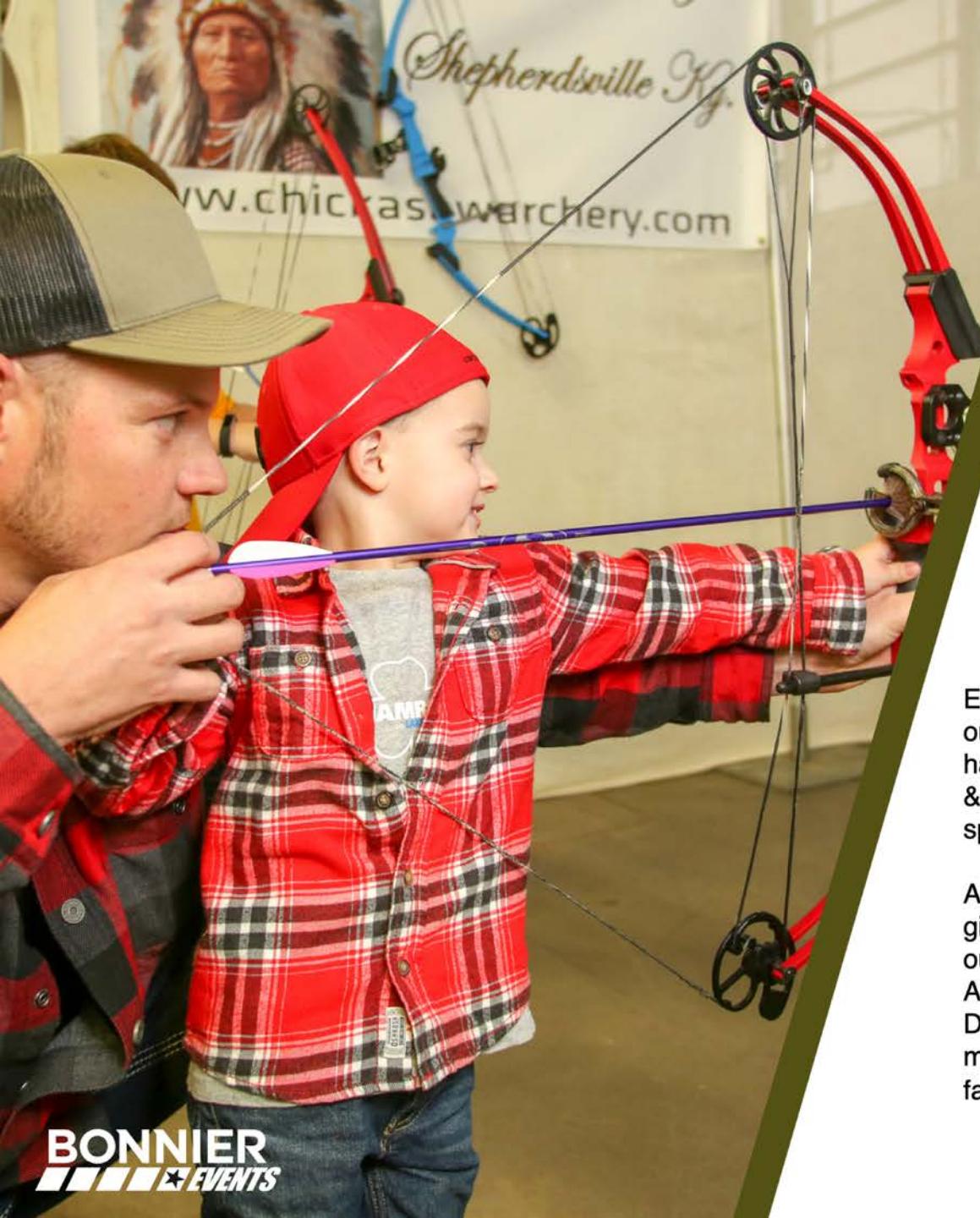




OPEN **SEASON**

SPORTSMAN'S EXPO

2021 MEDIA KIT



EDUCATIONAL. ENTERTAINING. PASSIONATE.

