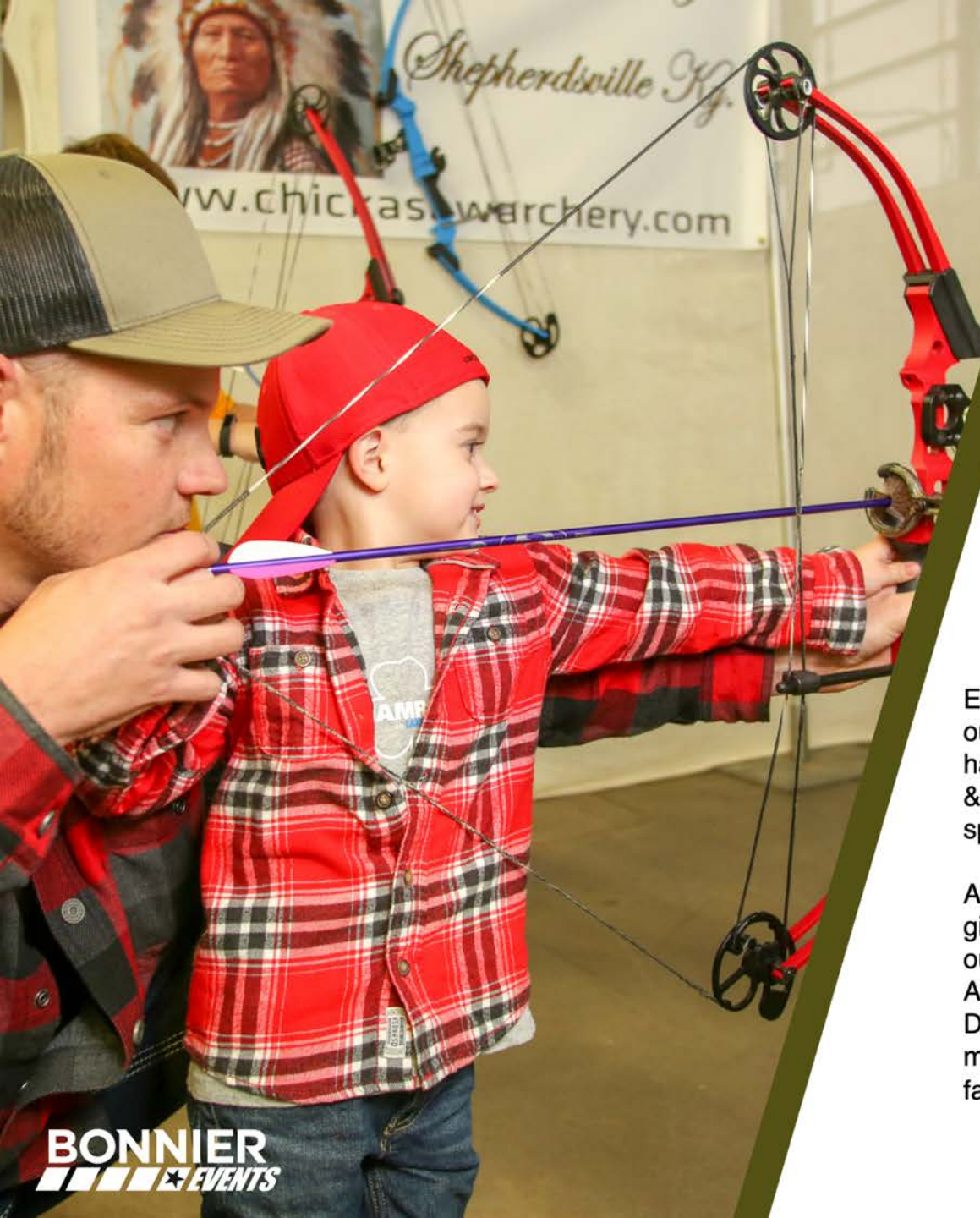




# **OPEN** **SEASON**

*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!



