



## SURVIVALISTS DIGITAL AUDIENCE SOLUTION

Take out the guesswork. Get your brand's message exactly where it belongs with Engaged Audiences.

Our exclusive Survivalists Enthusiast profile allows your brand to deliver highly-targeted messaging to the people most likely to buy your product or service.

Engaged Audiences is an exclusive, proprietary platform built from the best experiential, online, and offline data sources. Our cutting-edge technology deploys geotargeting to identify potential buyers who are investing their time at major survivalist events nationwide like the Atlanta Survival Expo & Gun Show and BLADE Show. Our data analysts then extend and refine this initial geotargeting data set with other high-value sources such as American Survival Guide subscribers and search data.



Annual spent on survivalist products and services in U.S. is \$1 billion.

(Source: Internal)



60% of audience is male.

(Source: Internal)



67% are married.

(Source: Internal)



67% are homeowners.

(Source: Internal)



43% earn over \$100k per year.

(Source: Internal)



1 in 4 American adults spent up to \$2k on home renovations to prepare for withstanding emergencies.

(Source: Internal)



160 million people are estimated to have recently purchased survival gear.

(Source: Internal)

For more information, please contact:

**Gabe Frimmel** - Advertising Sales Director

Phone: 800-332-3330 Ext 1930, Fax: 800-249-7761

Email: gfrimmel@engaged.media

# SURVIVALISTS DIGITAL AUDIENCE SOLUTION

ENGAGED  
AUDIENCES

We carefully curate our audiences using combinations of the following below for maximum results!



## Technographics

Target users by device such as desktop, laptop, tablet and mobile.



## Demographics

Target users by gender, income, age, etc.



## Geo-Targeting

Target by geography including DMA, state, zip code or country.



## Browsing Behavior

Target users based on past browsing behaviors such as websites visited.



## Intent-Based Search

Target users based on their search history.



## Contextual Content

Target users based on the contextual content (including keywords) on the page they are viewing.



## Event Targeting

Using the 'geo-fence' technology, target customers who have attended specific events at a location like a convention center, within a date range.



## Geo-Fence

Target users who have visited a specific geographical location.

## Sample Visual



Art required: 300 x 250 pixels; 72 dpi JPG

## Rates - Digital Audience Solution

Impressions	Cost	CPM
25,000	\$300	\$12
50,000	\$550	\$11
75,000	\$750	\$10
100,000	\$900	\$9

\*Per Month (30 days)

\*Digital Packages consist of 3 month minimum