Enjoy all the outdoors has to offer, with the latest in outdoor gear from national & regional exhibitors; hands-on-demo opportunities, numerous entertaining & educational seminars with industry experts and special guests all weekend.

Admire World Class Deer exhibits alongside local giants on display while joining thousands of fellow outdoor enthusiasts. Other attractions include Archery Trick Shooting, Field-to-Fork Cooking Demos, 3D Archery Competition and much, much more! We hope you'll join us for this action-packed, family-friendly Outdoor Expo!

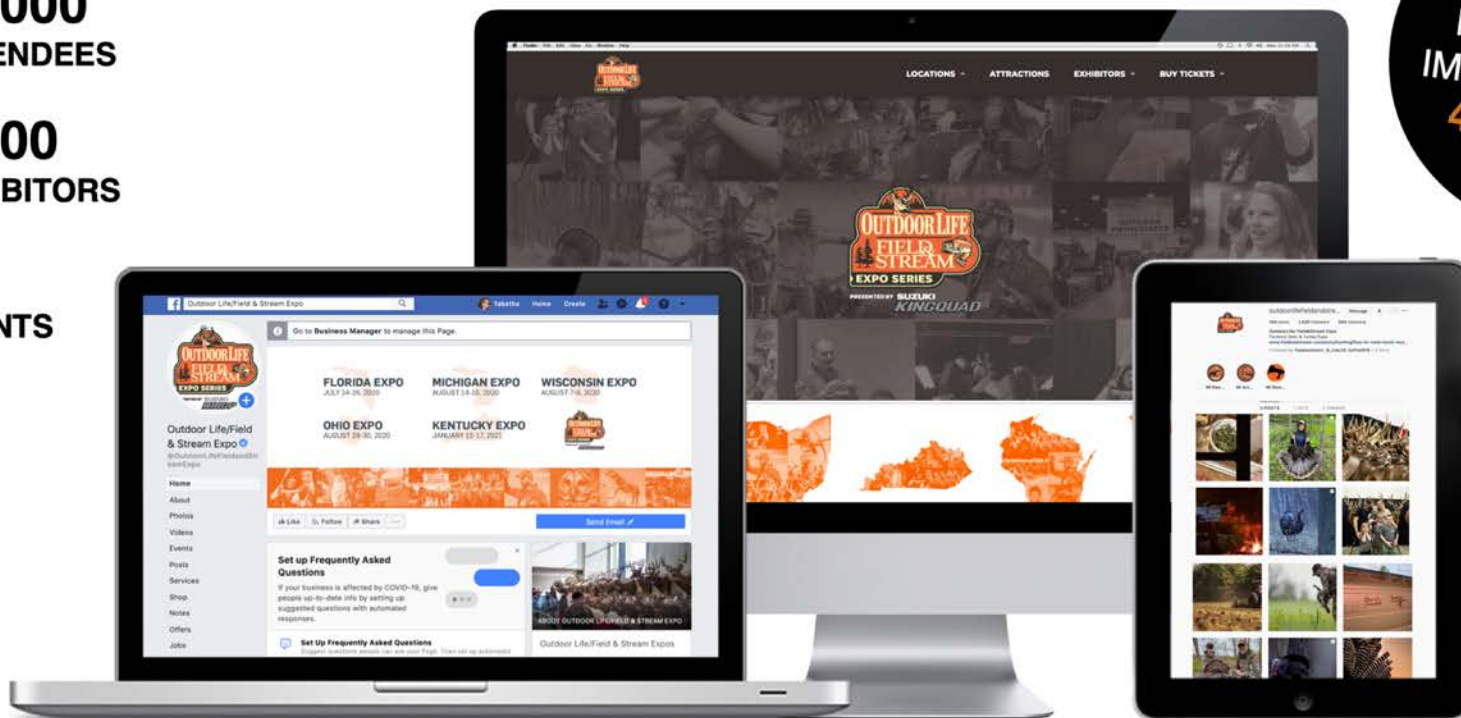
BRAND OVERVIEW

80,000
ATTENDEES

1,300
EXHIBITORS

6
EVENTS

2020 TOTAL
MARKETING
IMPRESSIONS:
45,804,423



60,000+
OPT-IN EMAIL
SUBSCRIBERS

55,420+
SOCIAL MEDIA
AUDIENCE

1.1 MILLION+
FIELD & STREAM / OUTDOOR LIFE
CIRCULATION

136,099+
UNIQUE WEB
VISITORS PER YEAR

229,130+
PAGE VIEWS
PER YEAR

20,058,658+
PUBLIC RELATIONS
PROMOTION

9,415,660+
TV
PROMOTION

6,645,712+
BILLBOARD
PROMOTION

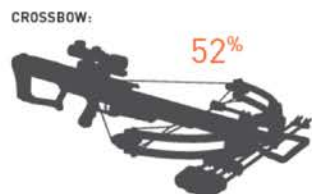
53,000+
DIRECT MAIL
REACH

33,000+
EXPO GUIDE
REACH

AUDIENCE OVERVIEW

The Open Season Sportsman's Expo attract a high-value audience, representing the most passionate group of enthusiasts in the hunting, camping and fishing industries. They are active and adventurous.

FIREARM/ARCHERY USE:



SPECIES HUNTED:



FRESHWATER FISHING: 82%



SALTWATER FISHING: 23%



RECREATIONAL SHOOTING: 74%



BOATING: 50%



CAMPING: 54%

VEHICLE OWNERSHIP:

OWN ATV: 51%
CAMPER/RV: 32%
OWN UTV: 24%
OWN TRUCK: 90%
BOAT: 49%

2021 EVENTS SCHEDULE

Join us for the largest hunting expo series and experience the action for yourself!

PADUCAH, KY

2nd Annual

Friday, January 15th – Sunday, January 17th
McCracken County Convention & Expo Center

MONROE, LA

Friday, February 26th – Sunday, February 28th
Civic Center

KANSAS CITY, MO

Friday, March 12th – Sunday, March 14th
Overland Park Convention Center

COLUMBUS, OH

28th Annual

Friday, March 19th – Sunday, March 21st
Ohio Expo Center (State Fairgrounds)

