

RANGE 365

2020 MEDIA KIT



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MISSION



Range 365 makes shooting safe, accessible, and fun to everyone—new and experienced shooters alike. Our lineup of veteran shooting instructors, hunters, and firearms experts cover everything, from what guns and ammo to buy, to shooting tips, to gun history. The time you spend on our website and social changes is the next best thing to a day at the range.

DAVID MACCAR

Range365 Content Editor

EDITORIAL OVERVIEW

Range365 is a digital brand that provides news, information, and advice for shooters of all walks of life and skill levels. Key initiatives in 2020 include:

- **Women in the Shooting and Self-Defense World.** A series of features and instructional content, mostly written by our female contributors, will explore the impact women are having through competition shooting and self-defense organizations, as well as the market of specialized gear that has emerged for both female competitors and concealed carriers and the companies that produce the products. This content will also delve into the growing industry of women-specific self-defense and firearms training available at various locations in the U.S.
- **Shooting How-To, Gear Reviews, and “Infotainment.”** We’ll produce weekly web stories focused on the latest gear and tools for hunting and shooting, along with how-to tips on how to use them along with features about gun culture and firearms in pop culture and ways to have a richer, more fun range experience.
- **Instructional Content Packages** We will use our excellent stable of writers, many of whom are shooting instructors and hunters, to create packages of service content explaining every facet of a particular topic, such as Shotguns and Ammo for Waterfowlers, providing new shooters with an indispensable resource as they navigate types of shooting that are new to them and help break down those barriers of entry. These packages will feature rich, step-by-step instructional photos, diagrams, and videos for a dynamic experience.
- **Concealed Carry and Self-Defense Training Content -** Dedicated features that will provide quality, well-researched, and expert driven instruction, gear reviews and recommendations, and training regiments that specifically address concealed carry and self/home defense scenarios.

WEBSITE CHANNELS

- Range Life
- Shoot Better
- Gear Up
- Hunt
- Protect
- Gun Games
- Gun Reviews
- Guns 101
- Videos

TOP SEARCHED KEYWORDS

- 6.5 Creedmoor
- .224 Valkyrie
- Range365
- .22 Rifle
- Best .22 Pistol
- Mossberg Shockwave
- Gun Reviews
- Revolvers
- Handguns for Women
- Handgun Reviews

BRAND OVERVIEW

DIGITAL

AVG. MONTHLY UV: **394,794**
AVG. MONTHLY PAGE VIEWS: **2,351,167**
TIME SPENT PER VISIT: **3 Minutes**
NEW VISITS: **95%**
MOBILE TRAFFIC: **66%**

EMAIL

E-NEWSLETTER SUBSCRIBERS: **12,500**
E-BLAST SUBSCRIBERS: **10,000**

SOCIAL



90.3k+
followers
(**72%** women)

DIGITAL DEMOGRAPHICS



56%
Att/Graduated
College

58%
Employed

78%
Married/
Partnered

24%
Any Kids
Under 18

31%
Served in
Armed Forces

87%
MALE



GENDER
DIGITAL READER



13%
FEMALE

DIGITAL CAPABILITIES



DIGITAL CAPABILITIES

DISPLAY

Standard and large IAB banner inventory across device types. We provide an array of targeting options including geo and site section.

- Standard
- High-Impact
- Mobile

VIDEO UNITS

Video messaging. Distribute brand video that is 15 seconds or longer.

- Pre-roll
- Outstream
- Native

EMAIL

Editorial newsletter sponsorships and dedicated partner emails. Reach some of our most engaged audiences.

Dedicated Partner E-blasts

10,000 subscribers

- 100% custom partner messaging (*client-provided or Bonnier-created*)
- Available on Monday, Tuesday, Thursday, Saturday, and Sunday

E-Newsletter Sponsorships

12,500 subscribers

- 728x90 and/or 300x250 sponsorship of our editorial newsletter
- Option for native inclusion in email content
- Available on Wednesday, and Friday

NATIVE

Ads that look like editorial and are marked as sponsored. Drive directly to your site, distribute your content in our site framework, or let our team create the content for you.

- Video
- Display

SOCIAL

Sponsored posts or brand ads from our page handles.

- Facebook
- Instagram
- Twitter

CUSTOM CONTENT

Brand name or product integrations in editorial. Or partner with us to create branded content, which we will help distribute, and that you can own and use on your brand properties.

