

The Firearm Blog 2011 Media Kit



The industry's leading blog with a strong and loyal community...



Laser-focused topics on firearms and shooting... no politics.



Largest, most homogenous blog readership in the industry...

For more information contact:

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Site Description

TheFirearmBlog.com is the industry's leading blog with a strong and loyal community. The topics of the blog are laser-focused on firearms and shooting, specifically avoiding any politics, which results in an extremely targeted readership **who are visiting the site solely to learn about firearms and accessories**. There is no larger, more homogenous blog readership online in the firearms industry, period. If you are a manufacturer in the firearms, ammunition, or accessories business, there is no better place to invest your marketing dollars.

Traffic Statistics

- ❖ Site URL - <http://www.thefirearmblog.com/blog/>
- ❖ 750,000 + Monthly Unique Visitors
- ❖ 1,400,000 + Monthly Page Views
- ❖ 75% + traffic from the United States
- ❖ ~ 45% of traffic is repeat, loyal visitors
- ❖ ~ 40% of traffic is new search traffic
 - (keywords almost entirely composed of firearm, ammunition, & accessory products)
- ❖ ~ 25% traffic growth in the past 12 months

The Firearm Blog Homepage

Available Ad Space

A & B- Rectangle (shown to left):

- 180 x 150 pixels

Ad Spend Options - \$10 CPM:

- \$500 per month- 50,000 impressions
- \$1,000 per month- 100,000 impressions
- \$2,000 per month- 200,000 impressions
- \$5,000 per month- 500,000 impressions
- Total Ad Spend (Will average between \$10,000-\$12,000 per month for full exposure of approximately 1-1.2M impressions billed at close of each month based on number of impressions shown)

The screenshot shows the homepage of 'THE FIREARM BLOG' with the tagline 'Firearms not Politics'. The navigation menu includes Home, Advertising, About, and Contact. A 'BEST BLOG' award badge is visible. Two 180 x 150 pixel ad spots are highlighted: 'Spot A' and 'Spot B'. Below these is a 'JUNE GIVEAWAY' for a Kriss Vector CQB & Tac-Pac rifle, with an MSRP of \$2,779. A Facebook widget shows 3,741 people like the blog. The main content area features an article titled 'EMA Tactical Countdown Magazine Review' with a photo of a magazine.