



Media Kit 2009



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Company Profile



GundogsOnline.com was founded in 1999 and has grown to serve millions of visitors each year. The mission of GundogsOnline.com is to help owners get the most from their hunting dogs. To that end, GundogsOnline.com provides visitors with hundreds of free articles, videos and tips on training and caring for their gun dogs from the industry's leading outdoor writers, breeders and trainers. In addition to providing visitors with great content, GundogsOnline.com also sells all the products necessary to get the job done.

Today, GundogsOnline.com ranks among the top results in all the major search engines for nearly every keyword relating to hunting dogs - whether you're searching for "Hunting Dogs", "Gun Dogs", "Bird Dogs" or "Hunting Dog Training" - GundogsOnline.com will be in the top results in all the major search engines.

However, our marketing effort don't stop with the Search Engines. Today customers can find GundogsOnline.com in numerous magazines, mail order catalogs and television segments like Benelli's American Bird Hunter with Tom Knapp. It's our commitment to continual branding that has separated us from the pack and will continue to do so as we head into the future.

GundogsOnline.com works closely with all of our advertising clients to help integrate Internet advertising into their marketing plan.

GundogsOnline.com is committed to maximizing clients' advertising dollars by utilizing technologies that facilitate reporting. Our online ad campaigns allow clients the ability to test and measure multiple ads to find the best creative for our audience. By working with GundogsOnline.com, clients can extend the reach of traditional marketing by building an online advertising campaign that matches their corporate image.

When you advertise with GundogsOnline.com you know you are reaching a targeted audience with a desire to learn more about training / caring for hunting dogs and who have a proven track record of purchasing hunting dog related supplies.

**Number One Site
on the Internet for
Hunting Dog Owners**

**Over a Million Page
Views Each Month**

**43% of our Visitors
are Returning Visitors**

**Hundreds of Free
Articles, Videos and
Tips on Training and
Caring for Hunting
Dogs**

**Today,
GundogsOnline.com
ranks among the top
results in all the major
search engines for
nearly all keywords
related to hunting
dogs.**

**Magazines, Mail
Order Catalogs and
Television are other
ways GundogsOnline.
com continues to
attract new targeted
visitors to
their site.**

Audience Profile



About Our Reader:

Avg. age: - 41 years old
Male population: - 91%
Married: - 82%
Avg. annual household income: - \$67,671
Owns a personal computer - 97%

Educational status (highest achieved):

Graduated high school - 33%
Attended college - 22%
Graduated college - 45%

Man's Best Friend:

Readers who own dogs - 96%
Avg. number of dogs owned - 2.7
Plan on purchasing a dog in the next year - 22.5%
Plan to breed in the next year - 21%

Active Participants:

AKC Field Trial - 18%
UKC Field Trial - 11%
AKC Hunting Test - 19%

Hunting Pleasure:

Avg. # of days hunting / year - 32
Avg. # of days out-of-state hunting / year - 8
Avg. # of hunts on a preserve per year - 7
Avg. annual cost associated with hunting - \$4,650
Upland hunter only - 14%
Waterfowl hunter only - 7%
Upland and waterfowl hunter - 79%

Types of birds hunted (multiples):

Grouse - 63%
Woodcock - 67%
Pheasant - 94%
Waterfowl - 42%

Dog Care:

Avg. annual cost associated with dog food - \$674
Avg. annual cost associated with dog care - \$293

Dogs are housed:

Inside - 43%
Outside - 21%
Both inside and outside - 35%

Training:

Readers who use professional trainers - 32%
Readers who train alone - 59%
Readers who train with a club - 41%
Avg. time spent training dogs/year - 247 hours

Training equipment currently owned:

How-To Training Books - 79%
Instructional Training Videos - 32%
Plastic/Canvas Training Dummies - 67%
Electronic Bird/Dummy Launcher - 15%
Training Check Cord - 61%
Electronic Training Collar - 36%

