



360 MEDIA



Digital Media Guide

MidWestOutdoors.com • Podcast • eNewsletters • Social Media • MWO Digital Assist®

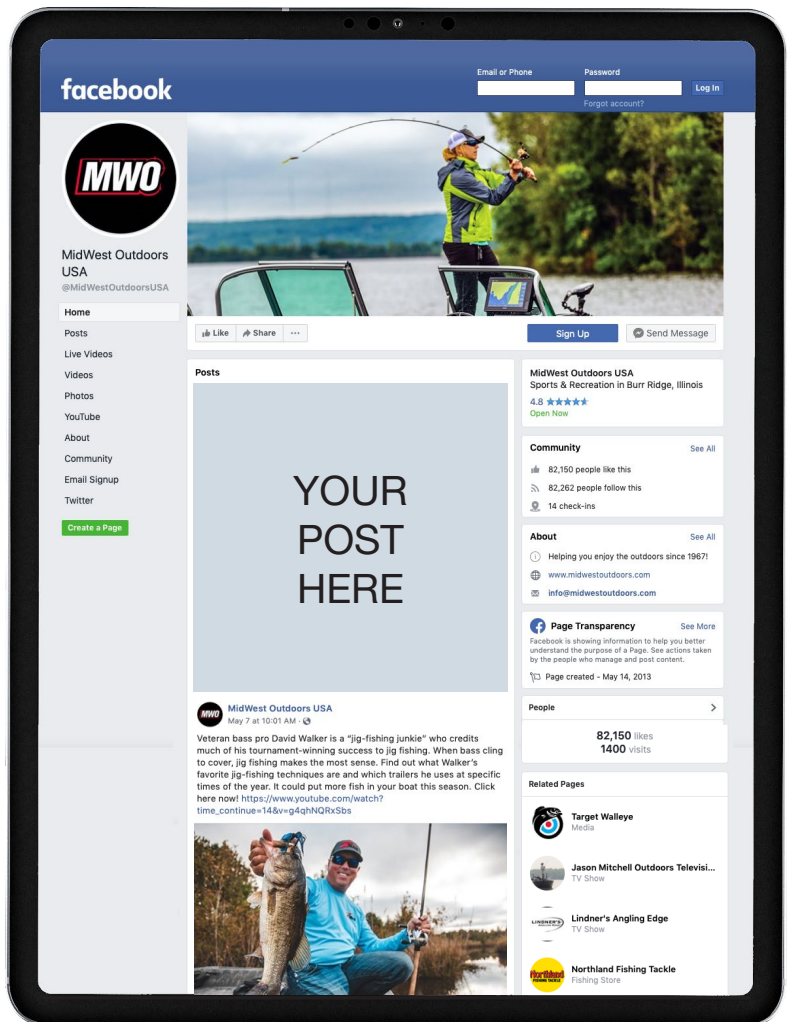


MWO is a social media leader in the outdoors community!

MidWest Outdoors has successfully transitioned from the traditional world of magazine and television to help people enjoy the outdoors in the social media realm. In just a few short years, MWO has become one of the nation's top sources for outdoor-related social media information.

Offering the right combination of text, images, video, messaging and know-how, MidWest Outdoors Social Media is a brand enhancer for some of the outdoor industry's biggest companies.

We now offer our expertise to hundreds of businesses with our new service, MWO DigitalAssist®.





MWO DigitalAssist[®] CONTENT CREATION



New! MWO DigitalAssist[®]

Creating quality social media content just got a whole lot easier!

Stronger engagement with your customers and future customers

If you're too busy running things to effectively create your company or organization's social media messaging, or are simply overwhelmed at the prospect of doing so, MidWest Outdoors can do it for you. It's why we created **MWO DigitalAssist[®]**.

In the world of social media, content is king. Inspiring people to become fans depends entirely on the messages you present to them. The effectiveness of your social media efforts will live or die by these messages—their quality, delivery, frequency, and whether they align with your company values.

Creating effective, on-target messages that resonate with outdoorsmen is what we do best. **MWO DigitalAssist[®]** will assist you in creating your company or organization's social media messaging. Your brand voice will become more authoritative and trusted, and your customers (and future customers) will become more engaged.



MWO DigitalAssist[®] PACKAGES



**If your social media posts need help,
let MidWest Outdoors' experts do it for you!**

An all-inclusive posting package to up your company's game

MWO ActivePost[®] Customized Social Media Campaigns

With this custom package, MidWest Outdoors will work with you one-on-one to create a unique 'voice' for your page and to regularly manage your posts. MidWest Outdoors knows how to create messages that resonate with your audience. With MWO ActivePost[®] you'll save time and have peace of mind, knowing your social media posting is in good hands.

