

Guns Classifieds NETWORK

MEDIA KIT

OUTDOORS-INDUSTRY DISPLAY ADVERTISING
NETWORK INFORMATION AND PERFORMANCE DETAILS

A LARGE NETWORK OF INDIVIDUAL CLASSIFIEDS WEBSITES IN 42 STATES AND GROWING

SELLERS

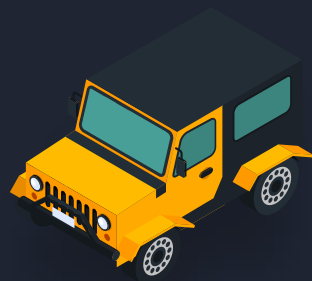
Can create free accounts
and list their ads on the
platform at no charge.

BUYERS

Can freely browse all ads
and contact sellers to
work out a purchase.

BUSINESSES

Have highly affordable
banner advertising
options available.



**HIGH REACH
LOW CPM**

A DIFFERENT TYPE OF ADVERTISING NETWORK

HIGH IMPRESSIONS / LOW COST

Think of our network like the perfect blend between traditional radio (hammering ads out repeatedly for name recognition) and targeted CPM banner displays (measuring your overall impressions and clicks).

Our classifieds-style business model means users are quickly browsing a large number of ads, providing an incredibly high amount of impressions vs typical comparative clicks (**at a fraction of the cost**).

Ad Impressions



100%

Ad Clicks



65%

Cost



10%



RESPONSIVE ADS ON EVERY DEVICE

All advertisers get TWO large ad sizes/formats to maximize best possible coverage (and we can create your ads if needed):

- **Horizontal Ad** (800x110) for top/bottom on tablets and desktops
- **Vertical Ad** (300x600) for left sidebar on desktops/tablets and the primary size for all mobile devices (phones)

MOBILE

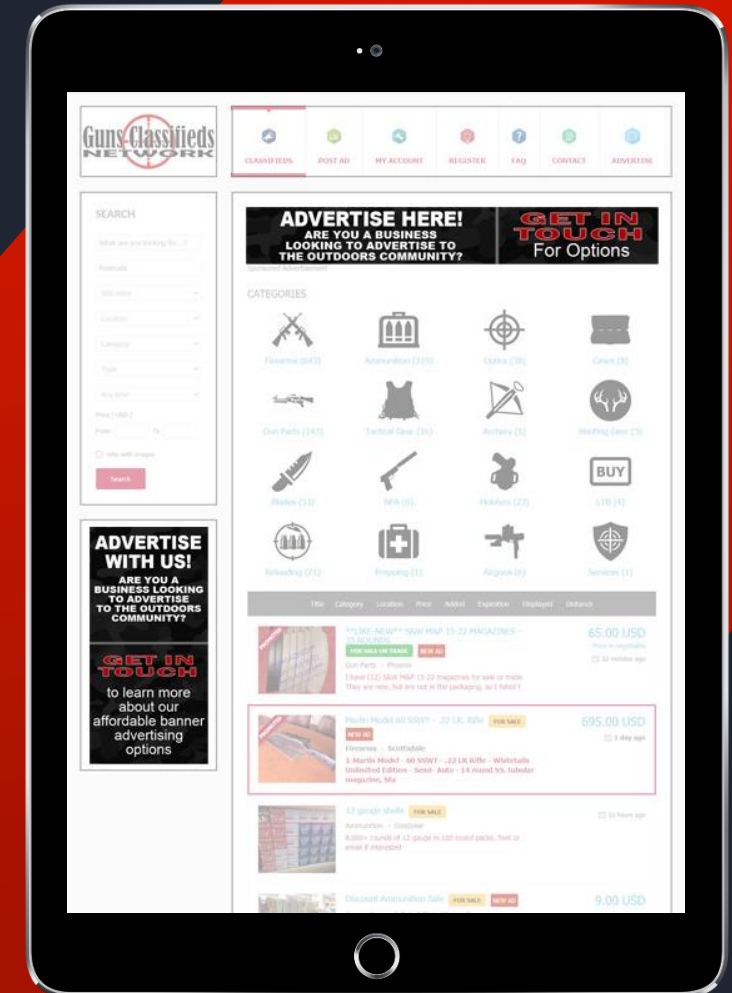
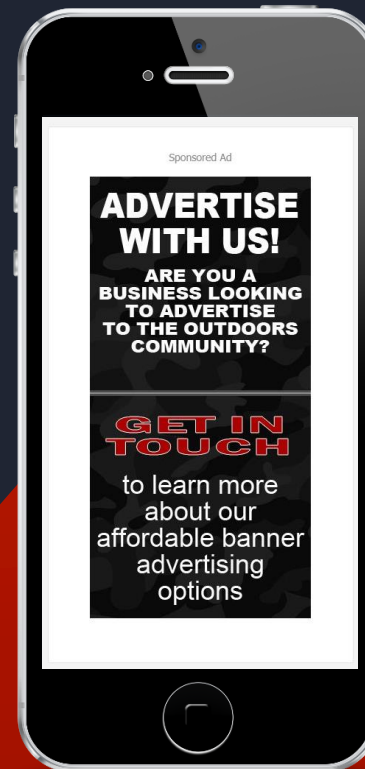
100%
RESPONSIVE

