

TalkHunting Magazine Media Kit

TALKHUNTING MAGAZINE & FORUM



The banner features a central image of a buck with large antlers. On the left is the TalkHunting Forum logo, which consists of a red circle with a white crosshair, an arrow passing through the center, and the letters 'T' and 'H' on either side. To the right of the logo is the text: "A 100% 'Family Friendly' forum website with great personalities, contests, hunting championships and monthly prize drawings!" Below this is the text "TalkHunting Forum" and the slogan "If you can't be hunting... be here!". On the right side of the banner, the words "TalkHunting Magazine" are written in a large, red, serif font. Below this is the text: "TalkHunting Magazine is an online magazine publication that is written, created and published every other month. This magazine is free for public viewing and is created to inform, educate and entertain hunters from around North America".

www.talkhunting.com

info@talkhunting.com

(334) 239-3584

What is TalkHunting?

TalkHunting is a two "bang for the buck" kind of publication. First, TalkHunting is an online magazine publication that is written, created and published 3 times per year. This magazine is free for public viewing and is created to inform, educate and entertain hunters from around North America. Secondly, TalkHunting is one of the cleanest, friendliest & fastest growing hunting forums in the country. Where other forums allow all kinds of fighting, bashing and foul language, our forum is 100% family friendly and is closely monitored. Its just a safe, friendly place to talk about the outdoors.

TalkHunting.com is designed specifically for hunters. In other words, the exact clientele you are trying to reach. These men and women come to our magazine, our forum, and listen to our podcast, many on a daily basis, to talk to each other, give their advice and opinions as well as to read the advice and opinions of others. We are informative and 100% family friendly and this is why we are growing every month!

Why should you spend your advertising dollars online instead of TV or printed media?

- TV - In order for people to see your advertisements on TV, several things have to come together. They have to be home. They have to be watching TV. They have to be watching that particular show at that particular time and they have to be willing to watch the commercials. That 's a lot of things that have to happen. If they DVR the show, they generally skip the commercials. TV ads are very expensive and have a limited reach.
- Printed Media - In order for people to see your advertisements in printed media, they have to be where they can read that magazine (mostly at home). How many magazines do you get that you never find time to read? Probably a lot. Printed magazine ads are expensive and people have to pay (subscription fees) to read your ads.

Internet based advertising is available 24/7 and will be seen while the reader is at work, home, and on mobile devices. Also, Internet based advertising lets the reader click on your ad and go straight to your website. Try that with a TV or magazine ad....

Advertising / Sponsorship Packages

We have two methods in which companies can advertise on TalkHunting; Paid Advertising or Sponsorship. Paid Advertising is the standard form of advertising most people are used to. We will place banners for your company at strategic locations on our website for a small fee. There are several advertising packages to fit all budgets. With a Sponsorship, companies supply us with their products in exchange for us placing banners for their company at strategic locations on our website. There are several options for each method of advertising. If you elect to advertise with us with through a sponsorship, we give these products or services away in a multitude of ways. So, not only does the sponsor get banners on our site but they also get their products in the hands of people who will talk about them on the forum, the magazine and to their family and friends.

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Advertising Packages *(fee based advertising)*

Package A:

\$100 per month (12 month contract)

\$150 per month (6 month contract)

Ad Locations:

TalkHunting Magazine Ads

800 X 90 rotating banner on bottom of every page

300 X 100 rotating banner on top of right column on every page

Listed in a sponsor list at the bottom of every page

590 X 145 rotating banner on top of every article and every blog page

Weather Page

Listed in the Sponsor list located in the main part of the page

TalkHunting Forum Ads

Every Page - 750 X 60 Rotating banner at the bottom of the page (approx 16000 locations)

2nd Forum Page - 750 X 60 Rotating banner at the top of the page (approx 150 locations)

3rd Forum Page - 750 X 60 Rotating banner at the top of the page (approx 16000 locations)

Package B:

\$65 per month (12 month contract)

\$85 per month (6 month contract)

Ad Locations:

TalkHunting Magazine Ads

300 X 100 rotating banner on top of right column on every page

Listed in a sponsor list at the bottom of every page

250 X 50 rotating banner on top of every article and every blog page

Weather Page

Listed in the Sponsor list located in the main part of the page

TalkHunting Forum Ads

Every Page - 750 X 60 Rotating banner at the bottom of the page (approx 16000 locations)

3rd Forum Page - 450 X 60 Rotating banner at the top of the page (approx 16000 locations)

Package C:

\$45 per month (12 month contract)

\$55 per month (6 month contract)

Ad Locations:

TalkHunting Magazine Ads

Listed in a sponsor list at the bottom of every page

250 X 50 rotating banner on top of every article and every blog page

Weather Page

Listed in the Sponsor list located in the main part of the page

TalkHunting Forum Ads

Every Page - 250 X 50 Rotating banner at the bottom of the page (approx 16000 locations)

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Sponsorship Packages (product based advertising)

Sponsorships

With this form of advertising, companies supply us with their products in exchange for us placing banners for their company at strategic locations on our website. There are several options for this method of advertising. If you elect to advertise with us with through a sponsorship, we give these products or services away in a multitude of ways. So, not only does the sponsor get banners on our site but they also get their products in the hands of people who will talk about them on the forum, the magazine and to their family and friends.

Sweepstakes Sponsor:

TalkHunting has two major sweepstakes each year. One is centered around a turkey hunt and the other around a deer hunt. TalkHunting members sign up for this drawing and the lucky winner will get a free hunt as well as a ton of free gear and services. The gear and services are given to us by companies such as yourself in exchange for advertising.

Deer & Turkey Championship Sponsors

Each year, many of our members participate in our turkey and deer hunting championships. Prizes are donated by these types of sponsors in exchange for advertising.

Pro Staff Sponsorships

Products are donated to our Pro Staff for them to use and write about. We offer advertising in exchange for these products.

Forum Section Sponsorships

Some companies may want to sponsor a particular section (board) on our forum. For example, you may want to sponsor the " Deer Hunting " section or the " Trail Cam " section and have your advertisements located there. For more info on these types of ads, visit www.talkhuntin.com/ads/sectionads.pdf

All sponsorships are custom designed. If you are interested in becoming a sponsor, just contact us at info@talkhunting.com and we can discuss some options based on what products you want to use as payment.