



 **CARBON**  
media group  
AGRICULTURE • EQUINE • RURAL

**2016 MEDIA KIT**

# 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



**33MM** 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 NHL, Sports Illustrated, NBA and MSN Sports



**Largest** Producer of Outdoor Content Online



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

# OUR AUDIENCE – EXAMPLE SITE LISTS



## AGRICULTURE

12.3MM Monthly Uniques



Production Ag



Rural Lifestyle



Equine

### EXAMPLE SITES:

[Almanac.com](#)

[Horseclicks.com](#)

[BestFarmBuys.com](#)

[MotherEarthNews.com](#)

[TractorData.com](#)

[BismanOnline.com](#)

[LandsOfAmerica.com](#)

[Cattle.com](#)

[GardenTractorTalk.com](#)

[DRF.com](#)

# OUR AUDIENCE



Relive Adventures



Plan Trips and Outings



Share Stories, Photos and Videos

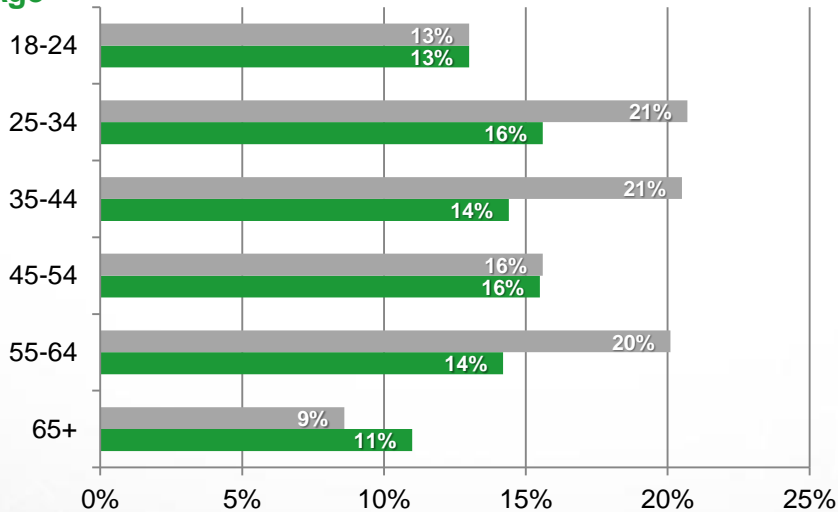


Research and Review Products

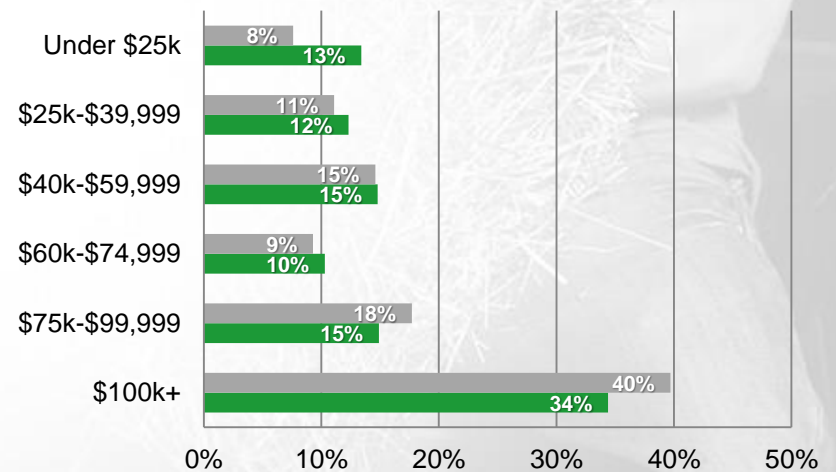


Create and Consume Content

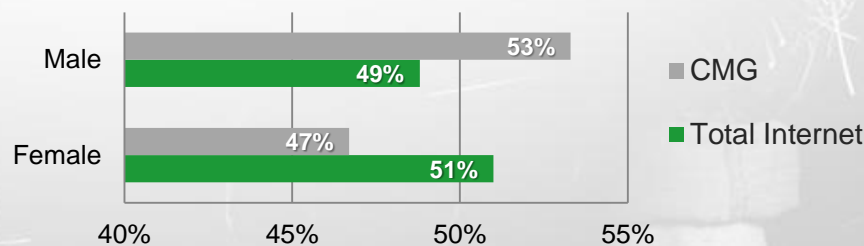
## Age




## Average HHI (US)



## Gender



# 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          | 258,243                             | 233,119       | 189,578       | 100.0                    | 100.0      | 100.0       | 878,841                  | 603,146    | 275,695    |
|                                                                                   |         | Sports                                   | 178,205                             | 95,007        | 147,040       | 69.0                     | 40.8       | 77.6        | 13,479                   | 8,177      | 5,302      |
| 1                                                                                 | [E][3]  | Cue Digital Media - Sports               | 84,952                              | 32,273        | 64,551        | 32.9                     | 13.8       | 34.1        | 1,753                    | 666        | 1,087      |
| 2                                                                                 | [P][4]  | ESPN                                     | 79,964                              | 23,610        | 64,804        | 31.0                     | 10.1       | 34.2        | 2,894                    | 1,588      | 1,306      |
| 3                                                                                 | [C][4]  | Yahoo Sports-NBC Sports Network          | 53,066                              | 22,402        | 37,139        | 20.5                     | 9.6        | 19.6        | 1,405                    | 990        | 415        |
| 4                                                                                 | [E][4]  | CBS Sports Network                       | 52,035                              | 17,634        | 40,117        | 20.2                     | 7.6        | 21.2        | 743                      | 435        | 308        |
| 5                                                                                 | [C][4]  | Bleacher Report - Turner Sports Network  | 51,860                              | 15,983        | 41,278        | 20.1                     | 6.9        | 21.8        | 1,359                    | 261        | 1,098      |
