



# MEDIA KIT

CONNECTING ADVERTISERS TO  
OUTDOOR ENTHUSIAST

[G7LIFEMEDIA.COM](http://G7LIFEMEDIA.COM)



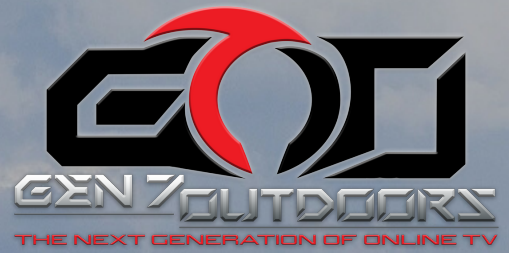
# WHO IS G7LIFE MEDIA

## A LITTLE BIT ABOUT US

G7LIFE Media focuses on marketing's fundamental basics by building verticles with targeted quality content, creating a strong relationship with our audience, and then introducing our audience to our advertisers.

## WHY ADVERTISE WITH G7LIFE MEDIA?

G7LIFE Media will be a strong partner on your marketing team. Our experience is diversified across all sectors of retail, so we understand your needs no matter the unique circumstances. This allows us to work with you in creating a successful marketing solution for your business.



# WHAT IS INCLUDED IN OUR ADVERTING PACKAGE

## PRE-ROLL / LIVE STREAM / BANNERS

Each of our Clients will be a part of our pre-roll/live stream ad play. Clients will have an ad placement in our randomly scheduled Live Streams and Pre-Rolls. We will also place banner ads with links to the Clients' landing pages across our many websites and apps.

## E-COMMERCE LISTING

Clients will have their products/services listed on our e-commerce platform. These products/services will be listed on G7Outfitters with links to our Client's own website. E-commerce advertising has many layers and is another tool G7LIFE Media uses to help you grow your business. G7LIFE Media uses G7Outfitters to market our Clients' products/services in an online shopping experience. The products/services are listed with SEO and social media sharing in mind so we can build marketing solutions around your G7Outfitter's e-commerce store.

## PODCAST INTERVIEW

Each of our Client will be interviewed on one of our podcast platforms. Our purpose in doing this is to build a personal relationship between the business and its customers.

Podcasting is an increasingly popular pastime in the U.S. and there were an estimated 88 million podcast listeners in the country in 2019. Forecasts suggest that the number of podcast listeners will surpass 160 million in 2023 after increases of around 20 million each year. When doing a podcast for our Clients we focus on the brand's message and structure the conversation to relay that message to our listeners. These podcasts are also SEO targeted so when someone is looking for information about the brand they will hear it straight from the brand itself.



## **NEWS REPORT ON CAMO NEWS**

Clients will be featured on CAMO News.

Press releases and news stories have always been an important part of marketing. In a press release, a brand can give a clear brand message, information about where to find the brand's products, announce new products/services, and the release can be shared across social media to create engagement.

## **SOCIAL MEDIA**

G7LIFE Media manages many pages, groups, and profiles across multiple social media platforms. Social media is an important part of any business marketing solution because it allows the business to reach people locally, regionally, nationally, and even internationally. We understand the characteristics of a targeted audience, will be able to personalize the business's messages to resonate with that audience more appropriately. We promote Clients individually and work with our Clients to create joint promotions.

## **OUR MEDIA PLATFORMS**

**GEN7 OUTDOORS TV CHANNEL**

**OUTDOOR CRUSADE**

**CAMO CRUSADE**

**FISH CRUSADE**

**GUN CRUSADE**

**CAMO NEWS**

**G7OUTFITTERS**

**GEN7 PODCAST**

**DOE DIARIES**

**CAMO LEAGUE**

**BOWHUNTER SYNDICATE**

**GEN7 BROTHERHOOD**

**ROKU** amazon fireTV



**vimeo**



## CONTACT

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