- Video
- Articles
- Photography

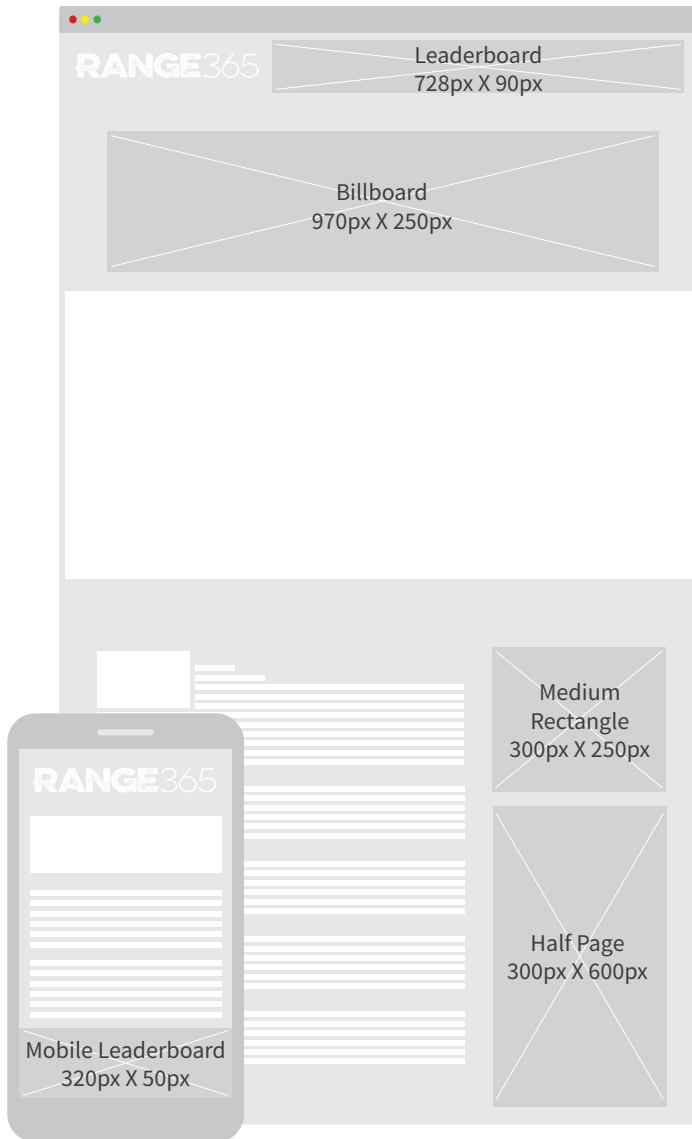
Distribution Types Available

- Published to range365.com; promoted editorially and via Native ads
- Promoted in Range365's editorial email newsletters and dedicated partner e-blast(s)
- Facebook native video posts and amplification
- Facebook link posts for written content and amplification
- Instagram native video posts and amplification
- Instagram photo posts and amplification
- Print advertorials
- *And more*

A family-friendly how-to website that teaches new shooters about what guns to buy and how to shoot them.



DIGITAL SPECS



FILE AD SPECIFICATION

CREATIVE NAME	AD SIZE
Leaderboard	728px X 90px
Billboard	970px X 250px
Medium Rectangle	300px X 250px
Half Page	300px X 600px
Mobile Leaderboard	320px X 50px

STANDARD GUIDELINES

These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)

- DoubleClick for Publishers (DFP) is used to serve all Bonnier Corp advertisements
- There is a minimum a of 48-hour turnaround time once all creatives are submitted to Online Advertising Operations
- All ad units must launch a new browser window when clicked on
- All standard ad types are accepted (JPG, GIF, HTML) except where noted

FILES

- File Types Accepted: jpg, gif, HTML
- Initial Load Size: 200K
- Polite Load Size: 300K*
- Complete Load Size: 120K*

* Polite and Complete download only apply to creatives served via a third party

EXPANDING ADS

- 728x90 expands to 728x225 (down)
- 300x250 expands to 400x350, 300x600, 600x250 (left)
- 300x600 expands to 600x600 (left)

PUSHDOWN

- 970x90 (non-expanded)- 200k
- 970x250 (expanded)- 300k
- Controls: Expanded must be user initiated
- Expanded Panel must include a close button
- Expanded Panel must close on mouse off

MOUSE OVER / MOUSE OFF

- Ad should expand upon mouse over or click-on-expand button
- Ad should retract upon mouse off or clicking a close button. If the ad expands with user click, the panel still must retract when mouse is removed.
- Any sound should be user initiated by click, not mouse over

DIGITAL SPECS

SOCIAL

Facebook, Instagram integration opportunities available

APPROVED THIRD PARTY AD TAGS

Below is a list of the most commonly used third party vendors. For a complete list of approved vendors, please contact range365.com. Bonnier has the ability to serve additional third party tags that are not on the list of approved vendors but may not be able to track clicks.