Plan to purchase equip. in the next year - 49%
Avg. annual cost assoc. w/ training equip. - \$145

Outdoor Gear - Plan to purchase the following outdoor gear in the next year:

Hunting Boots - 51%
Hunting Trousers/Shirts - 43%
Hunting Coat/Vest - 34%
Hunting Decoys - 21%
Hunting Calls - 23%

Avg. annual cost assoc. with outdoor gear - \$378

Use the following retailer to purchase outdoor-related products:

Mail Order / Internet - 72%
Sporting Goods Store - 78%
Discount Store - 49%
Specialty Store - 26%

Firearms and Ammunition:

Average number of firearms currently owned - 3.5

Type of firearm(s) owned:

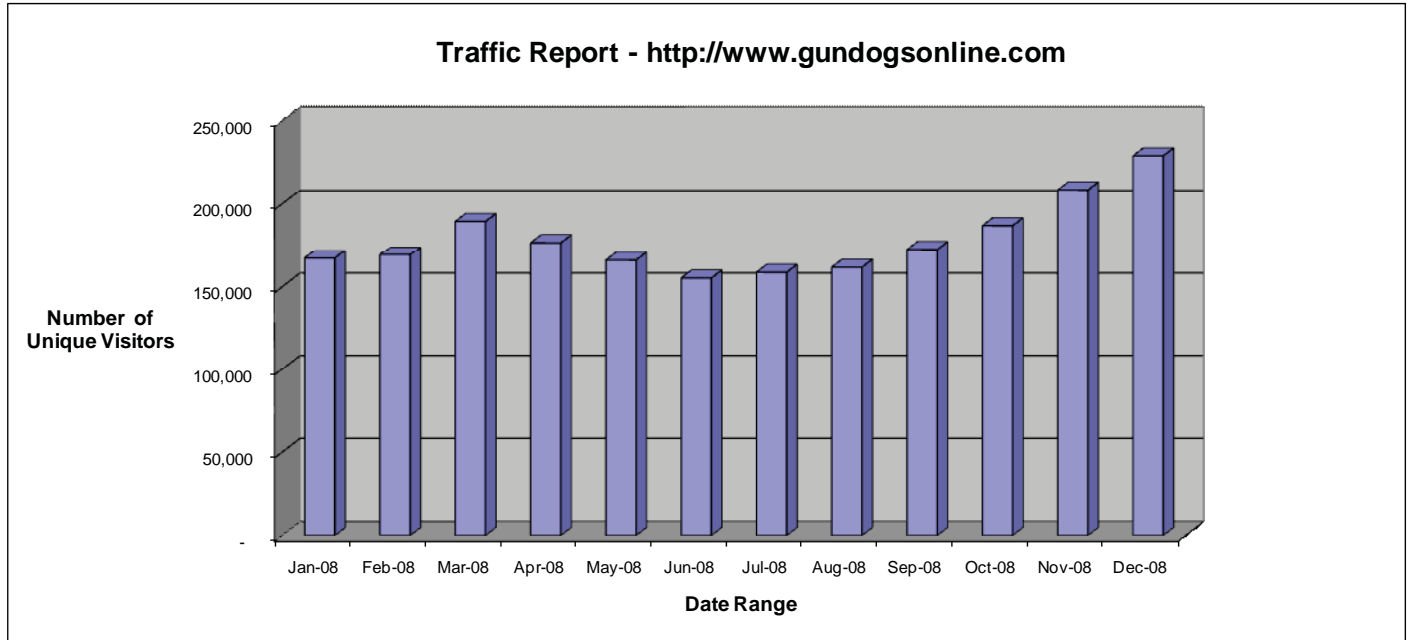
Shotgun - 96%
Handgun - 59%
Small Game Rifle - 67%
Big Game Rifle - 63%
Black Powder Gun - 19%
Blank/Training Gun - 39%
Air Rifle/BB/Pellet Gun - 49%