MADISON, WI

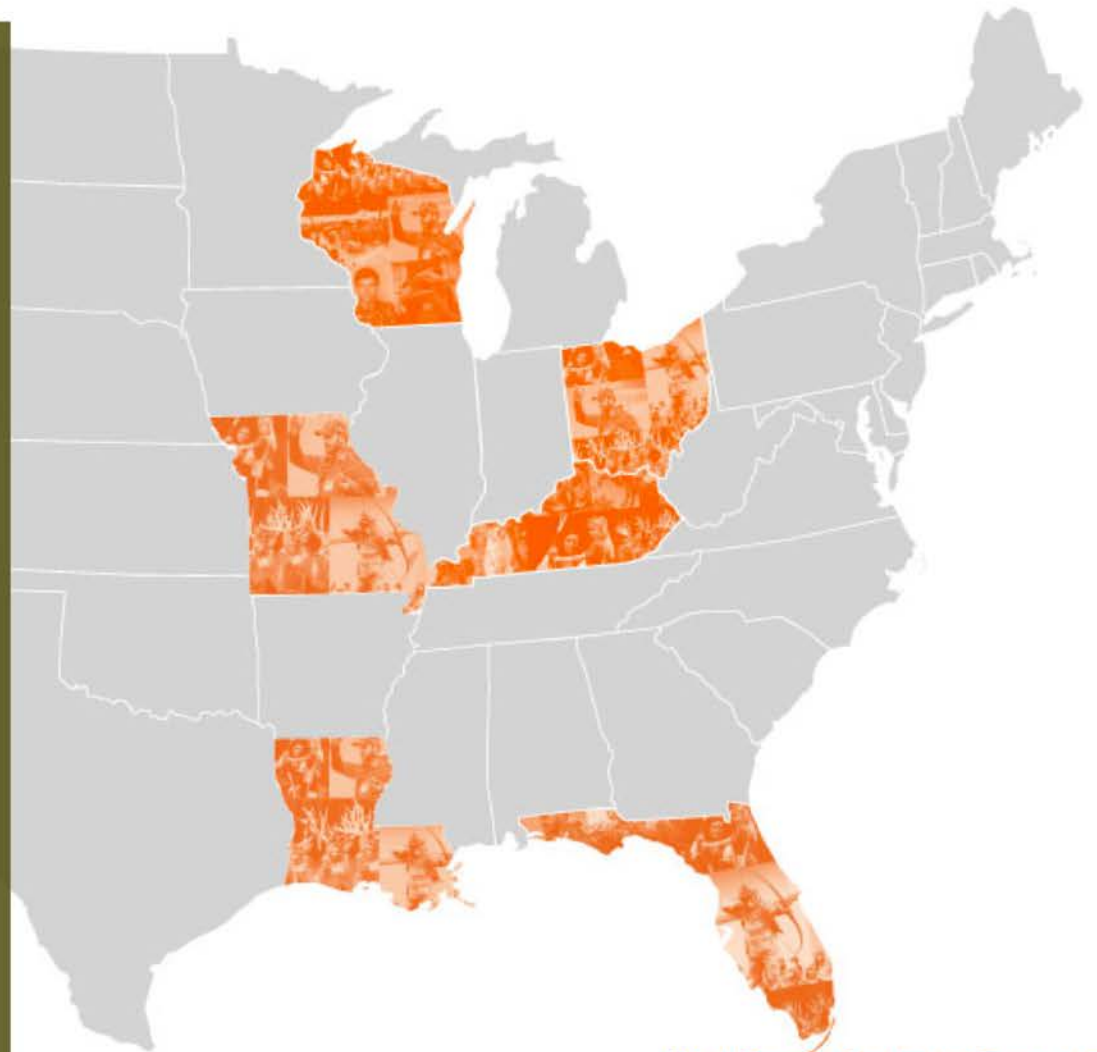
36th Annual

Friday, March 26th – Sunday, March 28th
Alliant Energy Center

LAKELAND, FL

17th Annual

Friday, July 23rd – Sunday, July 25th
RP Funding Center



MEDIA REACH



FLORIDA EXPO

FRIDAY, JULY 24TH - SUNDAY, JULY 26TH
RP FUNDING CENTER • LAKELAND, FL

LAKELAND

The Florida Outdoor Life/Field & Stream Expo presented by Suzuki Kingz Kumon, is coming to the RP Funding Center. Friday, July 24th - Sunday, July 26th! Enjoy all the outdoors has to offer, with the finest in outdoor gear from national & regional exhibitors; hands-on demo opportunities, numerous entertaining & educational seminars with industry experts and special guests throughout the weekend.

Admiral World Class Deer exhibits alongside local giants on display while joining thousands of fellow outdoor enthusiasts. Other attractions include Archery, Trick Shooting, Field-to-Fork Cooking Demos and much, much more! We hope you'll join us for this action-packed, family-friendly Outdoor Expo!

Advanced Tickets are on sale now!

- Single-Day tickets are \$10/Adults and \$3*/Youth (ages 13-17)
- Children 12 and under are FREE.
- A Special Family 4-Pack is available.

Get your advanced DISCOUNTED tickets now!

