



MEDIA KIT



CARBON MEDIA GROUP'S MISSION IS TO CONNECT PEOPLE AND BRANDS WITH THOSE WHO LIVE, WORK AND PLAY IN RURAL AMERICA.

DYNAMIC NETWORK
OF 300+ SITES



PROPRIETARY
VIDEO
PLATFORM



16.1MM MONTHLY
UNIQUE VISITORS



CUSTOM
CREATIVE
SERVICES



9.8MM+ MONTHLY
MOBILE UNIQUE
VISITORS



2MM MONTHLY
SOCIAL
REACH





OUR AUDIENCE



SEGMENTS

EXAMPLE SITES



AGRICULTURE

16.1 MM MONTHLY UNIQUES



Production Ag



Rural Lifestyle



Equine

AGDAILY.com*

LandAndFarm.com

TheGoatSpot.net

TractorForum.com

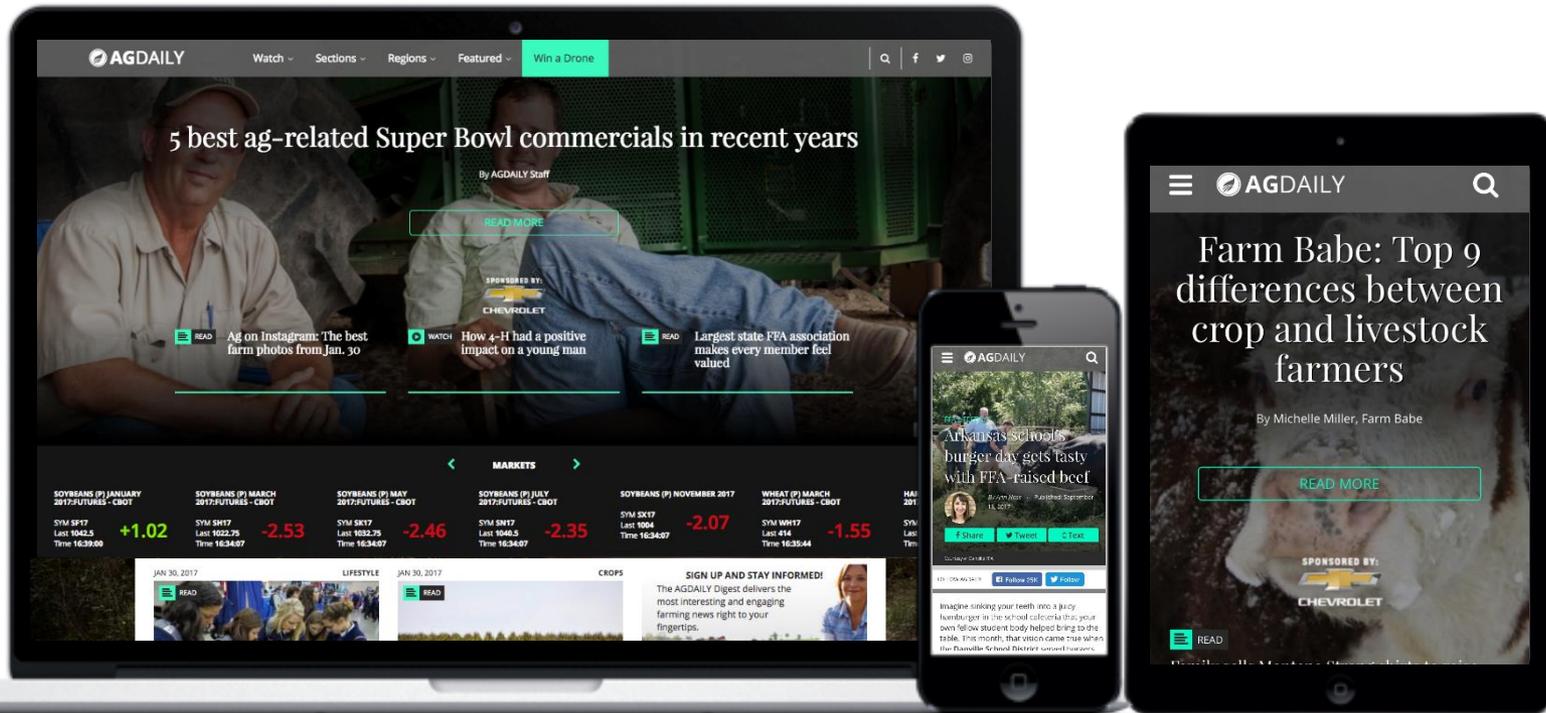
HomesteadingToday.com

ModernFarmer.com

Carbon Media Group can reach your target audience online through audience wide targeting or segment targeting.



