

ENGAGED AUDIENCES

ENGAGED AUDIENCE: KNIFE ENTHUSIASTS

Knives
ILLUSTRATED

Ideal Audience Segment for:

- Knives Manufactures
- Part Manufactures
- Knives Shows & Events



KNIFE ENTHUSIASTS DIGITAL AUDIENCE SOLUTION

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

Our exclusive Knives 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 cutlery events nationwide like BLADE Show and Tactical Knife Invitational. Our data analysts then extend and refine this initial geotargeting data set with other high-value sources such as Knives Illustrated subscribers and search data.

85%

85% of the audience is male.

(Source: Internal)

\$10 Billion

Knife industry generated \$10 billion revenue in 2018.

(Source: IBIS World International)

35.6 Million

35.6 million households own pocket knives.

(Source: Internal)

\$716.3 Million

In 2018, U.S. retail sales of cutlery amounted to approximately 716.3 million U.S. dollars.

(Source: Internal)

90%

90% of all hunters and fishermen use knives, often the same knives they carry every day.

(Source: Internal)

24.8 Million

24.8 million people own hunting knives.

(Source: Internal)

For more information, please contact:

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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