Plan to purchase a shotgun in next year - 32%
Plan to purchase shotgun shells in next year - 89%
Reload ammunition - 53%
Avg. annual cost of firearms + ammunition - \$579

Site Traffic

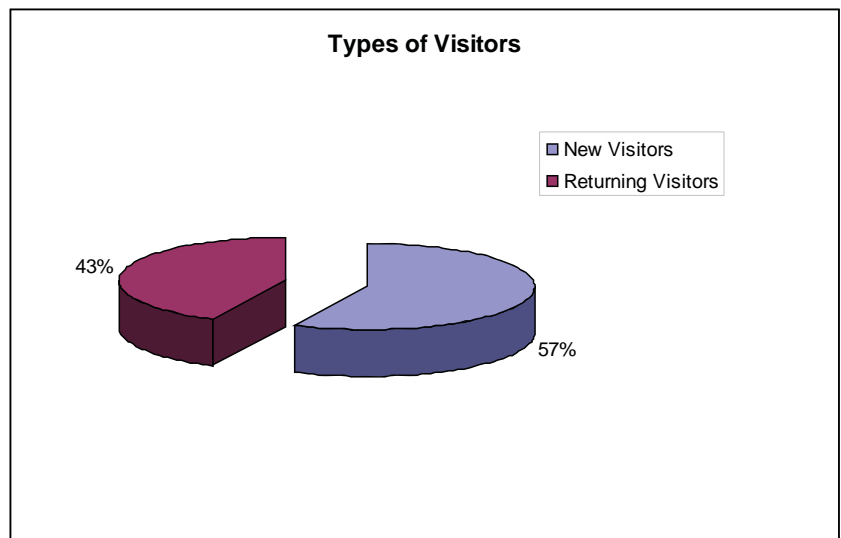


GundogsOnline.com has experienced tremendous growth over the last 10 years as a result of strong search engine rankings and aggressive online and off-line marketing (including direct mail catalog, magazine ads, sponsorship of related events and television).



GundogsOnline.com continues to grow in readership as approximately 40% of their visitors each month are return visitors. GundogsOnline.com videos and articles are often sought after by gun dog enthusiasts as reference material when training and caring for their hunting dog.

As more and more sportsmen turn to the Internet for the most up to date information on products and training techniques, GundogsOnline.com is positioned well to effectively reach these individuals and influence their buying decisions.



Advertising Types

(See pages 6-11 for examples)



Traditional Advertising Types

In-Package Inserts

Insert your product literature into orders shipped directly from GundogsOnline.com. Sold in lots of 1,000 pieces.

Video Ads

Video Ads do not expire and visitors can watch these videos for years to come. Distributed to partner and social media sites, as well.

Video - Billboards

Display your logo and tag line on the opening and closing billboards of the online video segments.

Video - Commercials

Run a 30 second long video spot inserted into our online video segments. Ad will be played prior to the video.

Internet Radio

Have a 30 second long audio spot inserted into online radio streams. Ad will be played immediately after the show introduction and again at the end of the show. No scheduled expiration and visitors can listen to these shows in the future.

Printed Catalog - Preferred Page Placement

Position your product on a preferred page of the GundogsOnline.com printed catalog. Pages available; Front Cover, Back Cover, Inside Front Cover, Inside Back Cover and Center Spread. Distributed to 60,000 customers annually.

Online Advertising Types

Drop Down Ads

Display your ad on the GundogsOnline.com home page and on other selected pages. The animation on these ads leads to high conversion rates. Excellent ads to drive readers to special offers or help brand your product. Displayed a minimum of 180,000 times / year.

Banner Ads

Placed along the top of each page for maximum visibility. Banner Ads are a great choice for branding. Displayed a minimum of 250,000 times / year.

Block Ads

Placed on either the right or left side of the site, these are excellent ads to drive readers to special offers or help brand your product. Displayed a minimum of 250,000 times / year.

