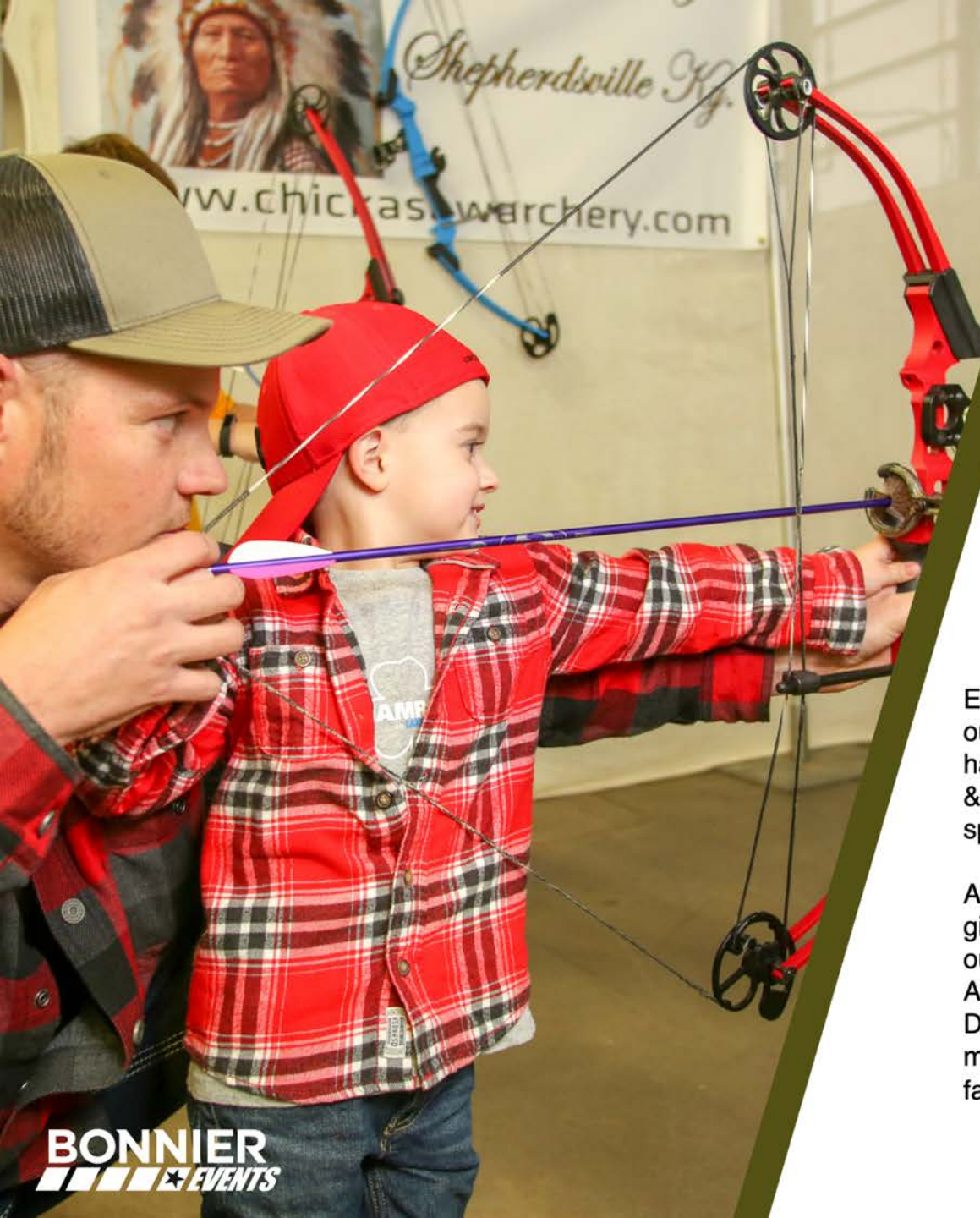




OPEN
SEASON

— *SPORTSMAN'S EXPO*

2022 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



2021 TOTAL
MARKETING
IMPRESSIONS:
95,032,046

60,000+

OPT-IN EMAIL SUBSCRIBERS

3,474,016+

SOCIAL MEDIA AUDIENCE

174,458+

UNIQUE WEB VISITORS PER YEAR

220,403+

PAGE VIEWS PER YEAR

8,238,093+

PRINT PROMOTION

68,692,848+

PR PROMOTION

7,527,806+

BROADCAST PROMOTION

3,674,254+

BILLBOARD PROMOTION

34,000+

DIRECT MAIL REACH

16,500+

EXPO GUIDE REACH

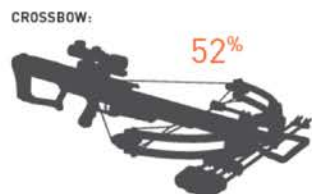
2,919,668+

DIGITAL DISPLAY

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%

EVENTS SCHEDULE

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

PADUCAH, KY

Friday, January 14th - Sunday, January 16th
McCracken County Convention & Expo Center