- Sizmek
- Campaign Manager
- Bluestreak
- (formerly Doubleclick)
- Flashtalking
- Interpolis
- Etc.

ANALYTICS

Integrated with Moat Analytics for viewability, attention metrics, and verification.



THIRD PARTY SPECIFICATIONS

- Third Party tags should be served via JavaScript ad calls
- Internal Redirect (InRed) format should be provided for Campaign Manager tags
- Audio must be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Frame rate per second should not exceed 18 fps
- Animation length should not exceed 15 seconds

RICH MEDIA GUIDELINES

- 3 loops + 15 sec animation (3x/15 seconds)
- Additional Video File Size: 2.2 Mb

E-NEWSLETTER

(SPONSORED EDITORIAL CONTENT) SUBSCRIBER SIZE: 7,000

- 728x90 and 300x250
- File size cannot exceed 200k
- Standard gif or jpg only. No rich media will be accepted
- Click-tracking URL's and impression pixels ONLY for tracking purposes

E-BLASTS

(COMING SOON)

- Max pixel width 650. Size recommend as standard is 569
- All images are jpg and gif format with layered files or removable text
- Max small file 50k including images
- Requires: subject line, seed list, click-tracking URL
- Delivered in HTML or PSD format

PRE-ROLL

- Video Dimensions: At least 640px wide
- Video File Type: MP4, MOV, VAST tag
- Max Video File Wt.: 2 Mb
- Aspect Ratio: 16: 9
- Target Bit Rate: 400 kps
- Animation Length: 15 seconds
- Looping Frame: 29.97 fps
- Lead Time: 5 days prior to launch
- Additional Notes: *VAST/VPAID creatives accepted (*linear format only, no companion units, cannot contain Flash elements*)

HIGH IMPACT UNITS

The following units are available and their specs can be provided upon request.

- 970x250 Enhanced Video Billboard
- 970x250 or 300x600 Carousel (*w/ Video Option*)
- 300x600 Halo (*w/ Video Option*)
- Native Ads, Native Video Ads
- Outstream Video
- High Impact Mobile Units Expanded Panel must include a close button
- Expanded Panel must close on mouse off

***Range 365 is your
one-stop resource for
gun-related information,
including gun safety,
gear, shooting and
hunting tips, and so
much more.***



TERMS & CONDITIONS

The following are certain general terms and conditions governing advertising published in *Range365* (the “Brand”) published by Bonnier Active Media (the “Publisher”).

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.

2. All advertisements and their content are subject to Publisher’s approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.

3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher, except as specified in a signed contract, and are based on combined print and digital circulation. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

4. Cancellation or changes in orders may not be made by Advertiser or Agency after specified closing date or digital campaign launch date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or Agency. In the event of cancellation, Advertiser and Agency agree to reimburse Publisher for any unit-related outside production costs incurred prior to cancellation.

5. Positioning of advertisements is at the discretion of Publisher except where request for a specific position is granted, in writing, by Publisher.

6. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of god, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner. Any claim for under delivery not asserted within one year of insertion is waived.

7. Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and Agency agree to pay reasonable attorney fees, expenses, and costs incurred in connection with collection of all monies due.

8. Advertiser and Agency warrant that they are properly authorized to publish the entire content and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses, and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by Advertiser and Agency that they have obtained written consent of the use of the name, likeness, and/or testimonial of each and every living person which is contained therein. Advertiser and Agency agree to indemnify and hold Publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement as provided by Advertiser or Agency.

9. Creative work produced by Publisher remains the sole property of Publisher.

10. Until credit is approved, Advertisements are run on a prepaid basis only.

11. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned Advertiser discounts.

12. Special advertising production premiums do not earn any discounts or agency commissions.

13. The Brand is subject to the *Range365* 2020 issue-by-issue tally (IBIT) pricing system.

CONTACT INFORMATION

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