Your monthly package includes:

- Twelve customized posts with images and text (about 3 per week)
- Your feature graphic will be updated as needed
- Discounts for additional social media platforms
- Additional posts available
- Social media page one-time setup: \$500 (if needed)
- Optional video posts available (\$75 per post)

MWO ActivePost[®] package: \$450 per month

Minimum 6-month contract



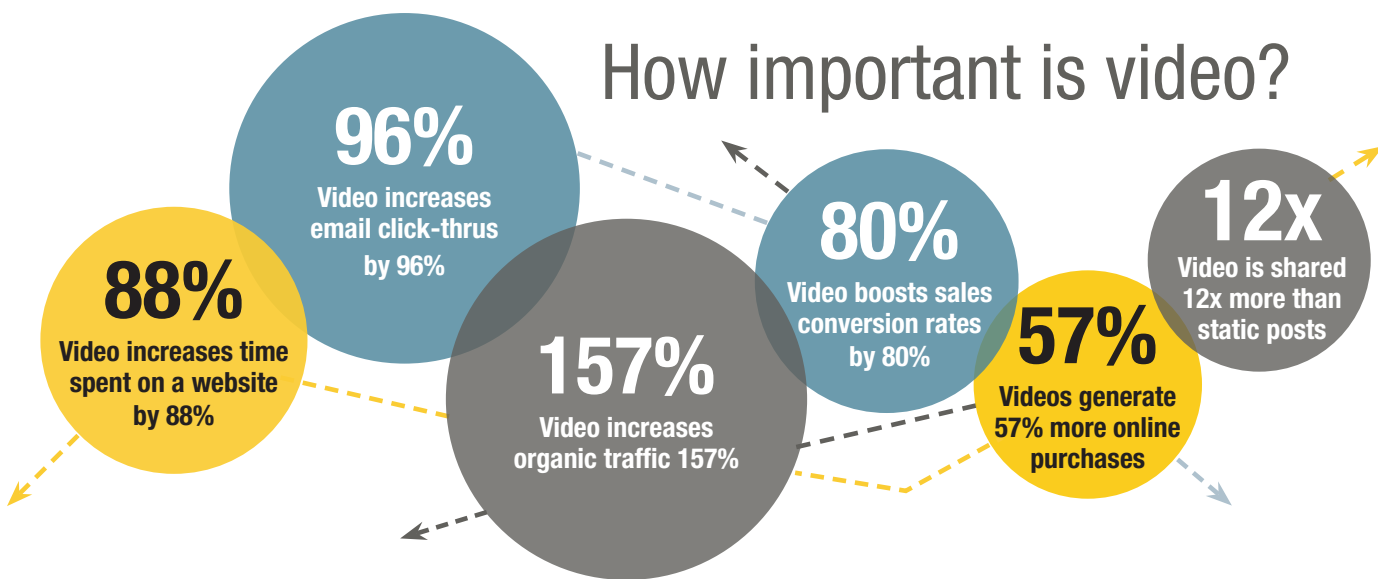


MidWest Outdoors will create low-cost, high-end video for your digital messaging

Use video in your digital marketing and watch big things happen!

If video is not a part of your digital marketing strategy, you're missing out—big time. **MWO** DigitalAssist's® award-winning video department will produce highly effective video content for all of your marketing needs. MWO's staff knows the secrets to creating hard-hitting and effective video—video that produces results!

How important is video?



Ready to learn more? Contact **MWO** DigitalAssist® today!

MWO DigitalAssist®

"Helping deliver your message to outdoorsmen!"



Deliver your message to 30,000+ active anglers!

Speak directly to MWO's most engaged audience! Registered subscribers receive news updates and exclusive features not available to MWO magazine readers or TV viewers. *MWO Insider* is a highly-effective and low-cost form of advertising.

4:1 (1600 x 400) banner: from \$500
Native content post + 4:1 banner: from \$1,000



Helping you enjoy the outdoors!

Vol 3. No. 10 August 1, 2019

Walleyes on the Rocks with a Splash of Water



TED TAKASAKI | AUGUST 2019

You can order a drink on the rocks or straight up at any tavern. That's exactly the choice we have as anglers when fishing on any of the Great Lakes from late summer into fall. Just remember the walleyes will be on the "rock" reefs or "straight up," meaning somewhere in open water just off or over the structure.