MONROE, LA

Friday, February 25th - Sunday, February 27th
Monroe Civic Center

OVERLAND PARK, KS

Friday, March 11th - Sunday, March 13th
Overland Park Convention Center

COLUMBUS, OH

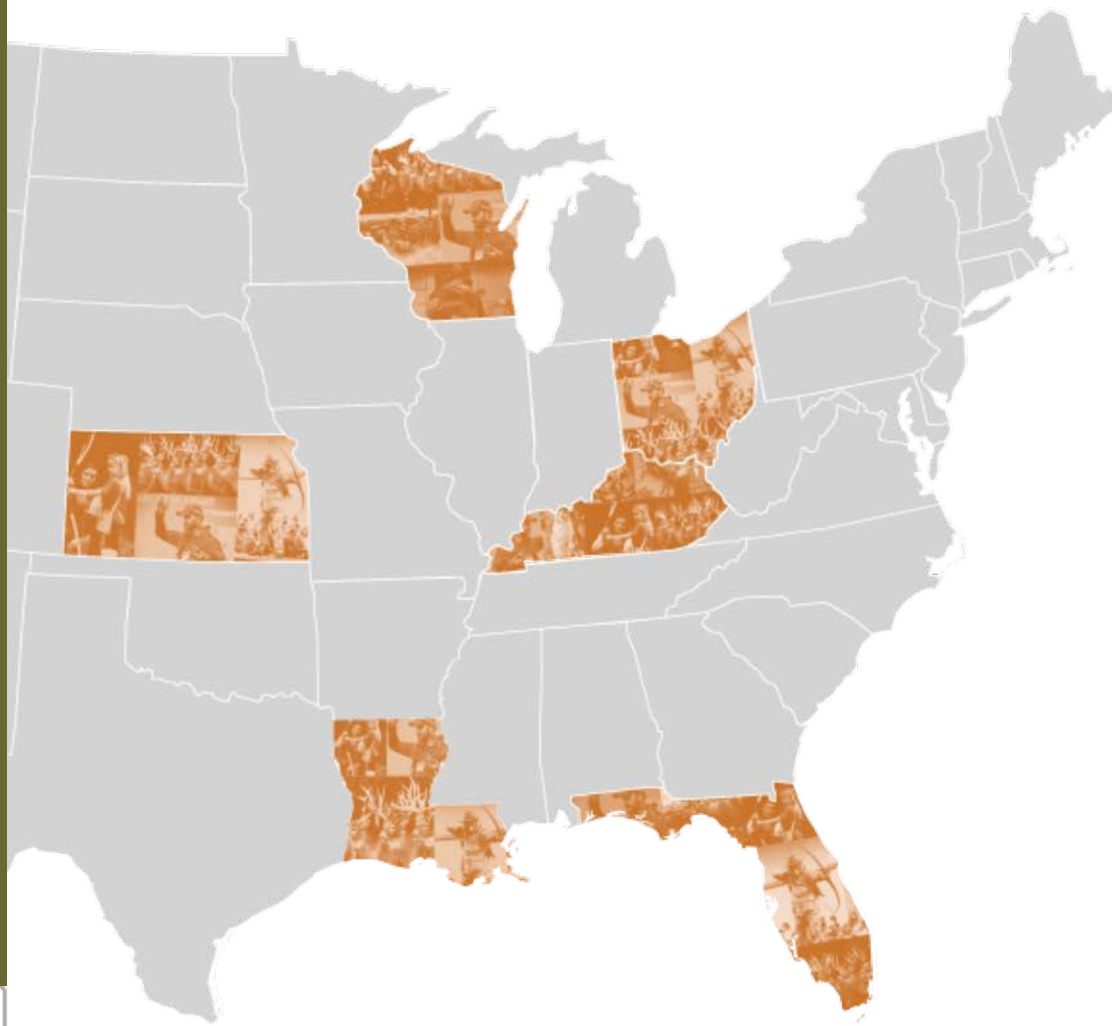
Friday, March 18th - Sunday, March 20th
Ohio Expo Center

WISCONSIN DELLS, WI

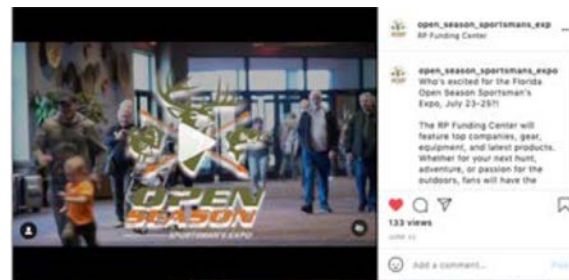
Friday, March 25th - Sunday, March 27th
Kalahari Resorts & Conventions

LAKELAND, FL

TBD
RP Funding Center



MEDIA REACH



PRINT

Sponsor advertising and brand presence through name and/or logo 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

FOR MORE INFORMATION:

FRANK SMITH,
SALES REPRESENTATIVE
717-449-4636
frank.smith@bonniercorp.com

BRANDON CENSKY,
SALES REPRESENTATIVE
262-444-7378
brandon.censky@bonniercorp.com

TINA ROLLINS,
EXHIBITOR SERVICES MANAGER
386-299-2188 | tina.rollins@bonniercorp.com

CHRIS O'HARA,
VERTICAL OUTDOOR DIRECTOR
717-368-7487
chris.ohara@bonniercorp.com

TABATHA HUNSINGER,
MARKETING MANAGER
tabatha.hunsinger@bonniercorp.com

TONY VENEZIANO,
PUBLIC RELATIONS MANAGER
tony.veneziano@bonniercorp.com

KENDALL PERRY,
SOCIAL MEDIA MANAGER
kendall.perry@bonniercorp.com

TOM MYRONIAK,
VP OF MARKETING & COMMUNICATIONS
tom.myroniak@bonniercorp.com