



OPEN
SEASON

SPORTSMAN'S EXPO

2025 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

45,000+
ATTENDEES

1,400+
EXHIBITORS

3
EVENTS



2024 TOTAL
MARKETING
IMPRESSIONS:
12.2 Million+



@openseasonsportsmansexpo

60,500+

SOCIAL MEDIA AUDIENCE

83,000+

ACTIVE WEB USERS

215,403+

PAGE VIEWS PER SEASON

3,237,242+

SOCIAL MEDIA IMPRESSIONS

8,260,594+

BROADCAST PROMOTION

3,248,595+

PAID SOCIAL MEDIA

16,500+

EXPO GUIDE REACH

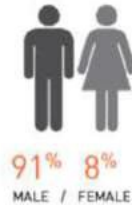
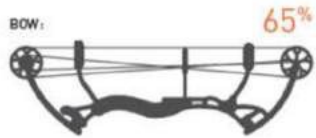
1,332,624+

DIGITAL DISPLAY

AUDIENCE OVERVIEW

The Open Season Sportsman's Expo attracts 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



COLUMBUS, OH
March 14 – March 16, 2025
Ohio Expo Center



WISCONSIN DELLS, WI
March 28 – March 30
Kalahari Resorts & Conventions

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 :

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BONNIER
WE ARE OUTDOOR ADVENTURE