| 6                                                                                 | [C][2]  | USA TODAY Sports Media Group             | 49,784                              | 17,651        | 37,647        | 19.3                     | 7.6        | 19.9        | 463                      | 236        | 227        |
| 7                                                                                 | [P][4]  | Fox Sports Digital - Sporting News Media | 48,703                              | 19,373        | 34,823        | 18.9                     | 8.3        | 18.4        | 564                      | 386        | 178        |
| 8                                                                                 | [E][4]  | Home Team Sports Interactive (HTSi)      | 46,058                              | 20,914        | 30,747        | 17.8                     | 9.0        | 16.2        | 559                      | 430        | 129        |
| 9                                                                                 | [M][2]  | SB Nation                                | 44,379                              | 13,616        | 34,866        | 17.2                     | 5.8        | 18.4        | 276                      | 126        | 150        |
| 10                                                                                | [P][4]  | MLB                                      | 40,904                              | 16,201        | 29,525        | 15.8                     | 7.0        | 15.6        | 1,049                    | 602        | 447        |
| 11                                                                                | [P][4]  | NFL Internet Group                       | 40,045                              | 11,378        | 32,138        | 15.5                     | 4.9        | 17.0        | 457                      | 244        | 213        |
| 12                                                                                | [NE][3] | Campus Insiders Properties               | 39,856                              | 14,222        | 29,884        | 15.4                     | 6.1        | 15.8        | 261                      | 131        | 130        |
| 13                                                                                | [NE][4] | <b>Carbon Media Group</b>                | <b>33,091</b>                       | <b>13,963</b> | <b>22,933</b> | <b>12.8</b>              | <b>6.0</b> | <b>12.1</b> | <b>431</b>               | <b>232</b> | <b>199</b> |
| 14                                                                                | [NE][3] | NeuLion Sports                           | 31,123                              | 10,134        | 24,076        | 12.1                     | 4.3        | 12.7        | 210                      | 121        | 89         |
| 15                                                                                | [M][3]  | Sports Illustrated Sites                 | 28,646                              | 10,393        | 20,972        | 11.1                     | 4.5        | 11.1        | 253                      | 152        | 101        |


**CARBON**  
 media group  
**IS LARGER THAN**  
**ALL DIRECT OUTDOOR COMPETITORS**

**LARGER THAN**  
**LiveOutdoors**   
  

As rated by ComScore Multi-Platform measurements (April 2016)