Monthly eNewsletter

Include your product or special offer in the GundogsOnline.com eNewsletter which is emailed to our customers and runs on our site throughout the month. Distributed to over 75,000 customers.

Sponsors and Partners Advertising Tools (see page 13)

Featured / New Products - Home Page -

Display your products on the GundogsOnline.com home page under the "Featured Products" and "New Products" tab.

First in Category - Product Placement -

Have your entire product line displayed first in its respective category/department on GundogsOnline.com.

Video Product Review - The GundogsOnline.com editorial staff will produce a high quality professional video reviewing the features and benefits of your product. Video may be used on your site and will be distributed to partner and social media sites, as well.

Television - Product Positioning - Have your company's product used and mentioned (when reasonable) during GundogsOnline.com television segments.

On-Hold Message - Phone System - Have a 15 second long audio spot played during the on-hold message on the GundogsOnline.com's toll-free phone system.

Partner Logo - Have your company's logo displayed on the footer of every page on GundogsOnline.com.

Email Signature - Include your company's logo, tag-line and link in all one-on-one email correspondences with GundogsOnline.com customers.

Ad Placement (Home Page)

(Perfect placement for every style and budget)



1. Drop Down Ads

Display your ad on the GundogsOnline.com home page and on other selected pages. The animation on these ads leads to high conversion rates. Excellent ads to drive readers to special offers or help brand your product. Displayed a minimum of 180,000 times / year.

2. Banner Ads

Placed along the top of each page for maximum visibility. Banner Ads are a great choice for branding. Displayed a minimum of 250,000 times / year.

3. Block Ads

Placed on either the right or left side of the site, these are excellent ads to drive readers to special offers or help brand your product. Displayed a minimum of 250,000 times / year.

4. Video Billboards

Display your logo and tag line on the opening and closing billboards of the online video segments.

5. Video Commercials

Run a 30 second long video spot inserted into our online video segments. Ad will be played prior to the video.

Please note - Video Ads do not expire and visitors can watch these videos for years to come. Distributed to partner and social media sites, as well.

6. Featured Products

Display your products on the GundogsOnline.com home page under the "Featured Products" and "New Products" tab.

7. Partner Logo - Have your company's logo displayed on the footer of every page on GundogsOnline.com.

The screenshot shows the GundogsOnline.com website interface. At the top, there is a navigation bar with links for Home, Articles, Video Tips, Talk Radio, Hunting Dog Supplies, and Hunting Dogs For Sale. Below this is a 'CHANNELS' section with various sub-categories like Hunting Dog Training, Bird Hunting, and Shooting Sports. A shopping cart summary shows 2 items for a total of \$260.00. The main content area features several sections: 'Helping You Get the Most From Your Hunting Dogs' with a banner for 'THE DIXIE KENNEL COVER' (callout 1); 'Hot Products' section with items like 'Deluxe Retrie-R-Trainer Dummy Launcher Kit' (callout 6), 'Tri-Tronics Sport Basic G3 with FREE Hoister' (callout 2), and 'Boyt Gun Dog Water Bucket-D18' (callout 4); 'Market Place Ads' with 'Cgr Tails' (callout 3) and 'KENNELDECK' (callout 5); 'Featured Articles' with 'Establishing a Solid Quartering Pattern - An Interview with David Lauber' (callout 7); 'Waterfowl Guide' section; and 'Support Our Partners' with logos for NSSE and U.S. Sportsmen's Alliance. The footer contains 'ABOUT US', 'LEGAL NOTICE', 'PRIVACY POLICY', 'ADVERTISE', 'CONTACT US', and 'HUNTING DOGS' links, along with a copyright notice for 2008.

Ad Placement (Monthly eNewsletter)



1. Monthly eNewsletter

Include your product or special offer in the GundogsOnline.com eNewsletter which is emailed to our customers and runs on our site throughout the month. Distributed to over 75,000 customers.

