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KEEP FOR JUST TRYING **THC!****

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[www.thehuntingchannelonline.com](http://www.thehuntingchannelonline.com)

# HUNTING 24/7



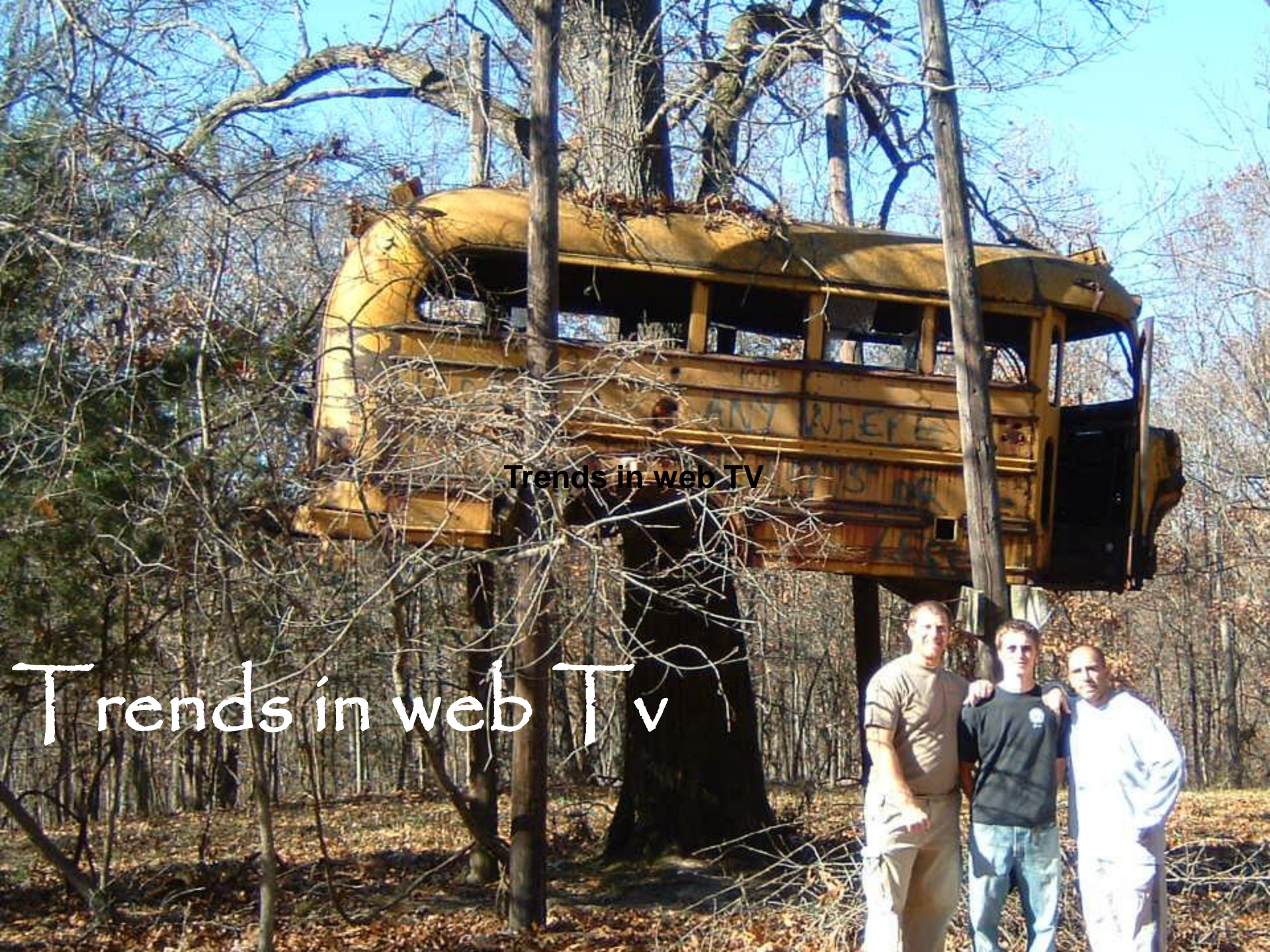
The Hunting Channel Online is the oldest most recognized web based TV network and hunting club on the web. We pioneered the concept of Online Hunting TV. An while there have been others that have came and gone in the past 10 years we continue to move forward and grow with the industry and our viewers.