# CORE SOLUTIONS

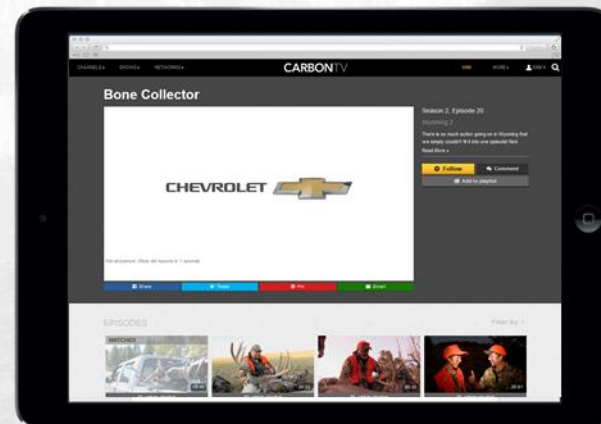
Site Wrap/Dashboard/Half Page Ad

## ADS THAT RUN WITHIN OUR AUDIENCE

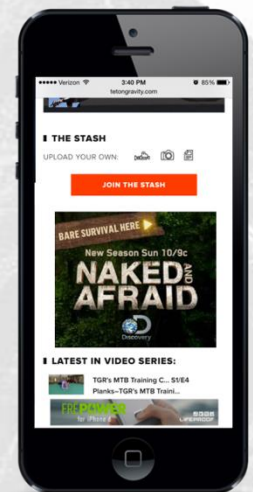
- Standard IAB Display
- Mobile Display (In-App, In-Web)
- Custom Static / Video Dashboards
- Half Page Ads
- Flagship Site Takeovers
- Sponsored Site Wraps
- Sweepstakes Sponsorships
- Targeted eBlasts
- Pre-Roll Video



eBlast



Pre-Roll

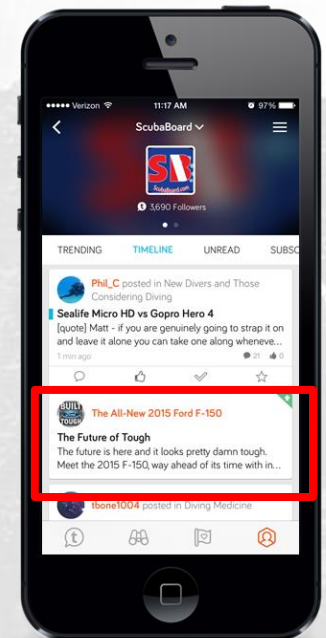
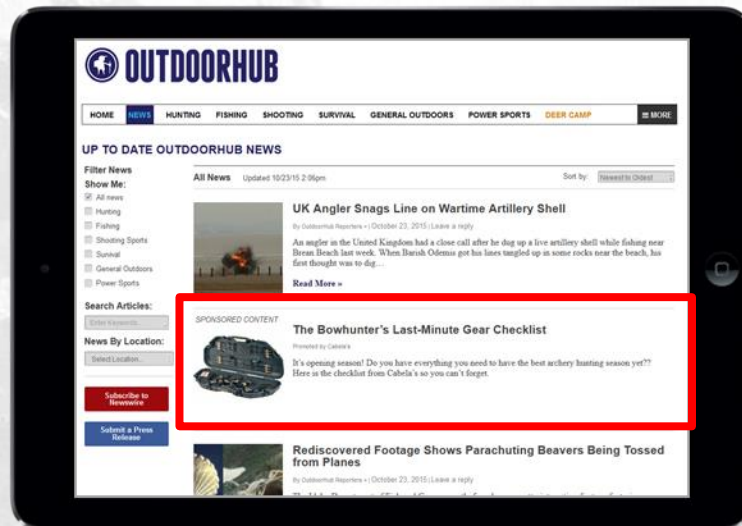
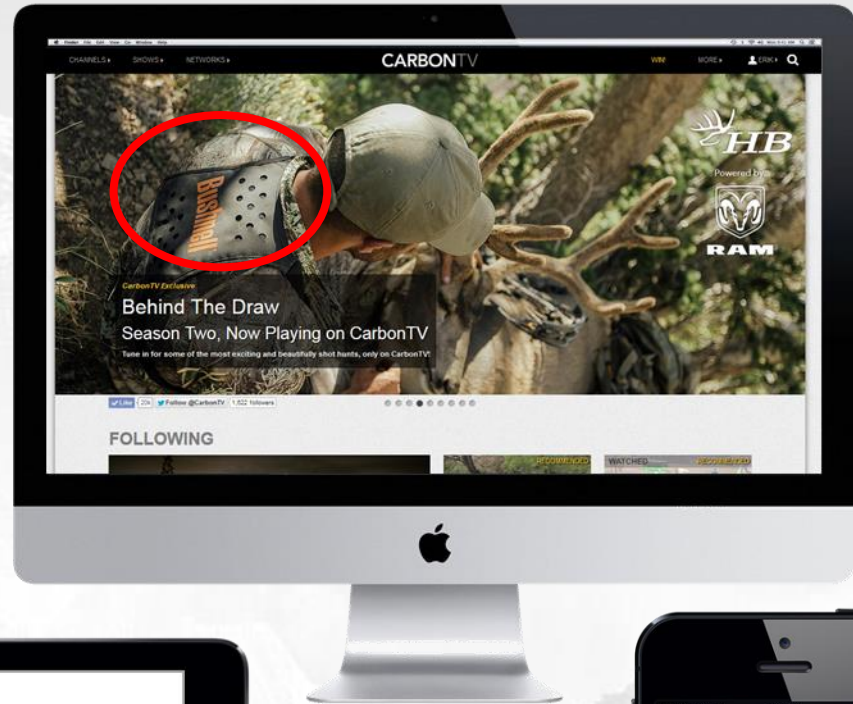


