



OPEN ***SEASON***

— ***SPORTSMAN'S EXPO***

Presented by ***PROGRESSIVE*** & ***can-am***

2026 MEDIA KIT



EDUCATIONAL.

ENTERTAINING.

PASSIONATE.

Enjoy all the outdoors has to offer, with the latest in outdoor gear from national and regional exhibitors; hands-on-demo opportunities, numerous entertaining and 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 kid's activities, 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!

openseasonsportsmansexpo.com

BRAND IMPRESSION OVERVIEW

44,000+
ATTENDEES

550+
EXHIBITORS

2
EVENTS

20.1 Million



Television/Radio
6,611,731



Mobile / Digital
714,124



@openseasonsportsmansexpo

Social Media
Facebook / Instagram
3,237,242

60,500+ SOCIAL
MEDIA AUDIENCE

81,000+ ACTIVE
WEB USERS

213,203+ PAGE
VIEWS PER SEASON

6,611,731+
BROADCAST PROMOTION

2,334,644+ PAID
SOCIAL MEDIA

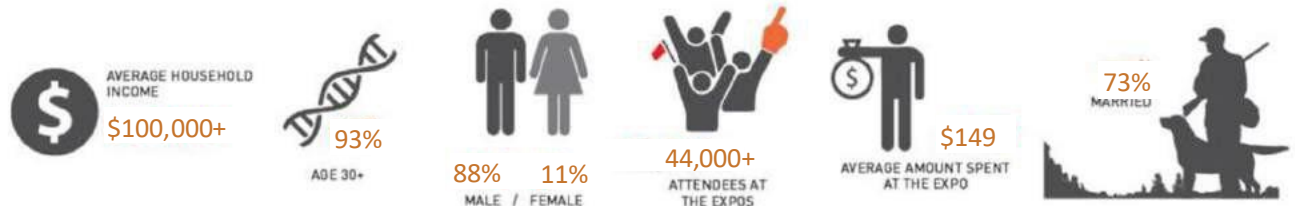
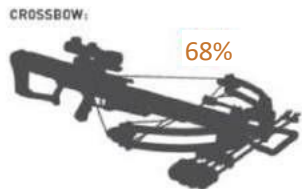
12,500+ EXPO
GUIDE REACH

100,570+ EMAILS
DELIVERED

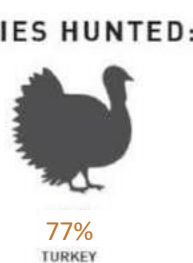
AUDIENCE OVERVIEW

The Open Season Sportsman's Expo attracts 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: 88%



SALTWATER FISHING: 23%



RECREATIONAL SHOOTING: 74%



BOATING: 52%



CAMPING: 56%

VEHICLE OWNERSHIP:

OWN ATV: 52%
CAMPER/RV: 47%
OWN UTV: 52%
OWN TRUCK: 81%
BOAT: 54%

2026 EVENT SCHEDULE

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



COLUMBUS, OH

March 20 – March 22
Ohio Expo Center



WISCONSIN DELLS, WI

March 27 – March 29
Kalahari Resorts & Conventions

MEDIA REACH



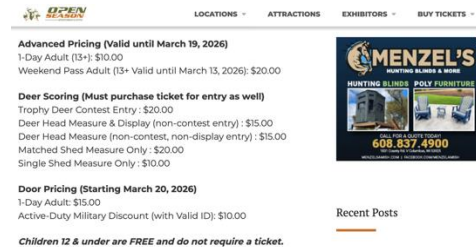
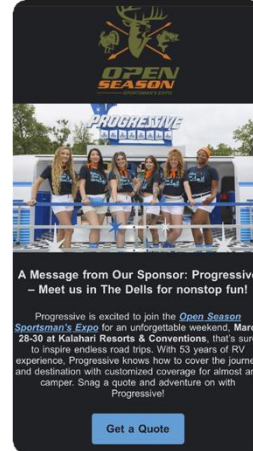
Print Ads



Direct Mail



Digital Ads



Social Content

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.



FOR MORE INFORMATION :

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SALES REPRESENTATIVE

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