



OUTDOORS. ONLINE

CARBON MEDIA GROUP'S MISSION IS TO CONNECT PEOPLE WHO LIVE, WORK, AND PLAY IN THE OUTDOORS WITH EACH OTHER, QUALITY CONTENT AND GREAT BRANDS.



Network of **500+** Websites



125MM Monthly Mobile Impressions



36MM Monthly Unique Visitors



24MM+ Monthly Social Impressions



#2 Global Sports Multi-Channel YouTube Network



Content Distribution: Organic Reach of Over **7MM** Monthly Uniques



CarbonTV, Premier Online TV Network



Top-15 Digital Sports Property: larger than all direct outdoor competitors plus MLB, NHL, SI, NBA and MSN Sports



Largest Producer of Outdoor Content Online



Creative Services: Custom Content, Events, Ad Studies, Sweepstakes

OUR AUDIENCE – SAMPLE SITE LISTS



ACTION/ADVENTURE

20.2MM Monthly Uniques



Winter Sports



Water Sports



Mountain & Trail Sports



OUTDOOR

9.6MM Monthly Uniques



Hunting



Fishing



Shooting Sports



Power Sports



AGRICULTURE

7.8MM Monthly Uniques



Production Ag



Rural Lifestyle



Equine

EXAMPLE SITES:

[ActionHub.com](#) (*Flagship site*)

[TetonGravity.com](#)

[Swellinfo.com](#)

[RockClimbing.com](#)

[CampRate.com](#)

[KayakCritic.net](#)

[Triathlon.Competitor.com](#)

[CyclingForums.com](#)

[DropZone.com](#)

[Snowest.com](#)

EXAMPLE SITES:

[OutdoorHub.com](#) (*Flagship site*)

[BigGameHunt.net](#)

[CyberAngler.com](#)

[Glocktalk.com](#)

[4x4OffRoads.com](#)

[MonsterMuleys.com](#)

[ArcheryReport.com](#)

[LongrangeHunting.com](#)

[PavementSucks.com](#)

[Lake-Link.com](#)

EXAMPLE SITES:

[Almanac.com](#)

[Horseclicks.com](#)

[BestFarmBuys.com](#)

[MotherEarthNews.com](#)

[TractorData.com](#)

[BismanOnline.com](#)


[LandsOfAmerica.com](#)

[Cattle.com](#)

[GardenTractorTalk.com](#)

[DRF.com](#)

CMG IS A **TOP 15** DIGITAL SPORTS PROPERTY IN NORTH AMERICA

			Total Unique Visitors/Viewers (000)			% Reach			Total Views (MM)		
			Total Digital Population	Desktop	Mobile	Total Digital Population	Desktop	Mobile	Total Digital Population	Desktop	Mobile
		Total Internet : Total Audience	258,127	232,978	192,845	100.0	100.0	100.0	886,120	627,090	259,030
		Sports	193,724	109,398	146,830	75.1	47.0	76.1	18,222	12,155	6,067
1	[E][3]	Cue Digital Media - Sports	105,506	43,129	78,973	40.9	18.5	41.0	3,231	1,840	1,391
2	[P][4]	ESPN	94,382	33,025	75,970	36.6	14.2	39.4	4,237	2,636	1,601
3	[C][4]	Yahoo Sports-NBC Sports Network	74,173	37,655	49,439	28.7	16.2	25.6	3,010	2,222	788
4	[P][3]	NFL Internet Group	63,768	22,683	49,032	24.7	9.7	25.4	1,788	1,209	579
5	[E][4]	CBS Sports Network	61,273	21,136	46,817	23.7	9.1	24.3	1,079	680	399
6	[P][4]	Fox Sports Digital - Sporting News Media	60,856	29,738	39,038	23.6	12.8	20.2	1,104	869	236
7	[NE][3]	Campus Insiders Properties	59,811	24,795	40,617	23.2	10.6	21.1	585	329	256
8	[E][3]	USA TODAY Sports Media Network	56,909	23,281	39,491	22.0	10.0	20.5	761	473	288
9	[C][4]	Bleacher Report - Turner Sports Network	49,155	15,400	37,377	19.0	6.6	19.4	1,034	242	792
10	[M][2]	SB Nation	45,235	16,642	31,885	17.5	7.1	16.5	294	155	139
11	[E][2]	HighSchoolSports.Network	36,143	12,838	25,594	14.0	5.5	13.3	213	118	95
12	[NE][2]	Carbon Media Group	35,438	15,043	23,038	13.7	6.5	11.9	364	234	130
13	[P][4]	MLB	34,753	14,351	24,199	13.5	6.2	12.5	980	556	424
14	[NE][3]	NeuLion Sports	32,868	11,028	23,580	12.7	4.7	12.2	233	135	98
15	[NE][1]	Burst Stadium	29,769	14,093	18,599	11.5	6.0	9.6	708	532	176
16	[NE][1]	BNOT Media Group - Potential Reach	28,885	11,319	19,387	11.2	4.9	10.1	351	215	136