On Green Bay, spots like Strawberry Island, Horseshoe Reef, Green Island, Shark Fin and Chambers Island are all key locations. At Bay de Nocs, search the area near Round Island, Big Bay de Noc Shoal, Cedar River Point or Driscoll Shoal to find fish. Likewise, the Charity Islands at Saginaw Bay or the Lorain Sandbar at Lake Erie are

[CONTINUE READING!](#)

1600 X 400 BANNER



Specialty eNewsletters

OUTDOORS
Great Destinations
Helping you enjoy the outdoors! Vol. 1, No. 2 May 3, 2018

Welcome to MidWest Outdoors' Great Destinations! About once each month we share with you some of North America's best fishing, hunting and outdoors destinations. Watch feature videos, read articles and reviews and get full profiles and links to resorts and outfitters to help you plan your next outdoor adventure. Enjoy!

Ontario Walleye Adventure with Showalters Fly-In Outposts




For over 50 years, members of the Showalter family have been providing fly-in fishing adventures from Lake of the Woods to the Arctic Circle. Beginning with the purchase of Northwest Flying Service in the late 50s, Ralph, Marly, and Edwin Showalter eventually became some of the most experienced bush pilots ever to fly the northern regions of Canada, guiding thousands of fishermen and hunters to once-in-a-lifetime outdoor experiences.

[LEARN MORE!](#)

January-September (9 issues)

OUTDOORS
Ice Fishing Buyer's Guide
Helping you enjoy the outdoors! Vol. 1, No. 1 November 1, 2018



Bait Cloud

Toss. Wait. Fish. When you get to the spot you like to fish, grab a tube of BaitCloud and toss one of our baits into the water. That's when the science behind BaitCloud starts to work. Wait. Once in the water our ingredients combine to produce bubbles, along with a scent and visual cloud, that's your trick to target fish in the area into thinking that their dinner is nearby. The fish will begin to crowd around the column of bubbles, and after a couple of minutes will be ready for you. Fish. Now it's up to you. Cast into the area where you dropped the BaitCloud and fish as you normally do.

[WATCH THE VIDEO!](#)

November

OUTDOORS
ICE BREAKERS
Helping you enjoy the outdoors! Vol. 1, No. 1 JANUARY 18, 2018

Fishing Slender on the Ice



by Dan Galusha

If someone says they are fishing slender on the ice it doesn't necessarily mean that they are an idiot. There is a very good chance that they are fishing with a Custom Zig & Spin Slender Spoon. But with which one and with what technique?

[READ NOW!](#)

November-January (3 issues)

OUTDOORS
Holiday Gift Guide
Helping you enjoy the outdoors! Holiday Gift Guide December 13, 2017



COAST'S FL85R RECHARGEABLE HEADLAMP

COAST'S FL85R rechargeable headlamp offers both lithium and alkaline battery charging options and its all-in-one controls provide the ultimate in hands free lighting and reliability. The Pure Beam Focusing Optic of the FL85R combined with its impressive 700 lumens of power provides a seamless transition from crystal clear flood beam to a long-distance beam. Eye Sensitive and proves up to 100 feet (300 meters) away. It features COAST's exclusive Flex Charge Dual Power Rechargeable System - and Pro-Tek Charging Port. Removing the FL85R's protective cover reveals a micro-USB port that the charging cable plugs into. The dual color beams are operated by two separate switches, to change between pure beam white and red beam easily and accurately.

[LEARN MORE!](#)

November-December (2 issues)

OUTDOORS
Dad's Day Gift Guide
Helping you enjoy the outdoors! Special Edition June, 2018



Yeti Panga Submersible Duffel

Whether ice fishing, open water or any outdoor activity where gear needs to stay dry and protected from the elements, the Yeti Panga Duffel serves its build for the wild. It's fully submersible, equipped for durability and takes a beating.

[CLICK HERE!](#)

June

OUTDOORS
HUNTING FEVER
Helping you enjoy the outdoors! Vol. 1, No. 1 AUGUST 27, 2018

A Deer's Nose Knows




by Jim Kalkreuth

Many of us will soon be how hunting. Even the rifle and shotgun hunters are getting antsy about this time of year. Jim Kalkreuth shows us just how powerful a deer's sense of smell can be.