Reminder - This Month's Specials at GundogsOnline.com

File Edit View Tools Message Help

Reply Reply All Forward Print Delete Previous Next Addresses


From: newsletter@GundogsOnline.com
 Date: Wednesday, January 14, 2009 3:14 PM
 To: genglish@gundogsonline.com
 Subject: Reminder - This Month's Specials at GunDogsOnline.com

FREE Shipping Continental USA

ORDERS OVER \$75

(Free Shipping does not apply to oversized or heavy items as indicated)

(offer expires on April 30th)




Tri-Tronics Pro 500 G2 EXP

The Tri-Tronics Pro 500 G2 EXP Collar has been designed for the serious trainer or those that want the ultimate that a training collar has to offer. The Pro 500G2 collar has 18 levels of momentary and continuous stimulation and a tone only setting.

Order Now: \$509.00

IN-STOCK




DT Systems Bird Launchers

DT Systems Bird Launchers - 'Easy Load' trap door makes it the easiest pop box on the market to load.

Order Now Starting at: \$364.95

IN-STOCK

Featured Product




Alfa 209 Primer Pistol

On Sale NOW **\$169.99**

[View Details](#)

Tracking Collars




Garmin Astro GPS Tracking System

Get Yours For: **\$599.99**

[View Details](#)

Electronic Hearing Protection




Pro Ears Sporting Clay

On Sale NOW **\$245.95**

[View Details](#)

Deluxe First Aid Kit




Starting at: **\$36.99**

Shop These Brands at GundogsOnline.com:

• Tri-Tronics	• Etch-Marc	• Pro Ears
• SportDOG	• Dokken	• Randolph Engineering
• Dogtra	• Gunners-Up	• Foiles
• Innotek	• Zinger-Winger	• Real Geese
• DT Systems	• Retrie-R-Trainer	• Tim Grounds
• Bumper Boy		

We are committed to carrying only the finest brands of hunting dog supplies. Please have a complete line of Tri-Tronics, SportDOG, Dogtra, Innotek and DT Systems dog training collars. We also have some hard to find hunting dog supplies, browse these fine brands and call us if you need help selecting the correct products to train your gun dog.

Kalspel Folding Dog Crate



The Kalspel Folding Dog Crate is one of the first all aluminum dog crate that folds down for easy transportation and storage.

Order Now Starting at: \$489.00

IN-STOCK

Ad Placement (Video Ads)



1. Video Ads

Video Ads do not expire and visitors can watch these videos for years to come. Distributed to partner and social media sites (YouTube.com, MySpace.com, Facebook.com, Google Video, Yahoo Video, etc.), as well.

The screenshot shows a web browser window displaying the Gundogs Online website. The page features a navigation menu with options like Home, Articles, Video Tips, and Hunting Dog Supplies. A main section titled 'Field Tips and Tactics' is highlighted with a red circle containing the number '1'. This section includes a video player for 'Duck Calling with Dave Hochman' and a list of other field tips such as 'Field Tips On Shooting with Tim Grounds and Tim Bradley', 'Using Silhouette Decoys with Darrel Wise', and 'Using a Dog Blind by Shawn Stahl'. The video player shows a man in a field with a play button overlay and a progress bar. Below the video, there is a description of the content and a 'Send to a Friend' button. To the right, a list of 'More Field Tips and Tactics' is displayed, each with a small video thumbnail and a brief description.

Video - Billboards

Display your logo and tag line on the opening and closing billboards of the online video segments.

Video - Commercials

Run a 30 second long video spot inserted into our online video segments. Ad will be played prior to the video.

Ad Placement (Product Reviews)



1. Video Product Reviews

The GundogsOnline.com editorial staff will produce a high quality professional video reviewing the features and benefits of your product. Video may be used on your site and will be distributed to partner and social media sites, as well.