CARBON
 media group
IS LARGER THAN
 ALL DIRECT OUTDOOR COMPETITORS

LARGER THAN



Sports Illustrated



msn sports

As rated by ComScore Multi-Platform measurements (Oct. '15)

CORE SOLUTIONS

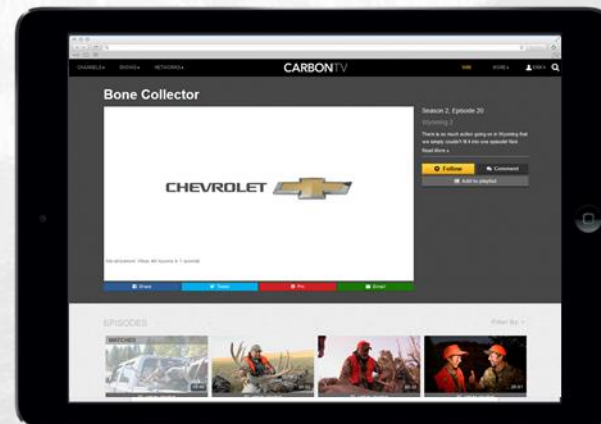
Site Wrap/Dashboard/Half Page Ad

ADS THAT RUN WITHIN OUR AUDIENCE

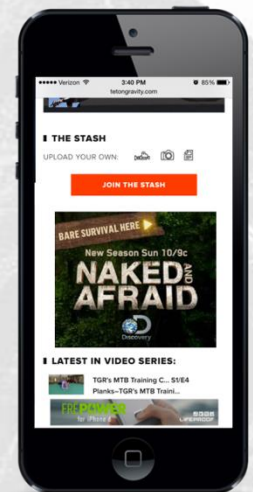
- Standard IAB Display
- Mobile Display (In-App, In-Web)
- Custom Static / Video Dashboards
- Half Page Ads
- Flagship Site Takeovers
- Sponsored Site Wraps
- Sweepstakes Sponsorships
- Targeted eBlasts
- Pre-Roll Video