CORE SOLUTIONS

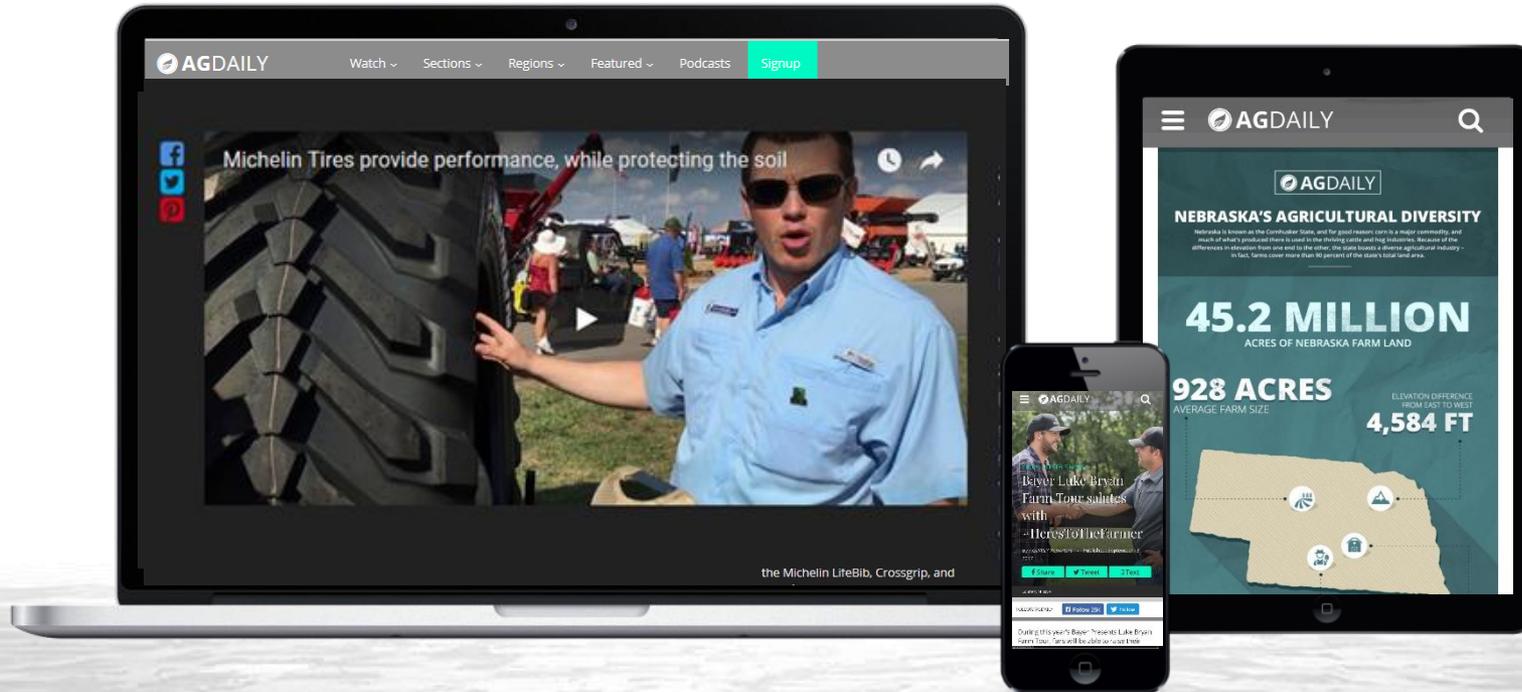


- Standard and Mobile IAB Display
- High Impact Premium Placement Units
- Custom Carousel Ads

- Flagship Site Takeovers
- Pre-Roll Video
- Sweepstakes Sponsorships



NATIVE SOLUTIONS



Custom Content

- Written/Video Product Reviews
- Custom Lightning Looks
- Infographics

Organic Distribution Channels

- News/Article Pages
- Newswire/Email
- Video Platforms

Paid Distribution Channels

- Native Advertising
- Social Media Promotion
- Hubpost



CARBON TV

The Leading Streaming Platform in the Outdoors



PROPERTY VITALS

-  **725K+** Avg. Monthly Uniques
-  **4.14MM+** Avg. Monthly Plays
-  **273K+** Registered Users
-  **183** Shows Available
-  **80+** Producer Partners
-  **3:04** Average Session
-  **2.1MM+** Total Hours Delivered

Exclusive Show Sponsorship Opportunities include:

Branded promos and commercials, product integration, badging/site wraps and pre-roll packages

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.