Our goal is to serve our members and visitors first with excellent programming, up-to-date product reviews, hunting tips and much more. These are just a few of the reasons Thehuntingchannelonline.com is the most innovative hunting site on the Internet today. The internet industry keeps reaching new heights and with all the new mobile technology growing today people are surfing the net more then ever. With this, there is a growing trend of web based TV and thehuntingchannelonline.com is at the forefront of this movement. We want to be a part of every sportsman/sportswomen's daily programming.

Thehuntingchannelonline.com is increasing services and outreach to the hunting industry. We see great opportunities among hunting product manufacturers and outfitters for greater utilization of the Internet. The internet is a low cost and very efficient way to establish a higher degree of brand awareness and loyalty among an already loyal group of customers. Moreover, web based TV has a far greater outreach then conventional TV. Reaching hunters all over the world anytime of the day.

We are in the age of instant gratification, consumers want to research, buy and even view on there own time. Thehuntingchannelonline.com will provide this portal for hunters. No more missing they're favorite shows. no more hoping around searching for the best products, and no more searching for up to date hunting tips.





Trends in web TV

Trends in web TV





**The Hunting Channel**

**JOIN FOR JUST  
A "BUCK" A MONTH!**

[www.thehuntingchannelonline.com](http://www.thehuntingchannelonline.com)

**HUNTING 24/7**



There is a growing trend for internet based TV. Mobile technology coupled with human nature to have instant gratification is driving many companies to grow "Web TV". The hunting channel's founder dreamt up the concept because he was frustrated with the availability of hunting shows, the times they aired, and the amount of commercials associated with them.

With web TV people can watch "their shows" anytime anyplace they want no more rushing home from work to catch your favorite show, no more missing a show because you have to go to a dinner, it's here and now, it's wherever, whenever. As we advance through time less and less people are sitting in front of the TV, there is simply no time. We are working longer hours and our free time is spent on a multitude of other activities. Even radio station are streaming there shows on the web. That is why we have brought you The hunting channel online, we need to keep up with the times, in order for our industry to stay on track. We need meet our followers needs by giving them access to our shows.



- Available in every household, office, room, etc. virtually anywhere there is a Computer, Smartphone and the Internet, we are viewed internationally 24/7.
- The majority of our programming focuses on hunting. We do not clutter our programming with extreme sports or cycling as hunting is what we do and we do it best!
- Reach Qualified viewers: Don't gamble on the fact you will reach your target audience, find customer who are searching for you
- Enjoy the power of direct marketing
- Join affiliate programs that package your products with others for larger marketing power
- Product Placement and usage by well known professionals at a fraction of the cost.



# Why Advertise With Us

With the power of the internet, you can now reach hundreds of customers daily searching for hunting products, hunting forums, and videos. Moreover our large member base will be exposed to your company on a daily basis visually and audibly each time they access the site (in all areas of the site) and our members will be exposed to emails with specials and discounts from your company exclusively through our site.

**Visibility:** The Hunting Channel is committed to using a wide range of marketing tools to bring visitors to the site, so you don't have to do the work. By just advertising with The Hunting Channel – you will be strategically placed in the direction of your target market.

**Our Partnerships:** Our affiliate program allows us to have the power to generate high traffic to our site and ultimately to your products. Also The Hunting Channel is aggressively working to create partnerships with other hunting, fishing, and outdoor sites to generate an even greater flow of traffic to our site.

**Accessibility:** Intuitive navigation, creative planning and extensive testing means The Hunting Channel web site is not only the most innovated site of it's kind but it works the most efficiently. Thus allowing potential members/customers to surf freely without getting lost in the what we like to call multiple page trap.