eBlast



Pre-Roll

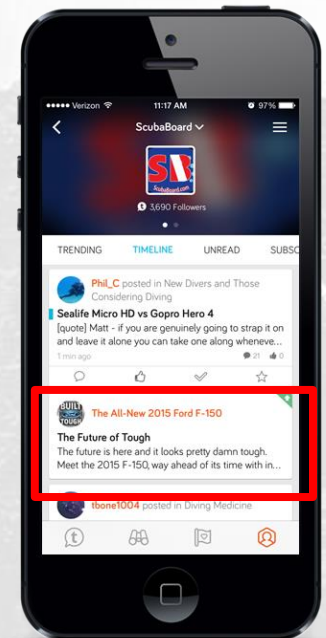
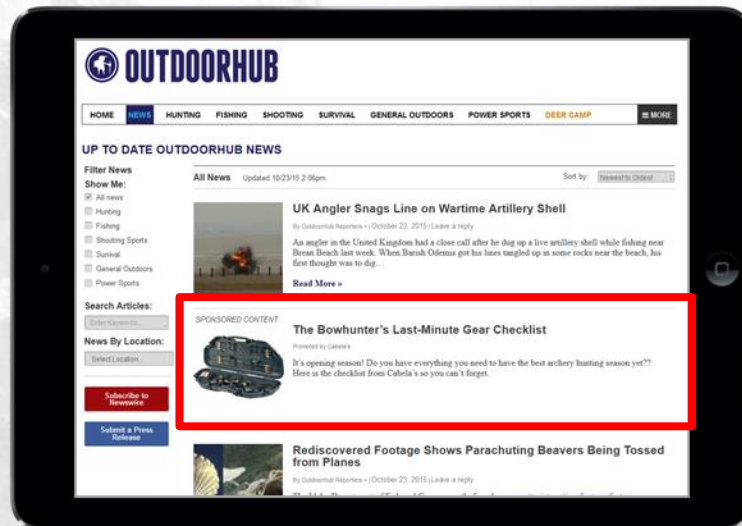
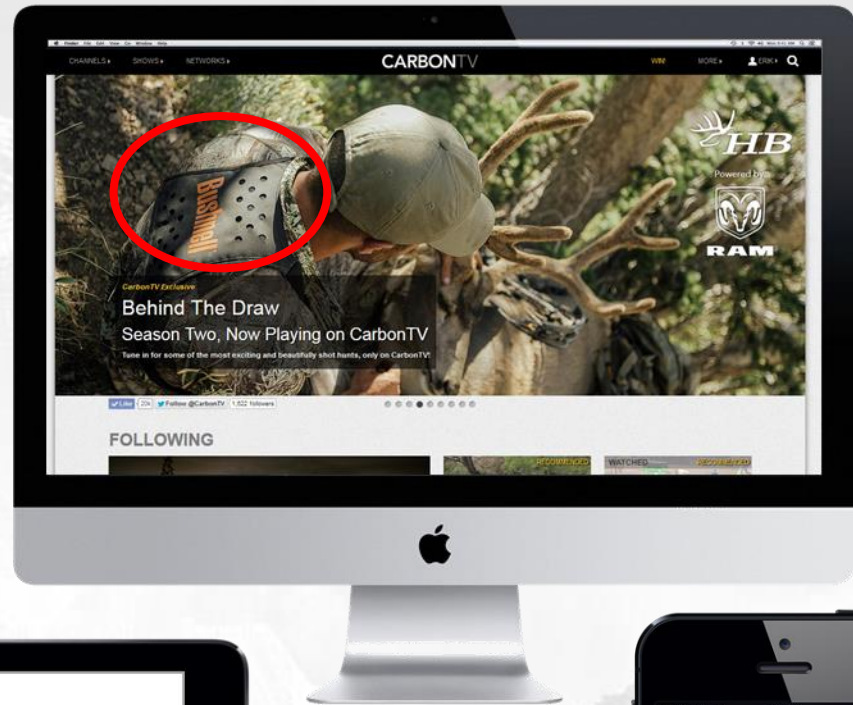


Mobile/Standard IAB

NATIVE OPPORTUNITIES

AVAILABLE SOLUTIONS

- Desktop/Mobile Ad Units
- Video Content
- Written Content
- Social Posts
- Listicles
- Polls



CARBONTV

CARBONTV CURRENTLY REACHES OVER 30 MILLION HOUSEHOLDS

The premier digital TV platform, CarbonTV is the Hulu of the Outdoors. CTV boasts a rapidly expanding library of well-known shows and a noteworthy selection of exclusive original programming. Content includes: *Heartland* *Bowhunter's Behind the Draw and Full Strut*, *Bone Collector*, *American Harvest* and *RideTV*.

[Click here](#) for a complete list of programs on CarbonTV

Exclusive Show Sponsorship Opportunities include: Branded promos and commercials, Product integration, badging/site wraps and pre-roll packages