TABLET

100%
RESPONSIVE

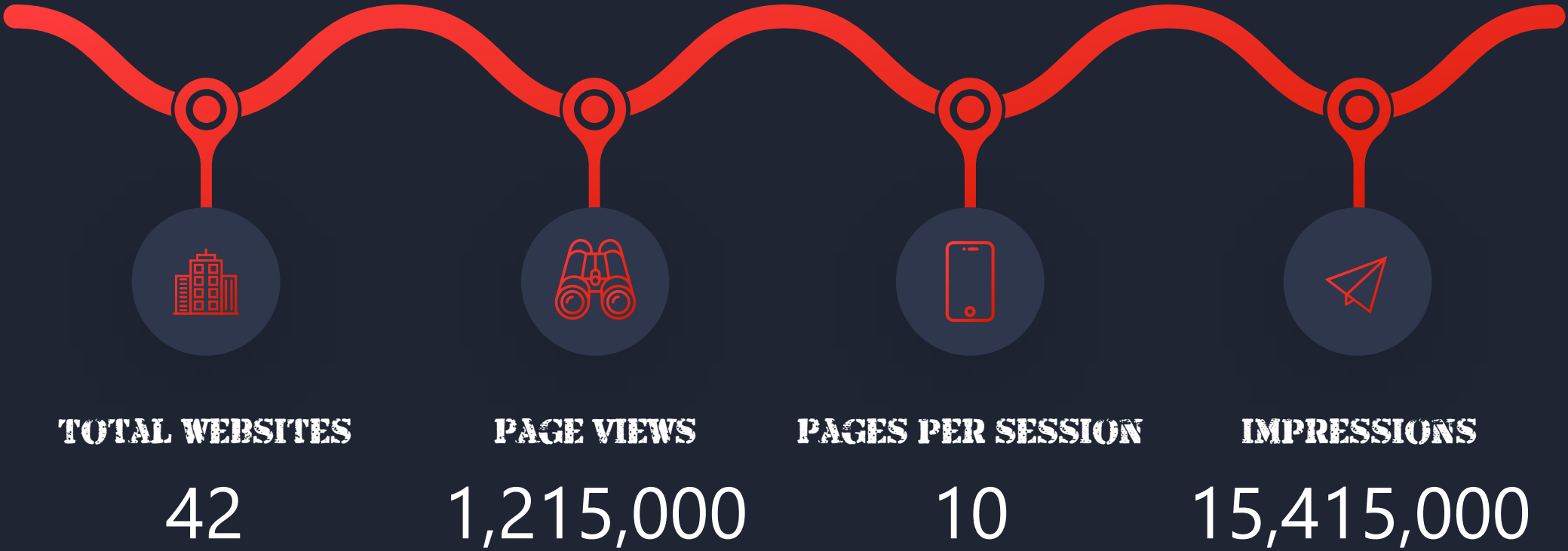
DESKTOP

100%
RESPONSIVE

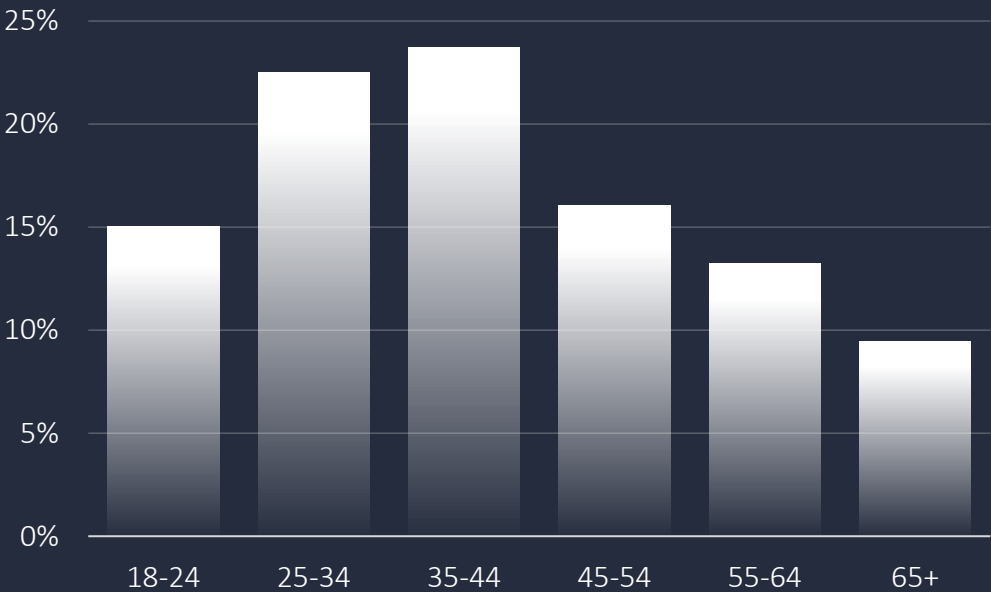


OVERALL NETWORK AVERAGE MONTHLY PERFORMANCE

COMBINED ANALYTICS DATA FOR ALL SITES IN THE NETWORK



USER DEMOGRAPHICS DATA



USERS BY AGE

Percentage of total platform users by their age range



83%
MALE

15%
FEMALE

2%
UNKNOWN

Guns Arizona CLASSIFIEDS

SUPER SITE PERFORMANCE: ARIZONA

9.6 MILLION
Ad Impressions Per Month

700,000
Page Views Per
Month

The primary flagship website of the network is Guns Arizona Classifieds because it is the leader in users, listings, and traffic.

PREMIUM SITES PERFORMANCE: ALASKA, MISSOURI, TENNESSEE

Coming in second for overall traffic is Guns Alaska Classifieds (our longest running and first site in the network). Right behind that is both Guns Missouri Classifieds and then Guns Tennessee Classifieds.



