



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

— *SPORTSMAN'S EXPO*

**2022 MEDIA KIT**



**EDUCATIONAL.**  
**ENTERTAINING.**  
**PASSIONATE.**

Enjoy all the outdoors has to offer, with the latest in outdoor gear from national & regional exhibitors; hands-on-demo opportunities, numerous entertaining & 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

**6**  
EVENTS



2021 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

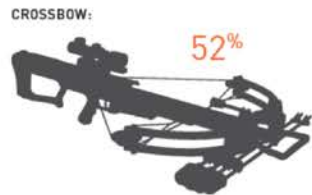
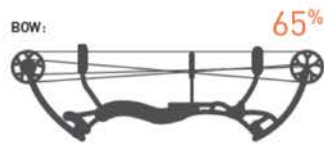
**2,919,668+**

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.

## **PADUCAH, KY**

Friday, January 14th - Sunday, January 16th  
McCracken County Convention & Expo Center

## **OVERLAND PARK, KS**

Friday, March 11th - Sunday, March 13th  
Overland Park Convention Center

## **COLUMBUS, OH**

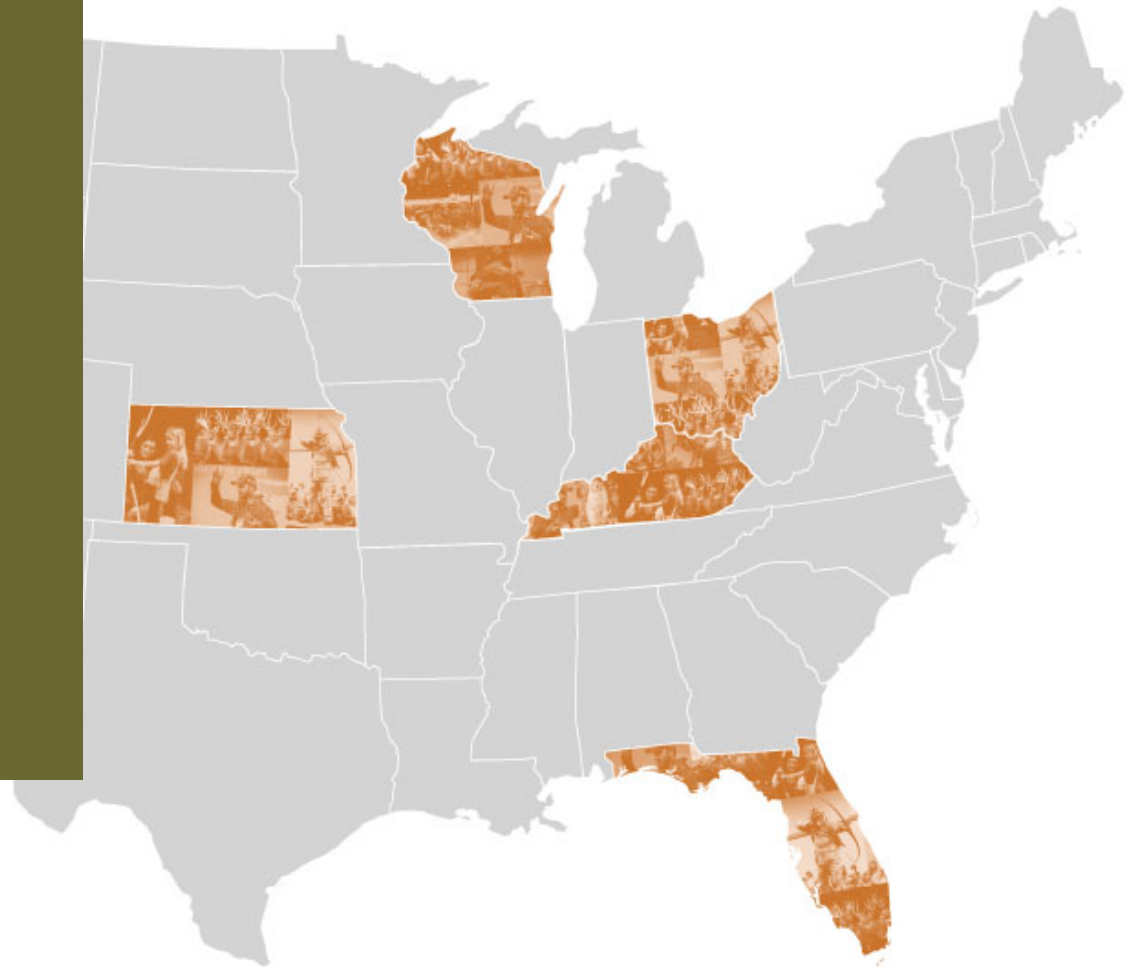
Friday, March 18th - Sunday, March 20th  
Ohio Expo Center

## **WISCONSIN DELLS, WI**

Friday, March 25th - Sunday, March 27th  
Kalahari Resorts & Conventions

## **LAKELAND, FL**

Friday, July 22nd - Sunday, July 24th  
RP Funding Center







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**FOR MORE INFORMATION:**

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