[READ NOW!](#)

August-October (3 issues)

OUTDOORS
Tackle Buyer's Guide
Helping you enjoy the outdoors! Vol. 1, No. 1 March 2018



Abu Garcia MGXtreme

Setting the standard in lightweight, compact design, the MGXtreme low profile bailcaster continues to push the boundaries of low profile design with the lightest Revo® yet weighing in at just 4.5 ounces. The MGXtreme low profile reel combines the new SLC spool concept, with hybrid ceramic bearings resulting in a reel with first class casting performance in a package that weighs almost nothing in the hand.

[WATCH THE VIDEO!](#)

March-May (3 issues)

OUTDOORS
Marine Buyer's Guide
Helping you enjoy the outdoors! Vol. 1, No. 1 December 2017




Alumacraft 2018 TROPHY 185

A professional level performance in a perfect size. Spacious onboard seating, roomy storage and our classically comfortable ride, with the Trophy 185 you CAN have it all. All Alumacraft boats feature the ZXB™ HULL. Alumacraft's exclusive full-length, twin-plated hulls provide a smoother ride with seamless, one-piece-bottom engineering.

[LEARN MORE!](#)

December

OUTDOORS
Hunting Buyer's Guide
Helping you enjoy the outdoors! Vol. 1, No. 1 August 11, 2018



WILD LIFE RESEARCH SCENT KILLER® GOLD® SPRAY

Scent Killer® Gold® Hunt Dry® Technology Plus is formulated for maximum performance after it dries, so you don't have to hunt with wet clothing. This specialized blend of advanced odor fighting ingredients attacks a wide range of odors, the most important one, human odor! To make it even easier to use, the spray bottles come equipped with a high-output sprayer that will even spray upside down. Apply it, Dry it and go hunt!

[WATCH THE VIDEO!](#)

August

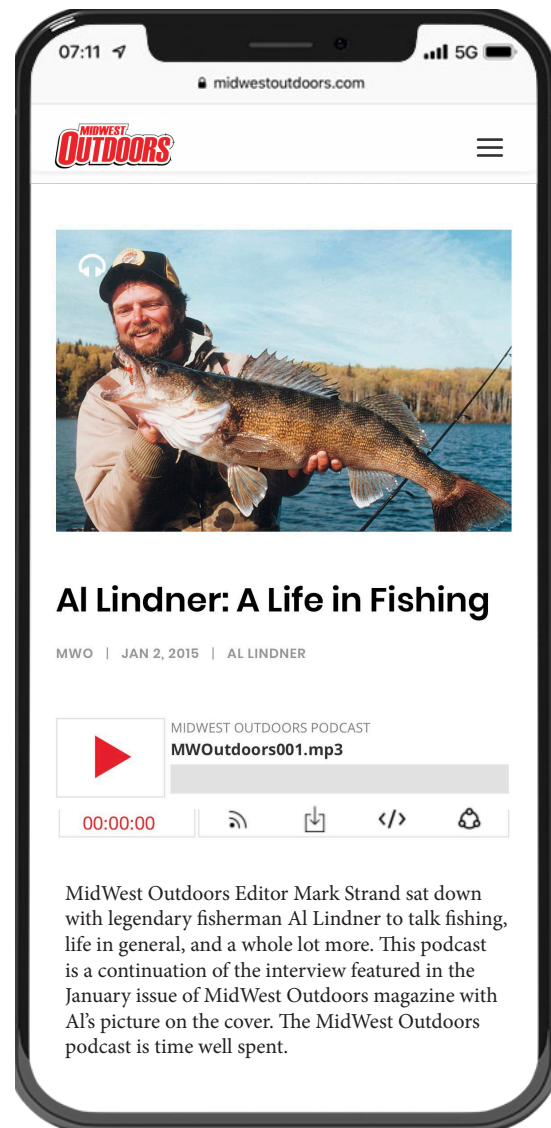
Podcasts are the Fastest Growing Media Category!

Communication through MWO Podcast is direct, intimate and highly memorable. MWO's monthly product offers feature-length interviews with top names in the outdoors. Your commercial message will be heard on iTunes, iHeartRadio, Stitcher and MidWestOutdoors.com.

30-second spot: \$295

2-minute feature: \$495

Position 1 available at a premium price





Run of Site Banner Ads within Content

Your 4:1 Content Banner is embedded in relevant content and becomes part of an environment that inspires people to inquire further.

Online display campaigns will:

- improve the visibility of your product
- build your brand faster
- deliver immediate conversion

4:1 (1600 x 400) content banner: \$150 per month



Largemouths on Top

MWO | AUG 8, 2018

Shallow slop holds largemouths in the summertime. Extracting them from the jungle is a challenge bass fans love, and throwing topwater baits that skitter and slide across the canopy is one of the most popular ways to attack these green monsters. Topwater fishing seems simple, but even slight variations in lure choice and presentation can mean the difference between a great day and getting skunked.