GROWING SITES PERFORMANCE:

**REMAINING
38 STATES
CLASSIFIEDS
COMBINED**

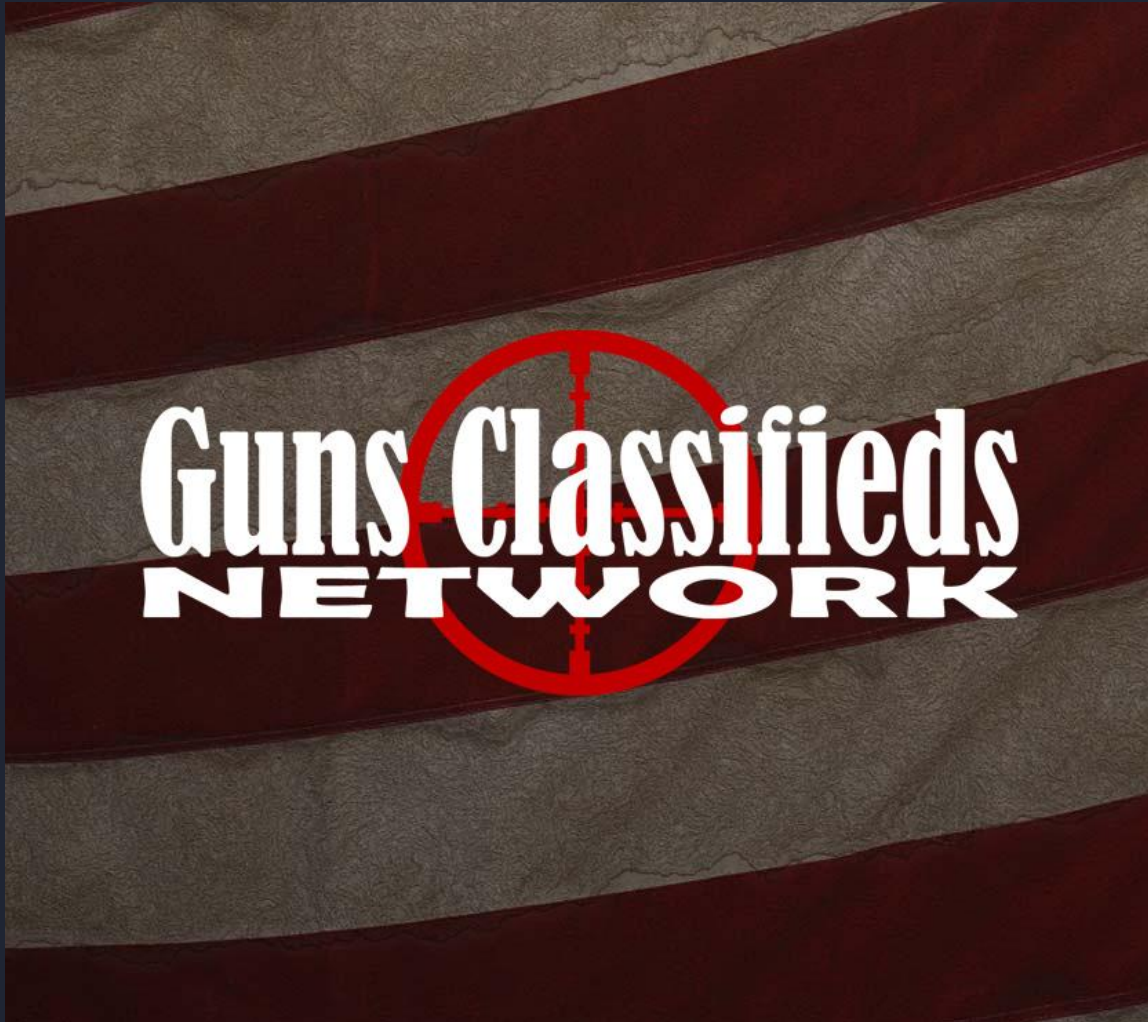
3,105,000

Impressions Per Month

245,000

Page Views Per Month

Alabama, Arkansas, California, Colorado, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Nebraska, Nevada, New Jersey, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming.



GET IN TOUCH

GUNS CLASSIFIEDS NETWORK LLC

Outdoors Industry Advertising

 P.O. Box 11386
Prescott, Arizona 86304

 907-232-1524

 GunsClassifiedsNetwork.com

 Info@GunsClassifiedsNetwork.com