



***OPEN***  
***SEASON***

SPORTSMAN'S EXPO

**2023 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 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

**5**  
EVENTS



2022 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

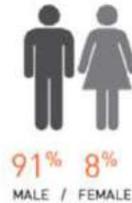
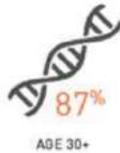
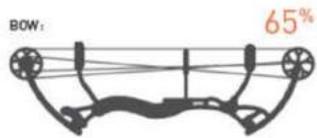
**2,919,668+**

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%**



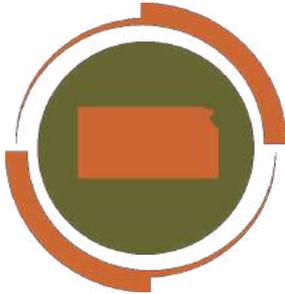
CAMPING: **54%**

## 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



## **OVERLAND PARK, KS**

Friday, March 10th – Sunday, March 12th  
Overland Park Convention Center



## **COLUMBUS, OH**

Friday, March 17th – Sunday, March 19th  
Ohio Expo Center



## **WISCONSIN DELLS, WI**

Friday, March 24th – Sunday, March 26th  
Kalahari Resorts & Conventions



## **LAKELAND, FL**

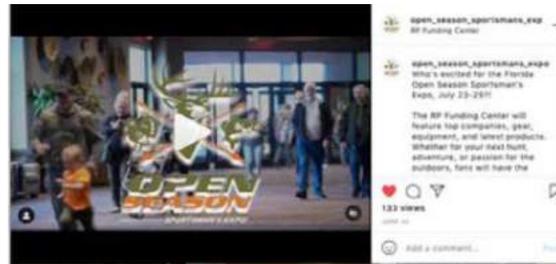
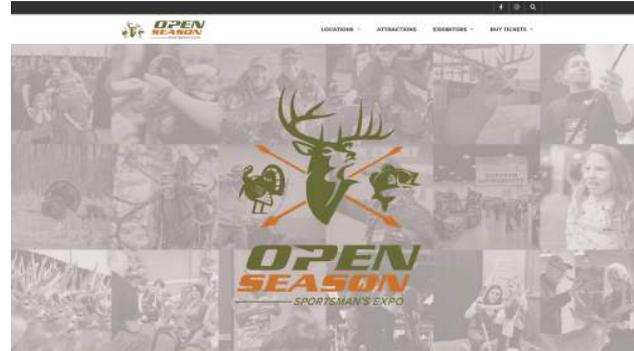
Friday, July 28th – Sunday, July 30th  
RP Funding Center



## **NASHVILLE, TN**

Friday, August 4th – Sunday, August 6th  
Nashville Fairgrounds

# 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.



**FOR MORE INFORMATION :**

**BRANDON CENSKY**

SALES REPRESENTATIVE

262-444-7378

[brandon.censky@bonniercorp.com](mailto:brandon.censky@bonniercorp.com)

**ANDREA BLOOD**

EXHIBITOR SERVICES MANAGER

321-207-8484

[andrea.blood@bonniercorp.com](mailto:andrea.blood@bonniercorp.com)

**CHRIS O'HARA**

VERTICAL OUTDOOR DIRECTOR

717-368-7487

[chris.ohara@bonniercorp.com](mailto:chris.ohara@bonniercorp.com)

**LEAH NERREN**

MARKETING MANAGER

[leah.nerren@bonniercorp.com](mailto:leah.nerren@bonniercorp.com)

**TONY VENEZIANO**

PUBLIC RELATIONS MANAGER

[tony.veneziano@bonniercorp.com](mailto:tony.veneziano@bonniercorp.com)

**TOM MYRONIAK**

VP OF MARKETING & COMMUNICATIONS

[tom.myroniak@bonniercorp.com](mailto:tom.myroniak@bonniercorp.com)