Selecting the right baits

It all starts with choosing the right baits for the conditions at hand. Many anglers think all topwaters are the same, but differences in lure style, body shape and weight can have a big affect on your catch rates.

Favorite topwater choices include frogs, rats and mice. Spoons such as Northland Tackle's Jaw-Breaker are often overlooked but equally deadly, and LiveTarget recently has added hollow-bodied sunfish to the list of fish-catching options.

1600 X 400 CONTENT BANNER



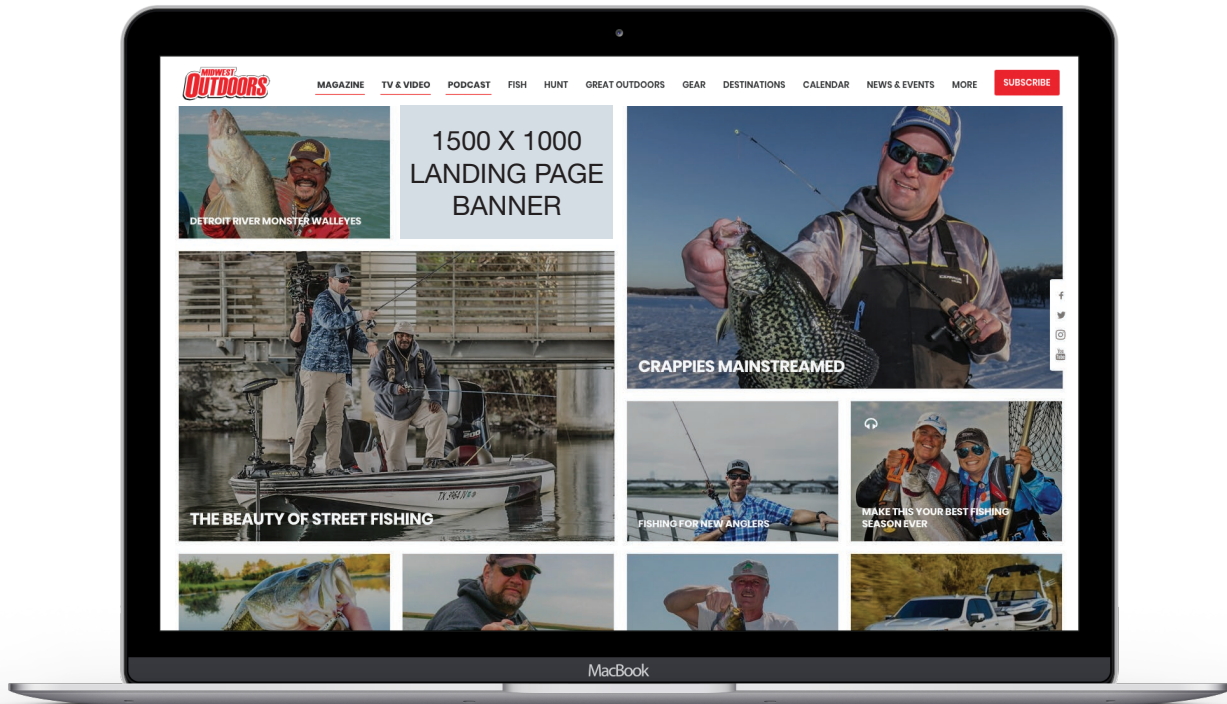
Run of Site Banner Ads on Landing Pages

ROS Landing Page Banners are featured on every category landing page of MidWestOutdoors.com.

These 3:2 banners are positioned adjacent to post listings, and put your message right in the midst of searchable content.

3:2 (1500 x 1000) landing page banner:
\$185 per month

1500 X 1000
LANDING PAGE
BANNER





Online Content Sponsorship

If you were promoting a walleye lure wouldn't it be ideal if you could place your ad with walleye articles? Now you can!

By placing your message with the right articles, you will capture people 'in the moment'—when they're most in tune with the lifestyle, activities and interests your message supports.

Your 3:2 Content Sponsorship Banner is embedded within the first paragraph of up to three articles, each identifying you as a sponsor of that feature story.

**3:2 (1500 x 1000)
content sponsorship banner:
\$225 per month**



What To Know Before You Tow

MWO | APR 12, 2019

It's spring and boats are making the trek out of winter storage to open water locations everywhere. Prepare yourself with these important towing safety tips before you hit the road.