**Exposure:** What good is a site if it can not be found? So, this is why The Hunting Channel website can be found in:

**Niche-market magazines** – Look out for us in major hunting magazines.

**Online directories** – We have a presence in numerous different directories. Search engine websites (i.e. Google, yahoo, msn etc) – Being listed on the first page of search results is an ongoing process; The Hunting Channel is continually optimizing its' site with its' own search engine team.

**Sportsman's trade shows** - we attend all trade show in our region to gain some face time with would be members/customers.

**And on TV:** Our partner ships give us a wide variety of exposure on satellite and cable networks



# Why Advertise With Us

**Low cost:** The internet is a low cost and very efficient way to establish a higher degree of brand awareness and loyalty among an already loyal group of customers. Moreover, web based TV has a far greater outreach than conventional TV, reaching hunters all over the world anytime of the day.

**Target Marketing:** The Hunting Channel continually conducts polls for our members and our casual visitors to complete, with this data we are always one step ahead of the market, we know what our consumer want, what they need and what they are using.

**Qualified Market :** When you advertise with THC, you are capturing the eyes of qualified consumers, our members have paid to be part of the organization, they have joined to receive discounts on your products. We have gone to great lengths to build a following of loyal members whom are captivated by what we have to offer.





## Consumers When viewing online video:

- 67% say the advertising does not get in their way
- 68% purchased products online in the past three months
- 26% purchased products offline they saw advertised online.
- 29% purchased products online that they saw advertised offline

## Other Related Facts:

- 65% of all participants prefer to shop online for hunting gear.
- 100% watch shows hoping to gain more knowledge from the Pros
- 67% are more likely to buy a product they have seen being used by a pro in real life situations.
- 95% are more likely to purchase that same product if it is used in a “how to” or “tips” situation.





# Did You Know?

## That Advertising on THC

You can drive engagement and awareness with targeted placements within premium video content.

### Benefits

- \*Engage the THC community through placements within TV shows themselves
- \*Premium partner content provides desirable high-profile placements on front page player
- \*Reach your desired audience by targeting placements to specific content

### Features

- \*Animated Flash Overlay where community members are watching – right in the Tv Show player
- \*User-initiated How to Video spotlighting your products
- \*Custom Click-through URL drives users to a brand page (e.g., a company website or a Brand



# BY THE NUMBERS



- **THC Stats (US)**

- **#1 hunting entertainment site on the Internet rated by our members for ease of use and show quality**
- **52k unique monthly visitors**
- **Each user spends an average of 4hrs on the site each week**
- **6,000+ members and growing**
- **50,000 video streams per month avg.**

**PROJECTED MARKET SIZE (For March 2014)**

<b>Average Monthly Traffic.....</b>	<b>225,351</b>
<b>Average Subscribed Members.....</b>	<b>24,788</b>



# There are many ways to advertise on the Hunting Channel:

1. Banners through out site:
2. Tip of the Week program
3. Front page commercials
4. Sponsor our show and get cable/satelite TV exposure as well
5. Product Giveaways and Contests
6. Product reviews

Starting at: \$1000 yearly

Starting at: \$2500 yearly

Starting at: \$2500 yearly

Starting at: \$1000 per quarter

Talk to our sales staff

Talk to our sales staff





# White Sheet

- Banner ads: we have strategically placed banner ad slots available to purchase on a yearly basis. Either by randomized or permanent selection.
- Tip of the week program is our flagship marketing vehicle starting at \$2500 for THC only and \$3,500 for syndicated
- Front page Commercials run your commercial or have us produce a commercial for you that will run on our member home page randomly for an entire year \$2,500 plus production if needed
- Sponsor our show we air our TV show on various networks on and offline sponsorship start as low as \$1000 as for a media kit
- Want to have your product reviewed by some of the worlds best?....We will put your product through the test and give you an honest review if it passes we will include a review in our highly sought after blog and send out a press release through our social networks we do not guarantee a favorable review, however we will not release an unfavorable review.
- Gain exposure by donating product for weekly giveaways