Mobile/Standard IAB

# NATIVE OPPORTUNITIES

## AVAILABLE SOLUTIONS

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



# CARBON TV

SEE WHAT **YOU'RE** MADE OF.

**CARBON TV CURRENTLY REACHES  
OVER 30 MILLION HOUSEHOLDS**

CarbonTV is the premier digital streaming destination for farmers, ranchers, equine enthusiasts and rural lifestyle. CarbonTV boasts a rapidly expanding library of well-known shows and a noteworthy selection of exclusive original programming, such as *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



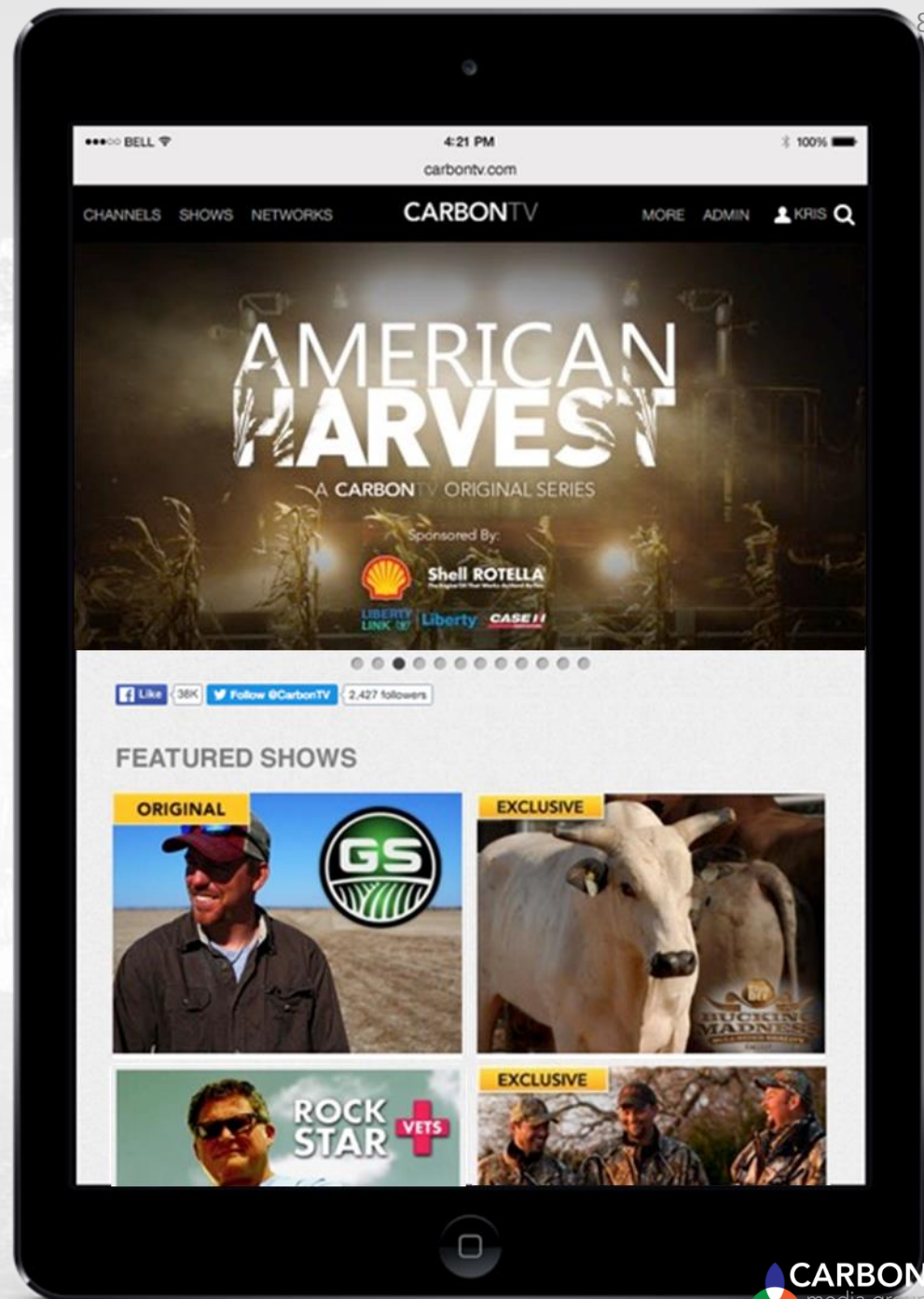
Mobile



Desktop



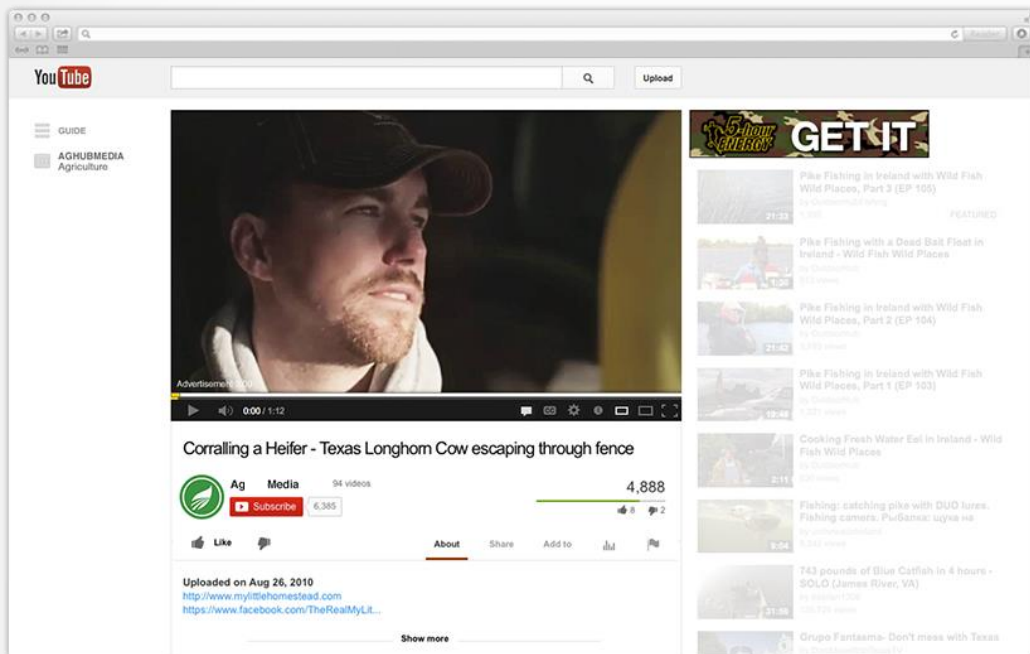
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# CMG YOUTUBE MULTI-CHANNEL NETWORK

## ENABLING BRANDS TO REACH MILLIONS OF TARGETED YOUTUBE SUBSCRIBERS EVERY DAY.



**As a MCN, CMG has exclusive partnerships with multiple YouTube channels and can:**

- Run pre-roll on contextually relevant ag and outdoor content
- Create branded integrations with some of the ag and outdoor category's biggest YouTube stars
- Our MCN partners are exclusive to Carbon Media's MCN:
  - 27% of our total partners reach the Ag audience
  - 73% of our total partners reach the Outdoor audience



**Total Plays Lifetime**  
**1.8B+**



**Plays Per Day**  
**1.5MM+**



**Network Subscribers**  
**5.7MM+**



**Direct Video Producers**  
**40+**



**Network Channels**  
**215+**



**Average View Duration**  
**3:20 minutes**

# SAMPLE OF AG MCN PARTNERS



## PETERSON FARM BROS

The Peterson Farm Bros are Midwest farmers and brothers who love agriculture! Videos are about their family farm and what farmers do to help feed the world. Content ranges from parodies to informational.

SUBSCRIBERS: 111,000+  
VIEWS: 40 MM+



## DEREK KLINGENBERG

Derek Klingenberg is a Kansas farmer creating viral videos such as Serenading Cattle with my Trombone. His channel showcases where he raises grain, beef, kids and creativity.

SUBSCRIBERS: 63,000+  
VIEWS: 28 MM+



## HOW FARMS WORK

A dynamic channel that showcases several beef and crop farms throughout Southwest Wisconsin. From equipment operation to farming strategies, 7 different farms ranging from 30 to 200+ acres are featured.

SUBSCRIBERS: 38,000+  
VIEWS: 9 MM +