Always attach safety chains between your vehicle and trailer. Cross chains under the tongue of the trailer so the tongue will be less likely to drop if the trailer should separate from the hitch.

When loading a trailer, distribute 60 percent of the load over the front half of the trailer and evenly from side to side. Loads sitting too far forward or too far back can create trailer sway at highway speeds and during heavy braking.

When backing up a trailer, place one hand at the six o'clock position on the steering wheel. To move the trailer to the left, move your hand to the left. To move the trailer right, move your hand right. Back up slowly and in small increments to maintain control.

Braking when pulling a trailer requires extra distance. A good measure of safe distance is to allow one vehicle and trailer length between you and the vehicle ahead of you for every 10 mph of speed.

Never exceed the load capabilities of your vehicle, including tongue weight (TW). Tongue weight is the downward force of the coupler of the trailer on the vehicle's hitch (usually 10 percent to 15 percent of the loaded trailer weight for a conventional hitch, and 15 to 20 percent for a gooseneck hitch).

Steering

Don't try to steer out of a trailer sway situation; it will only make it worse. Instead, hold the steering wheel as steady as possible, release the accelerator (without touching the brake) and activate the electric trailer brakes (if equipped) by hand.





Online Product Showcase

Showcase your product on the MWO Gear page. One click expands your product listing into a full-page interactive profile with multiple images and videos. Link-enabled to drive buyers to your company website, e-commerce and social media pages.

Text/image post with link: \$150 per month

Video post with link: \$300 per month



Old Town Topwater PDL Angler

MWO | MAR 5, 2019

Old Town sacrificed nothing, delivering a comfortable, hands-free performance fishing kayak that's easy to maneuver and even easier to transport. At only 10.5' long and weighing only 100 lbs. fully outfitted, The Topwater PDL offers large fishing kayak performance, in a compact, lightweight, nimble package. A marriage of stability and performance, the Topwater, with the all-new ultra-stable DoubleU™ Hull, quietly glides through any water condition while providing a stable hands-free stand-up fishing platform. Featuring the award-winning forward/reverse PDL™ Drive, the most reliable and easy-to-use pedal drive on the market.

🔗 \$1999⁹⁵

BUY NOW!

🌐 OldTownCanoe.com





Online Featured Destinations

Capture new visitors with a listing on the MWO Featured Destinations page. One click expands your listing into a full-page interactive profile with multiple images and videos. Link-enabled to drive buyers to your website and social media pages.

Text/image post with link: \$150 per month
Video post with link: \$300 per month



Arnesen's Rocky Point Resort

MWO | MAR 5, 2019

You can pursue fish by the famous Lake of the Woods reefs that are located right out of our marina, Archie's Reef, Arnesen's Reef, 12-Mile Reef and Gull Rock Reef. We also have a fleet of modern charter boats, which are equipped with depth finders, global positioning systems and downriggers. Our captains are experienced, licensed by the United States Coast Guard, and are experts at a variety of fishing methods like drifting and trolling with spinners, jig fishing, bobber fishing and downrigging.



- arnesens.com
- 800-535-7585
- info@arnesens.com
- Find us via Google Maps



ARNESEN'S
Rocky Point Resort



MWO Calendar Event Post

Market your event using MWO's 4-pronged strategy

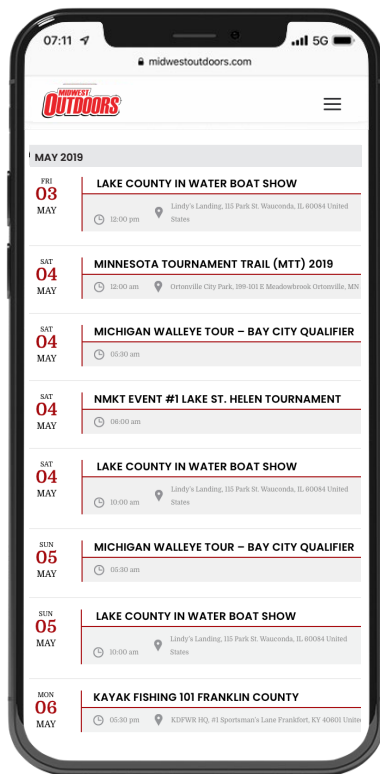
1) Your event is posted on MWO's interactive calendar viewed by list, range of dates or category (club events, sport shows, tournaments, etc.)