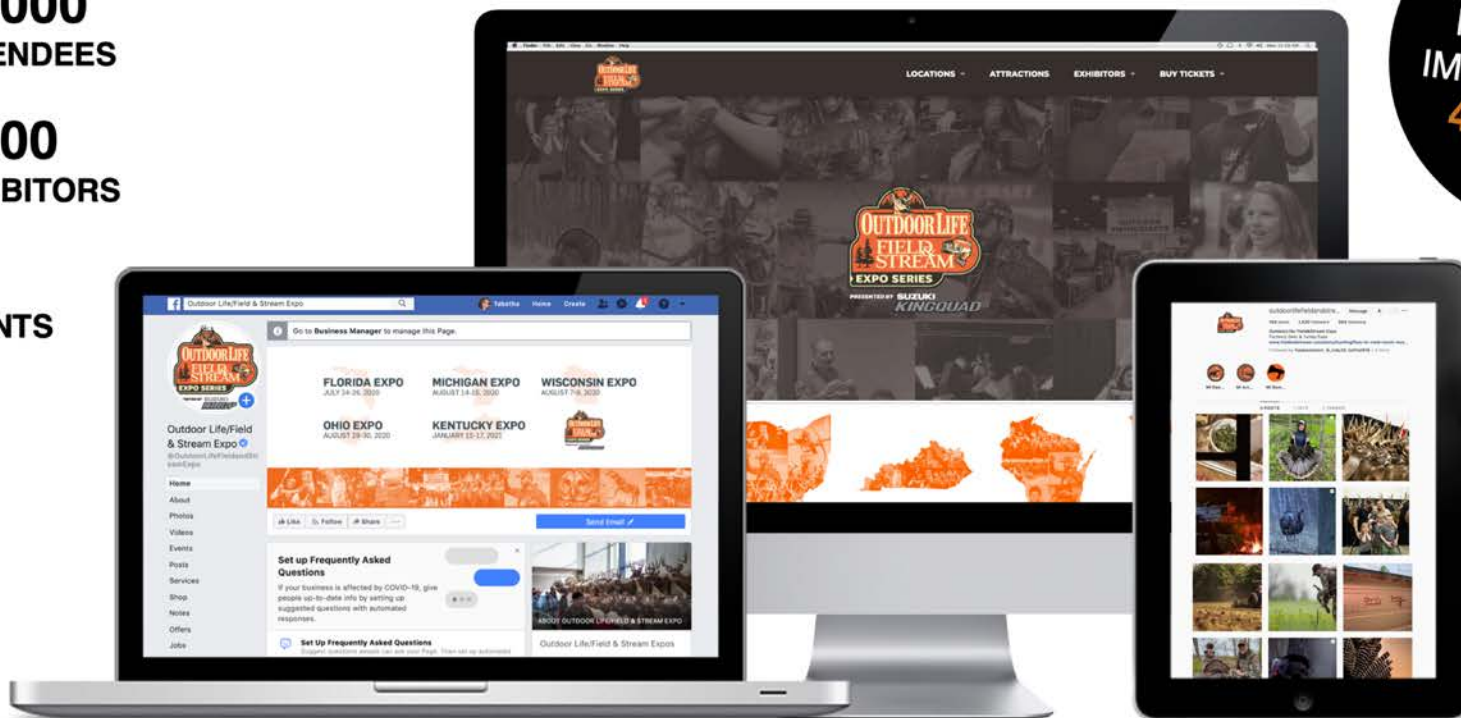
# BRAND OVERVIEW

**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

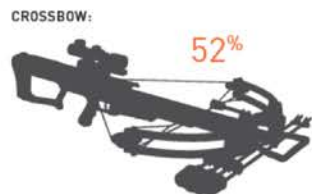
**53,000+**  
DIRECT MAIL  
REACH

**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**

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

## **MONROE, LA**

Rescheduled to 2022

## **OVERLAND PARK, KS**

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

## **WISCONSIN DELLS, WI**

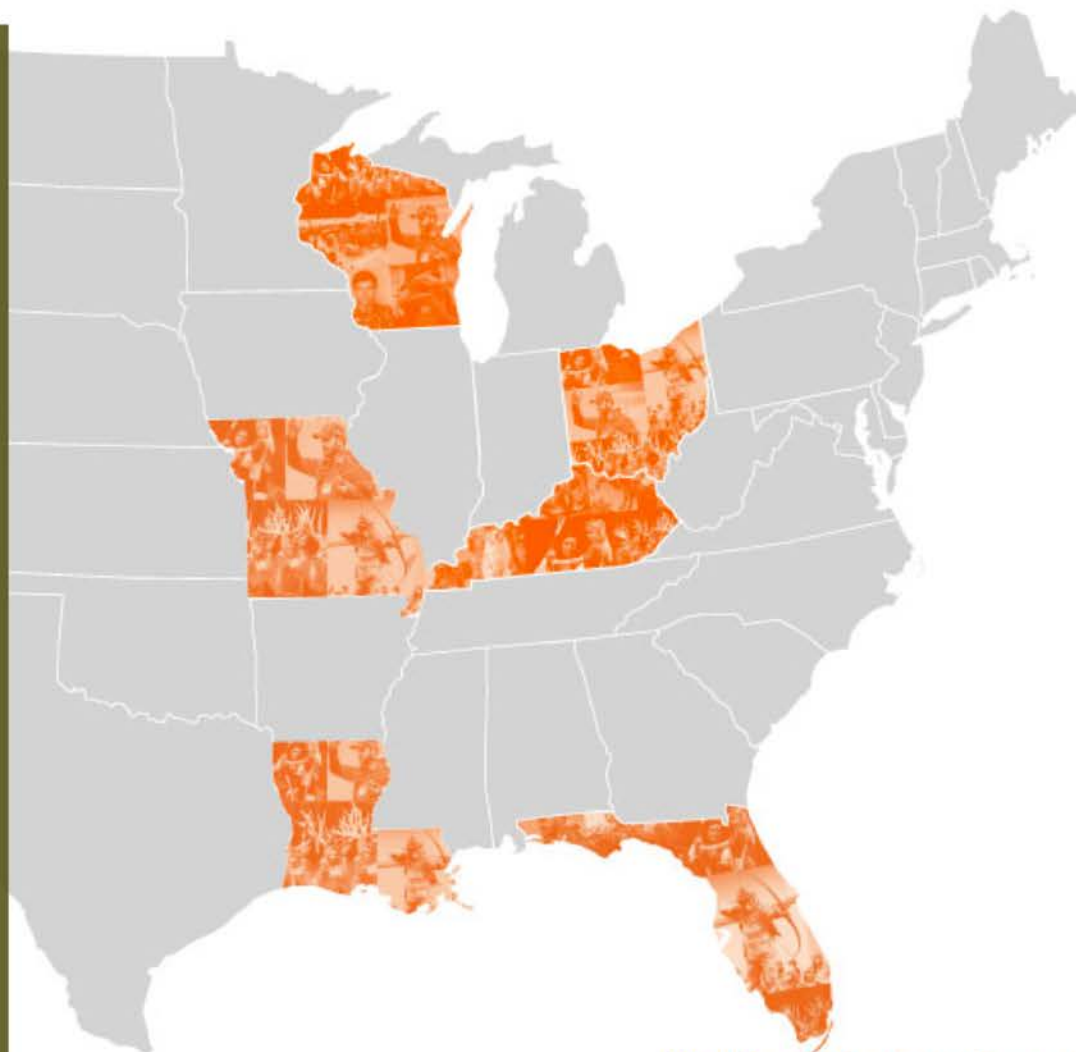
Friday, March 26th – Sunday, March 28th  
Kalahari Resorts & Conventions

## **LAKELAND, FL**

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

## **COLUMBUS, OH**

Friday, July 30th – Sunday, August 1st  
Greater Columbus Convention Center





## MEDIA REACH



# FLORIDA EXPO

**FRIDAY, JULY 24<sup>th</sup> - SUNDAY, JULY 26<sup>th</sup>**  
**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.

Admirer 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 R/F 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 #ATV #Suzuki #SuzukiOffRoad #PolarisPersonalWatercraft #PWC #Yamaha #YamahaOutboards #Intermarc #TurkeyHunting #BigBucks #BowHunting #HuntingLenses #Hamleys #HamleysFamilyFun #StreamLife #BoatLife #BigBuck #BowHunting #HuntingLife #Bowhunter #Hamleys #Hunting #Buck

