

## Advertising media kit

### Why advertise on Enough Gun

- Highly targeted readership of sporting shooters, hunters and industry members
- Cost effective rates, value for money
- Smart targeting; advertising can be displayed nationally or targeted to particular states only, maximising exposure to *your* target customers
- Responsive advertising; display the most effective size banner for each visitor (see page 2 for details)
- 78,000+ visits per month
- 208,000+ page views per month

### Who should advertise

- Licensed firearm dealers and gunsmiths
- Fishing, camping & outdoor equipment retailers - including apparel, four-wheel-drive accessories, blades and edgeware
- Shooting clubs, ranges and shooting industry bodies & organisations
- Anyone wishing to reach the Australian shooting community

Advertising options	Cost
<p><b>Annual sponsorship</b></p> <ul style="list-style-type: none"> <li>• Build brand recognition</li> <li>• Ongoing advertising throughout the year</li> <li>• Guaranteed minimum 20,000+ impressions per month</li> </ul>	\$500 per year
<p><b>Product launch / Event promotion *</b></p> <ul style="list-style-type: none"> <li>• High frequency advertising to build awareness fast</li> <li>• Ideal for upcoming events, or new product launches</li> <li>• Guaranteed display on every page</li> <li>• Guaranteed minimum 125,000+ impressions per month</li> </ul> <p><small>* Subject to availability, 2 per month maximum. * Limiting your campaign to certain areas may affect total impressions, contact us to discuss if required.</small></p>	\$250 per month

### Contact us

To advertise or for any questions email us at [mail@enoughgun.com](mailto:mail@enoughgun.com)

Visit us at [www.enoughgun.com](http://www.enoughgun.com)

All rates in \$AUD  
Statistics based on Google Analytics for the month of October 2018

For bookings email: [mail@enoughgun.com](mailto:mail@enoughgun.com)

## Banner specs

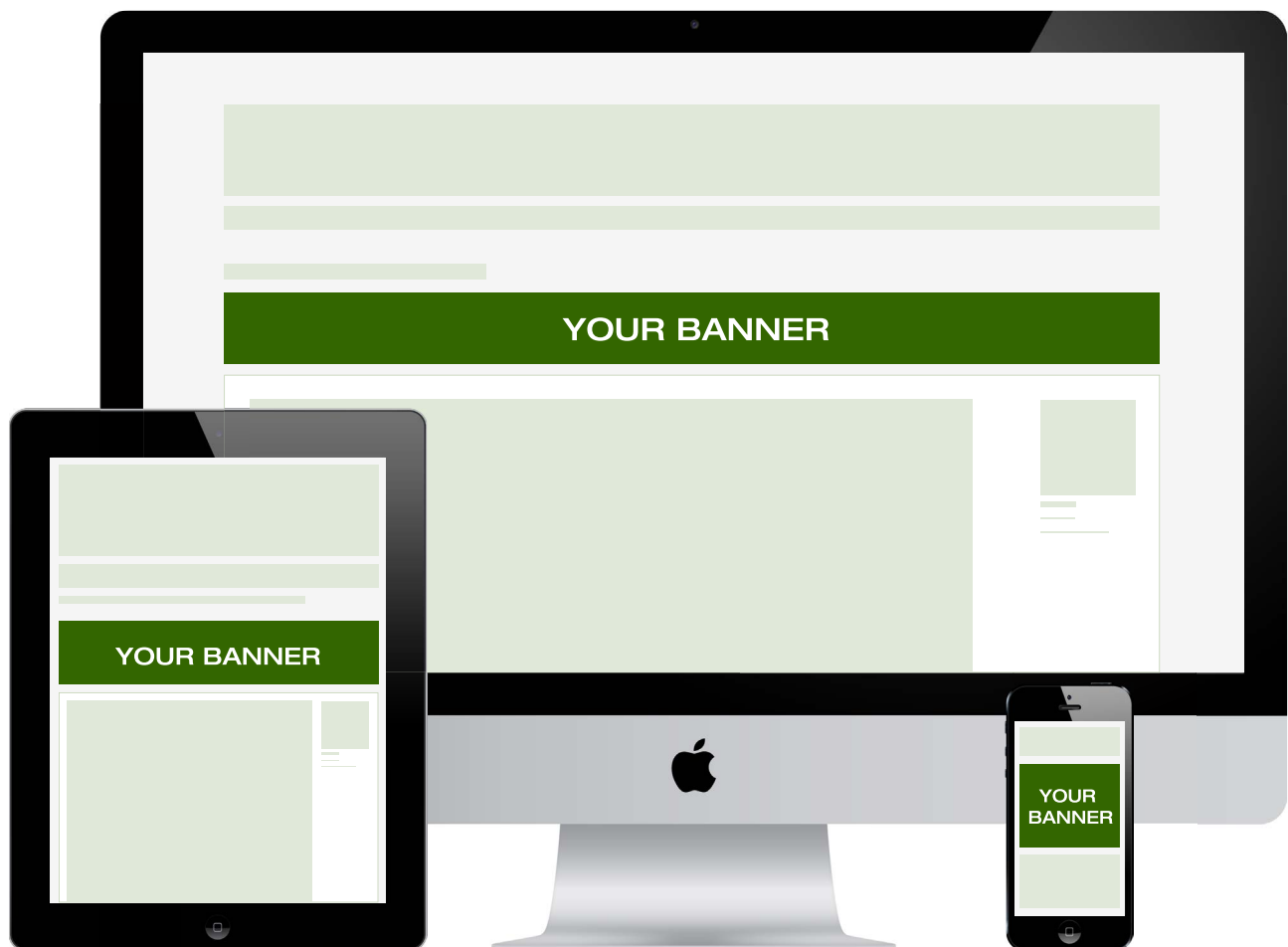
**Enough Gun offers the best value and optimum performance for your advertising.**

Roughly 60% of online traffic comes from mobile users. To effectively reach every visitor Enough Gun offers responsive banner advertising (many sites do not, reducing the effectiveness of your advertising).

Supported banner sizes (dimensions in pixels):

- 970 x 90 (Large leaderboard)
- 728 x 90 (Leaderboard)
- 468 x 60 (Banner)
- 300 x 250 (Medium rectangle)
- 320 x 50 (Mobile banner)

Advertisers can provide their own banner artwork, or we can create this for you for a cost of \$49.



*Pictures above are representative only.*