2) Users may search events by keyword, date(s) and location

3) One click expands your event into a rich media module that features event details, Google map location, images, slide show or video

4) Your event is posted on MWO's home page, and links back to the detailed calendar listing

Calendar listing: \$300



LAKE COUNTY IN WATER BOAT SHOW

May 4 @ 10:00 am - 6:00 pm

Lake County In Water Boat Show

At Lindy's Landing on Beautiful Bangs Lake, 115 Park St., Wauconda, IL 60084.

Hours:
 Friday: 12-6 p.m.
 Saturday: 10 a.m. – 6 p.m.
 Sunday: 10 a.m. – 5 p.m.

Lake County Watersports & Lindy's Landing in Wauconda, Ill. will host the 5th Annual Lake County In-Water Boat Show over the weekend of May 3-5, 2019. In Water Boat show will feature the finest in watercraft from many local Marina's bringing, fishing boats, ski boats, pontoons and everything in between! Diverse land displays will also be a part of the show.

In water boat show brings food, fun and a chance to get on the water. Check out all the boats and vendors, than have a memorable lunch at Lindy's! Bring the whole family!

2019 Lake County In-Water Boat Show will feature Pontoons and Tritoons, Deck, Ski, Fishing, Runabouts.

Come out and Join us! It's time to get your summer on!

See more info:

**Fishing Boats, Ski Boats
Pontoon Boats**

Details
 Date: May 4
 Time: 10:00 am - 6:00 pm
 Event Category: Sports & Boat Shows
 Website: lakecountywatersports.com/event/lake-county-in-water-boat-show/

Organizer
 Lake County Watersports
 Phone: 847-526-2211
 Website: lakecountywatersports.com

Venue
 Lindy's Landing
 115 Park St.
 Wauconda, IL 60084 United States
 • Google Map

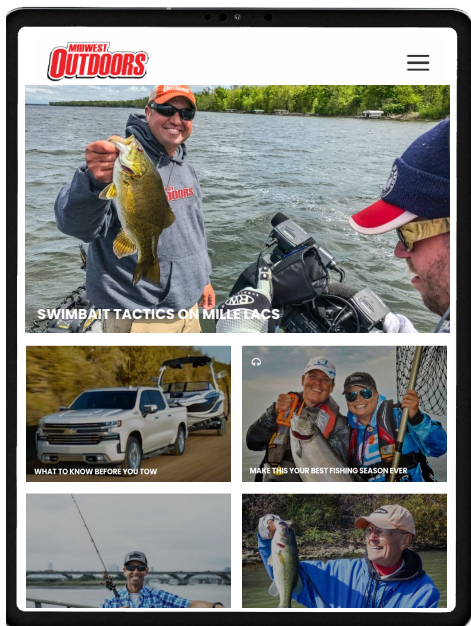


Online Native Content

Tell your story with deeper, more detailed messaging

MWO native content looks and feels like a typical article post, and is written to artfully present your brand, product or service in the best light possible. Best of all, readers respond more favorably to native content than to advertising banners and posts.

Starting at \$750



Swimbait Tactics on Mille Lacs

ROGER CORMIER | MARCH 2018

Searchbait covers more water and deliver more results everywhere

“Search” or “swim”?

I went back and forth about what headline to apply to this article. Finally, I decided to just put both swimbait and searchbait in there. After all, swimbait is a popular lure to cast for both largemouth and smallmouth bass (as well as other species). They remain a top choice, especially for largemouth anglers who seek the biggest bites on a given body of water. They minimize the numbers of “small fish” to weed through when the aim is the biggest tournament bag.

The Storm 360GT Searchbait was introduced last year (the “360” refers to degrees—as in cast it in any direction—and the “GT” refers to “Go-To” as in—this should be your go-to lure choice), and has already proven to be a presentation that anglers must choose for a wide variety of situations. I witnessed firsthand success with this lure last summer on an Ontario fly-in trip to Slippery Winds Resort. A 360GT went head-to-head against the ever-popular jig-n-minnow combo for walleyes. It hooked about 20 walleyes in a row. The live bait tactic caught zero walleyes and about 20 northern pike. Prior to that June fly-in trip, however, I already was a big believer in the Storm Searchbait after several fishing days on Minnesota’s Lake Mille Lacs.



The bass factory

Located about two hours north of the Twin Cities, and long heralded as a walleye factory, 132,000-acre Lake Mille Lacs recently rose to national prominence after hosting consecutive Bassmaster Angler of the Year Championships in September of 2016 and 2017. Huge bags of smallmouth bass came to the scales to impress even the best bass fishermen in the nation. If you love fishing for big smallmouths, this fishery should be a top choice.