**FieldAndStreamExpo.com**

**Orally**  
ORALLY

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

👍👎🗨️ 📱 Share 2 Shares

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**MARCH 13<sup>th</sup> - 15<sup>th</sup>  
FRIDAY-SUNDAY**

at the Learning Center in Lansing, MI

**SAVE ON TICKETS**  
FREE admission for kids 12 & under

**FIELD AND TEE TEAM UP.COM**



**DUKE'S BACKYARD**  
Learning Center in Lansing, MI



**DUKE'S BACKYARD**  
Learning Center in Lansing, MI



**DUKE'S BACKYARD**  
Learning Center in Lansing, MI



**DUKE'S BACKYARD**  
Learning Center in Lansing, MI



**DUKE'S BACKYARD**  
Learning Center in Lansing, MI



# FLORIDA EXPO

**JULY 30<sup>th</sup> - JULY 31<sup>st</sup>  
FRIDAY - SUNDAY**  
30<sup>th</sup> Flamingo Club - Las Vegas, NV

**SAVE ON  
TICKETS**  
\*Advance

WALK IN TO ANY  
SHOWING  
FOR  
FREE  
PARKING

**ROGUE AND RUGGED  
REDEFINED**  
IN A SECOND HEART

**ROGUE**  
ROGUE AND RUGGED  
REDEFINED

**RUGGED**  
RUGGED AND RUGGED  
REDEFINED

**ROGUE**  
ROGUE AND RUGGED  
REDEFINED

**RUGGED**  
RUGGED AND RUGGED  
REDEFINED

**OUTDOOR LIFE SURVIVAL EXPO 2012**

**OHIO EXPO**

**SPECIAL GUESTS:**  
 Brad Pittman and Andrew Cernoch  
 & Survivor Channel's Fugitive

**FRIDAY, MARCH 20 - SATURDAY, MARCH 22**  
 at the Ohio Expo Center in Columbus, Ohio

**SAVE ON TICKETS**

Using code **OhioLive** at [RedHeadedSurvival.com](http://RedHeadedSurvival.com) or at participating **Clearly** locations.

**FREE admission for kids 12 & under!**

**2012 annual subscription to Outdoor Life or Field & Stream magazine included with ticket!**

- 1. **100% MONEY BACK GUARANTEE** - If you don't love it, we'll refund you!
- 2. **20 ADULTS** - **CONTESTANT** **AND** **3** **GOES** **FREE!**
- 3. **THE JOURNALS YOU WANT** - **FREE** **Survivor** **Magazine**
- 4. **CONTESTANT** **CONTESTANT**
- 5. **CONTESTANT** **CONTESTANT** **AND** **3** **GOES** **FREE!**
- 6. **CONTESTANT** **CONTESTANT** **AND** **3** **GOES** **FREE!**
- 7. **CONTESTANT** **CONTESTANT** **AND** **3** **GOES** **FREE!**
- 8. **CONTESTANT** **CONTESTANT** **AND** **3** **GOES** **FREE!**
- 9. **CONTESTANT** **CONTESTANT** **AND** **3** **GOES** **FREE!**
- 10. **CONTESTANT** **CONTESTANT** **AND** **3** **GOES** **FREE!**



# WI EXPO

**APRIL 3<sup>RD</sup> - 5<sup>TH</sup>  
FRIDAY-SUNDAY**

**Atlanta Energy Center | Madison, WI**

**FREE admission for NLS 12 & under**  
FREE\* annual subscription to Outdoor Life or Duck & Stream magazine included with ticket



**OUTDOOR LIFE SPORTSMAN EXPO**

**3 SPECIAL EVENTS:** Live & Trapping of Bobcats

**30 ANNUAL COMPETITION** Bring Your Best

**30 BOSSING COMPETITION**

**7 TROPHY DEER CONTEST** Presented by 

**5 TRY BEFORE YOU BUY** Game Demonstrations

**10 ANNUITY FIRE EXHIBITS** All with Live Shooting

**10 EDUCATIONAL DEMONSTRATIONS** All Show Shooting with Live Game Demos

**100+ NEW PRODUCTS** Presentations by 150+ Specialty Suppliers & Dealers

**100+ NEW** Game Hunting with Live Deer Targets

**100+ NEW** Game

**SPECIAL EVENT**  
 All Show Game Shooting  
 at Madison Sports Center



## SAVE ON TICKETS

Ordering online saves **\$20.00** at [outdoorlifeexpo.com](http://outdoorlifeexpo.com)



**SAVE \$20.00**



**SAVE \$20.00**

## 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**

## **FOR MORE INFORMATION**

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