A screenshot of the Gundogs Online.com website in an Internet Explorer browser window. The browser address bar shows the URL: http://www.gundogsonline.com/video/product-reviews/kalispel-folding-dog-crate.htm. The website header includes the Gundogs Online.com logo, a "SHOWTIMES" section for the 2009 season, and a "CORTONA" advertisement. Below the header is a navigation menu with "CHANNELS" and various categories like "Hunting Dog Training" and "Bird Hunting". A shopping cart icon shows 0 items for \$0.00. The main content area is titled "Product Reviews" and features a video player for "Kalispel Folding Dog Crate". A red circle with the number "1" is placed over the video player. Below the video player is a text description: "Geoff English visits with Mark Taverniti from Kalispel Case Line at the 2008 SHOT Show and discusses the new folding dog crate. This is a fantastic, durable crate that is perfect for someone traveling with their dog, or doesn't want to leave the crate in the back of an open truck." To the right of the video player is a "More Product Reviews" section with three video thumbnails and their descriptions: "D.T. Systems SPT2422 with George Hickox", "Pro Ears Gold Series", and "Mendota Rehydrate for dogs". Below this is a "Related Products" section with three product images.

Ad Placement (Internet Radio)



1. Internet Radio

Have a 30 second long audio spot inserted into online radio streams. Ad will be played immediately after the show introduction and again at the end of the show. No scheduled expiration and visitors can listen to these shows in the future.

A screenshot of a web browser displaying the Gundogs Online website. The browser window title is "Gun Dog Talk Radio - Hunting Dog Podcasts - Windows Internet Explorer". The address bar shows "http://www.gundogs.com/radio/". The website header includes the Gundogs Online logo, a "JOIN GUNDODGS ONLINE.COM" button, and "SHOWTIMES" for the "2009 SEASON" (Mon @ 12:00 PM, Wed @ 3:30 AM, Thu @ 7:30 PM EST). There is also a "DON'T BE FOOLED BY IMITATIONS!" banner for "The Original DOKKEN DEAD FOWL". The main navigation menu includes "Home", "Articles", "Video Tips", "Talk Radio", "Hunting Dog Supplies", and "Hunting Dogs For Sale". Below the navigation is a "CHANNELS" section with links for "Hunting Dog Training", "Bird Hunting", "Shooting Sports", "Puppies", "Health Care", "Wildlife Conservation", "Retriever Training", "Pointing Dog Training", "Spaniel Training", "Waterfowl Hunting", and "Upland Bird Hunting". A shopping cart section shows "0 ITEMS" and "TOTAL: \$0.00". The main content area is titled "Interviews" and features a video player for "Hunter Grounds - 2008 World Goose Calling Champion". A red circle with the number "1" is overlaid on the video player. To the right of the video player is a "More Interviews" section with four entries: "Hunter Grounds - 2008 World Goose Calling Champion", "Keeping Your Dog Ready For The Field by Shawn Stahl", "Kelley Powers - The Off-Season", and "A Review Of Upland Loads From Federal Ammunition".

Ad Placement (Printed Catalog)



Printed Catalog - Preferred Page Placement
 Position your product on a preferred page of the GundogsOnline.com printed catalog. Pages available; Front Cover, Back Cover, Inside Front Cover, Inside Back Cover and Center Spread. Distributed to 60,000 customers annually.

Pro Ears Gold Series - Sporting Clays (Electronic Hearing Protection)

While the Sporting Clays model was designed specifically for the clay sports, it remains our most versatile design. If you're a hunter who shoots clays, skeet or trap in the off-season, there is no better model for you. Its low profile and "pop star" allow for the clean mount of a shotgun without any worry of interference from your hearing protection. The Sporting Clays fits the smallest and lightest electronic hearing protection on the market. It features a sleek, modern design with a leather-like finish. The Sporting Clays is available in a variety of colors and styles. It also features a volume control, includes a rechargeable battery, and is compatible with all electronic hearing protection devices. It is also compatible with all electronic hearing protection devices. It is also compatible with all electronic hearing protection devices.