Digital Pricing

MWO DigitalAssist®

PACKAGE	MONTHLY POSTS	CUSTOM POSTS	VIDEO POSTS	MONTHLY PRICE	OTHER
MWO ActivePost®	12	Yes	\$75 ea.	\$450	\$500 setup (1x); 6-month min.

eNEWSLETTERS

ISSUE	SIZE	POSITION	PRICE	w/EDITORIAL
MWO Insider	4:1 (1600 x 400)	1 / ROS	\$700 / 500	\$1400 / 1000
Guides & Specials	4:1 (1600 x 400)	1 / ROS	\$750 / 600	\$1500 / 1200

PODCAST

Commercial	30 seconds	ROS	\$295	\$395 for position 1
Feature Commercial	2 minutes	ROS	\$495	\$695 for position 1

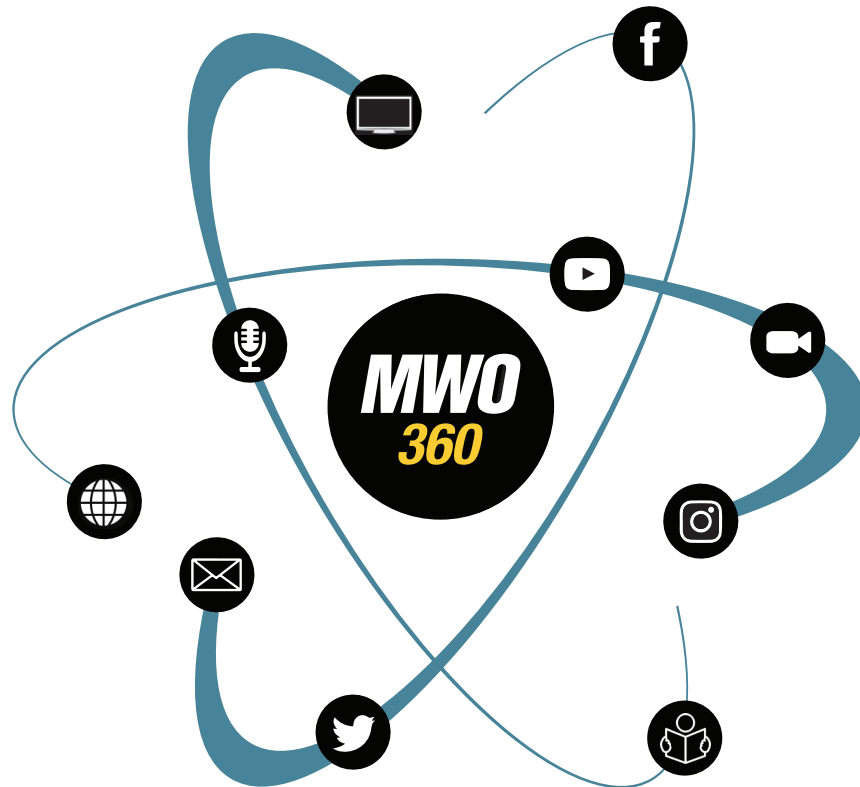
WEBSITE

TYPE OF POST	SIZE	POSITION	PRICE	ADD-ON OPTIONS
Content Banner	4:1 (1600 x 400)	ROS	\$150 mo.	–
Landing Page Banner	3:2 (1500 x 1000)	ROS	\$185 mo.	–
Content Sponsorship	3:2 (1500 x 1000)	w/article	\$225 mo.	–
Product Showcase	1000 characters	–	\$150 mo.	\$300 w/video
Featured Destinations	1000 characters	–	\$150 mo.	\$300 w/video
Calendar Event Post	–	–	\$300	Video production
Native Content	up to 500 words	Home + ROS	\$750+	Writer fees



MIDWEST OUTDOORS BRAND UNIVERSE

Drive your message thru all MWO media assets!



TOTAL BRAND UNIVERSE | 66,338,303

MAGAZINE | 133,509 readers per issue

TELEVISION | 65,486,525 TV households

SOCIAL MEDIA | 136,459 engaged followers

WEBSITE | 111,810 monthly viewer sessions

eNEWSLETTER | 30,000+ registered subscribers

DIRECT MAIL | 100,000+ outdoorsmen

EVENT PROGRAMS | 100,000+ avid outdoorsmen

SPECIAL ISSUES | 240,000+ outdoorsmen



111 Shore Drive, Burr Ridge, IL 60527 • 630-887-7722 • MidWestOutdoors.com