24-7 On-Demand



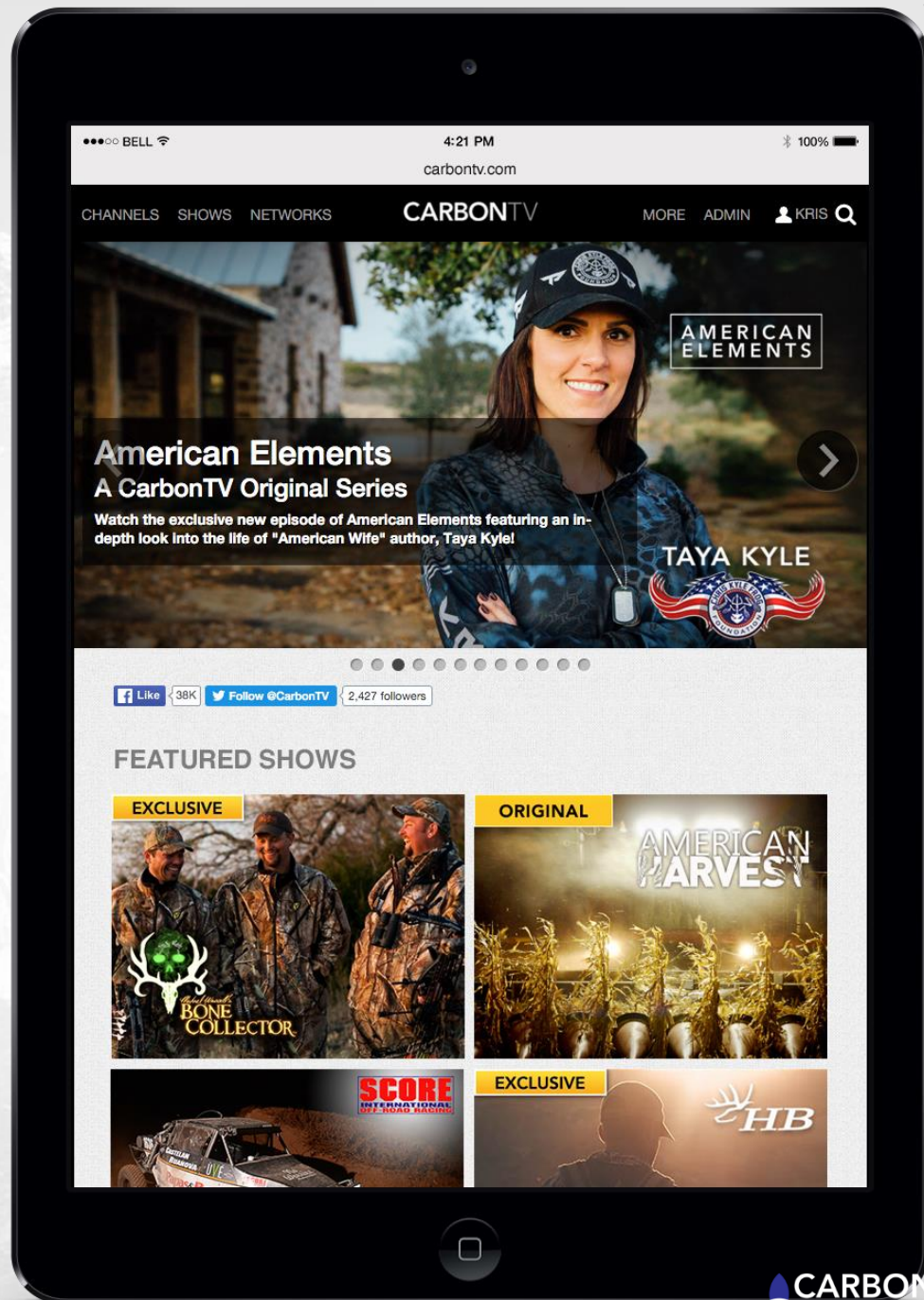
Mobile



Desktop



OTT



CMG YOUTUBE MULTI-CHANNEL NETWORK

THE #2 GLOBAL SPORTS MCN

As an MCN, Carbon Media Group can provide an expansive outdoor enthusiast platform across YouTube that's been carefully vetted to ensure placement within relevant programming.

We can create custom branded content, including product reviews and integrations with some of the outdoor category's biggest YouTube stars, including:

Channel: **Ultimate Survival Tips**

Subscribers: **300K+**

Views: **30MM+**

Category: **Survival**



Channel: **MadRam11**

Subscribers: **200K+**

Views: **200MM+**

Category: **Power Sports**



Channel: **Colion Noir**

Subscribers: **350K+**

Views: **42MM+**

Category: **Shooting Sports**



Channel: **Cali Kim**

Subscribers: **42K+**

Views: **6MM+**

Category: **Rural Lifestyle**



Channel: **World Hunting Group**

Subscribers: **60K+**

Views: **37MM+**

Category: **Hunting**



Channel: **Surflife**

Subscribers: **65K+**

Views: **22MM+**

Category: **Water Sports**



Channel: **Wired2Fish**

Subscribers: **70K+**

Views: **20MM+**

Category: **Fishing**



Channel: **Derek Klingenberg**

Subscribers: **62K+**

Views: **27MM+**

Category: **Production Ag**