Specify Color: Black, Green

407-11901 Sporting Clays \$279.95

Order Toll Free
 1-866-448-6364
www.gundogsonline.com

GundogsOnline.com
 P.O. Box 444
 Southbury, CT 06488

Helping you get the most from your hunting dog SM

TAKE \$25 OFF
 your next purchase of \$300 or more
 (Details on Page 8b)

Upland Hunter SD-1850

Only \$379.95
 (see page 11 for details)

Visit us online - 24 hours a day:
www.gundogsonline.com

Call us toll free: 1-866-4GUNDOG (1-866-448-6364)

Web Reporting



GundogsOnline.com is committed to maximizing our clients' advertising dollars by utilizing technologies that facilitate real-time reporting. Our online ad campaigns allow clients the ability to test and measure multiple ads to find the best creative for our audience. Ads can be paused or replaced in real-time. No more waiting for the next printed issue to come out before testing a new advertising campaign.

Web Reporting				
Traffic Report: ?				
WebAd Campaign Name: Start WebAd Campaign on: 9/1/2007 Duration: 180,000 Impressions Target: Classifieds.asp Weight: 15,000 Impressions / Month				
WebAds	Status	Displayed	Clicks	Click Rate
YOUR AD HERE				
September 2007	Active	44,067	207	0.47%
October 2007	Active	17,744	85	0.48%
November 2007	Active	28,892	128	0.44%
December 2007	Active	33,779	144	0.43%
January 2008	Active	40,623	187	0.46%
February 2008	Active	36,845	147	0.40%
March 2008	Active	36,220	158	0.44%
April 2008	Active	32,443	115	0.35%
May 2008	Active	30,928	85	0.27%
June 2008	Active	26,636	91	0.34%
July 2008	Active	29,211	100	0.34%
August 2008	Active	21,664	67	0.31%
September 2008	Active	35,032	73	0.21%
October 2008	Active	37,395	78	0.21%
November 2008	Active	42,302	109	0.26%
December 2008	Active	49,112	136	0.28%
January 2009	Active	23,255	55	0.24%
TOTAL		566,148	1,965	0.35%

When advertising on sites that offer you tools to monitor the number of times your ad was displayed and the number of clicks you received, you can quickly compare one ad to another and see which is more effective at getting the user to take action.



2009 Advertising Rate Card

Ad Type	Advertiser (3 mo./6 mo./12 mo.)	Sponsor	Partner
Banner Ads (Displayed 250,000/yr.)	\$350/\$600/\$1000	Included	Included
Block Ads (Displayed 250,000/yr.)	\$350/\$600/\$1000	N/A	N/A
Video Billboards	\$350/video segment	3 Included	6 Included
Internet Radio Commercial	\$150/radio spot	3 Included	6 Included
Monthly eNewsletter (Distributed 75,000)	\$450/newsletter	2 Included	3 Included
In Package Inserts (Sold in lots of 1,000)	\$250/1,000 inserts	5,000 inserts	12,000 inserts
Video Product Reviews		1 Included	3 Included
Featured Products - Home Page		Included	Included
Drop Down Ad (Displayed 180,000/yr.)	\$1000/\$1750/\$3000		Included
On-Hold Message - Phone System			Included
First-In Category Product Placement			Included
Partner Logo			Included
Television Product Positioning			Included
Email Signature			Included
Catalog Preferred Page Placement	Call		
Video Commercials	Call		
Price		Call	Call

Rates are in U. S. Dollars, 15% agency discount is applicable for recognized agencies.

Payment: Prepayment is required by all first time advertisers. Master Card, Visa, Discover and American Express are accepted.

For more details contact **Geoffrey English at 1-866-448-6364 x344.**