Use Code: FLEMAIL

GET DISCOUNTED TICKETS TODAY

OHIO EXPO
MARCH 20-22 / OHIO EXPO CENTER

SAVE ON TICKETS

OUTDOOR LIFE
FIELD & STREAM
EXPO | Columbus, OH
PRESENTED BY SILVERCREST KINGSQUAD

FIELDANDSTREAMEXPO.COM OR AT **O'Reilly** PARTNERS

KIDS 12 & UNDER FREE

Outdoor Life/Fish & Stream Expo
June 16 at 12 PM - 4 PM
Join thousands of fellow enthusiasts for a weekend filled with everything the outdoors has to offer at the RFL Fishing Center in Lakeland, FL. The Outdoor Life/Fish & Stream Expo presented by Suzuki KingDoo will feature top companies with the latest gear, untold and special knowledge from "Try Before You Buy" dealers opportunities.
Get a FREE Weekend pass when you bring your trophy deer to be scanned in our Trophy Deer Contest. Meet and greet with the most knowledgeable people in the industry and attend one of our free educational and entertaining seminars.
Kids 12 & Under get one complimentary and all attendees receive a FREE Subscription to either the Outdoor Life or Field & Stream magazine for one year.
Thanks to our sponsors: Suzuki On/Off Road KingDoo ATV #SuzukiKingDoo #PolarisPersonalWatercraft #PWC #Yamaha #Husqvarna #HarleyDavidson #MountainBike #eBikes #ElectricScooter #Esbikes #MountainBiking #MountainGuns #Hamleys #HamleysFamilyFun #HamleysGifts #HamleysToys #BigBack #BigBackBikes #BikeSharing #BikeSharing #BikeSharing #BikeSharing #BikeSharing

FieldAndStreamExpo.com

O'Reilly
A Division of McGraw-Hill Education

WWW.FIELDANDSTREAMEXPO.COM
Outdoor Life/Fish & Stream Expo is headed to Lakeland, FL! Learn More

👍❤️👎 📱 Share 2 Shares

**OUTDOOR LIFE
FIELD
STREAM**
EXPO Lakeland FL

FRIDAY, JULY 24th - SUNDAY, JULY 26th
at the 30th Funtastic Center in Lakeland, Florida

SAVE ON TICKETS
Purchase discount tickets in advance
online at fieldandstreamexpo.com

OR at participating

O'Reilly
Auto Parts

FREE admission for kids 12 & under
Free annual subscription to Outdoor Life or
Field & Stream magazine included with ticket

1. **TERRY'S BEEZ CONTACT**
A bee-themed performance

2. **TRY BEFORE YOU BUY**
A car show

3. **EDUCATIONAL, HANDS-ON**
A science exhibit

4. **WORLD CLASS BEE EXHIBIT**
A bee-themed exhibit

5. **AMERICAN TRUCK SHOWING**
A truck show

Don't miss the opportunity to see the world's largest collection of vintage cars, trucks, and motorcycles in the heart of Lakeland, Florida. The 30th Funtastic Center is the perfect place to enjoy the show and the Expo. Tickets are available at the Expo and at participating locations. For more information, visit fieldandstreamexpo.com.

AMERICAN TRUCK SHOWING
O'Reilly Auto Parts
FLORIDA EXPO





**MARCH 13th - 15th
FRIDAY-SUNDAY**

at the Lansing Center in Lansing, MI

SAVE ON TICKETS
FREE admission for kids 12 & under

FIELDDART@EAGLEPRO.COM



100% Fossil Fuel
Lansing Center



Yellow and Red
Lansing Center









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WI EXPO

**APRIL 3RD - 5TH
FRIDAY-SUNDAY**

Alliant Energy Center | Madison, WI

AFFILIATE exhibitors for WI's 12+ outdoor
PUBLISHED annual publications include Outdoor Life and
Field & Stream magazines coupled with related



1 SPECIAL SUBJECTS: Law & Ethics | Laboratory of Medicine

2 ANNUAL COMPETITION: King Nor Beaver

3 BODYSIDE COMPETITION:

7 TROPHY BEEF CONTEST: Presented by 

2 WY. RESOURCES: You BEE? Game-Specific Information

3 ANNUAL FISH GROWING: With Fish Stocking, at

4 EDUCATIONAL DEMONSTRATIONS: Wild Game Cookings with
New Food Resources Presented by Field & Stream,
Buckskin & Co., New Hunting with the New England
and New England

5 SPECIAL EVENT:
with Charles Beerman
of Wisconsin DNR

SAVE ON TICKETS

Online pricing starts \$20/entry at
wildlifeandoutdoorsexpo.com

or by contacting
NEWMAN
800.828.8282

PRINT

Sponsor advertising and brand presence through name and/or logo on all national, regional or local promotional materials including print ads, direct mail, posters, billboards, etc.

DIGITAL

Logo inclusion on website, inclusion in e-newsletters, sponsored custom emails, and run of site banner ads.

SOCIAL

Social inclusion within Facebook and Instagram campaigns reaching hunting and outdoor enthusiasts.



OPEN SEASON

SPORTSMAN'S EXPO

PRESENTED BY **BONNIER
EVENTS**

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