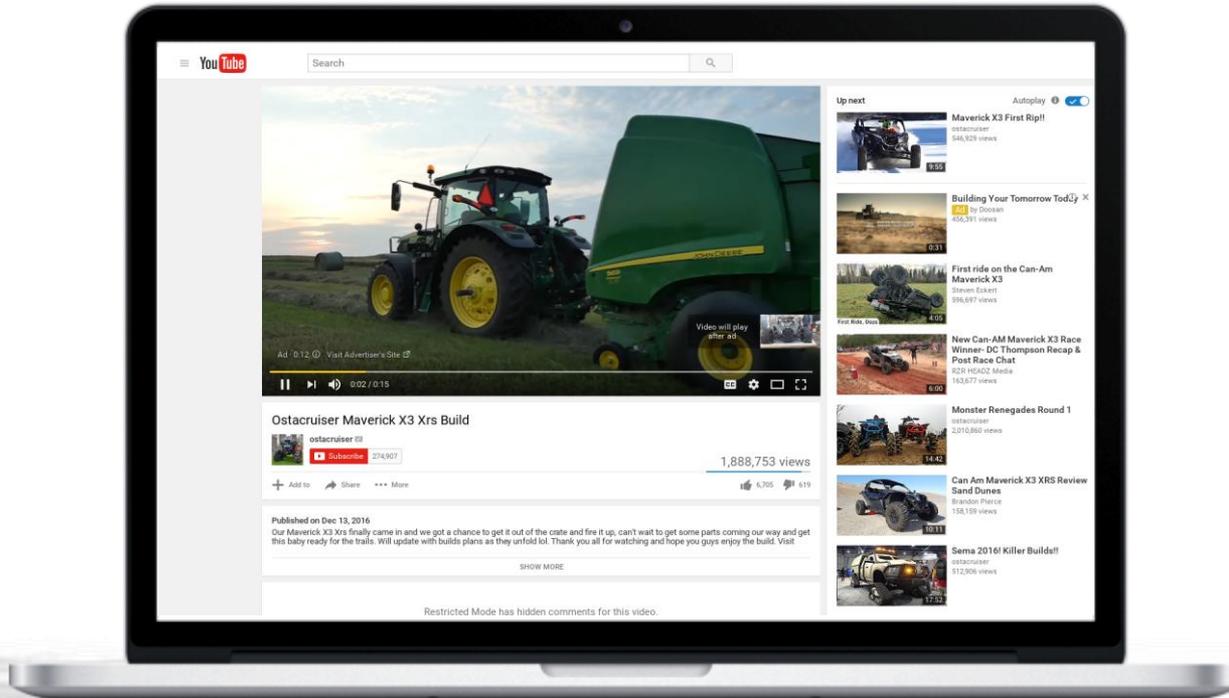
[WATCH NOW](#)





CMG's Multi-Channel YouTube Network (MCN)

MCN VITALS



2.0 B+ Total Plays Lifetime



1.5MM+ Plays Per Day



3.5MM+ Network Subscribers



175+ Network Channels



3:20 min Average View Duration

CMG's Multi-Channel YouTube Network (MCN) provides:

- Premium, reserved YouTube inventory directly available to your brand
- Advertising options across multiple channels and in conjunction with some of the ag industry's biggest YouTube stars, like Derek Klingenberg, The Peterson Brothers and Ryan Kuster from How Farms Work
- YouTube Benchmark CTR 0.28%



OUR PARTNERS



Bayer CropScience



CHEVROLET



PIONEER

Cabela's



JOHN DEERE



Shell ROTELLA[®] T
Energized Protection[™]

MONSANTO



Mosaic

YAMAHA



VERDESIAN



RAM



Bobcat

BASF

The Chemical Company

Compass
Minerals

Cub Cadet

KOCH
KOCH AGRONOMIC SERVICES, LLC

syngenta

CHS



ARCTIC CAT
SHARE OUR PASSION.™

PotashCorp

FARM CREDIT
Lending support to rural America[™]

POLARIS

ZINPRO



AgriGold

PURINA

MERCK

Kubota

MORTON
BUILDINGS

Runnings
FARM & FLEET

JOHN DEERE
FINANCIAL

KIOTI

ASGROW

DANUSER

YANMAR



MONSANTO
BioAg

Altech

WINFIELD
SOLUTIONS

StollerUSA
Unleashing The Power Of Plants

Arysta
LifeScience

AG EXPLORER
Find your Future in Agriculture