



Project Upland

MEDIA GROUP

2024
DIGITAL MEDIA KIT



AUTHENTIC. GENUINE. TRUSTED.

We take our work and our role in the hunting community seriously. Where other brands will push any product that buys advertising space, Project Upland carefully chooses our advertising partners with an eye for quality, value, and a shared ethos. We represent our community first.

We aren't selling our audience on the lifestyle of upland hunting; we look to authentically reach a high-quality audience that is already living that

lifestyle with passion and enthusiasm. Our integrity is our highest priority and we believe it to be the true measure of a lifestyle brand in a modern world. The audience must first trust our brand, our vision, and our presence in the community.

We have continually built this trust since 2014 when our first honest look at the upland lifestyle came to life in film. It continued when we made difficult decisions about which brands to partner with and how to advertise in a genuine way. For

this reason, you will never find advertorial content within Project Upland; we advertise with transparency and never want our audience wondering who paid for a gear review or product placement. This decision to maintain editorial integrity is not cheap, but our commitment has always been to build a brand that stands apart with authenticity.

Our staff lives the same values and lifestyle that we feature in our content. We are wild bird hunters, dog lovers, and conservationists. We are

dedicated to science and conservation and we walk that talk with volunteer work and financial support for science-based nonprofit organizations. We are dedicated and passionate—exactly the type of target audience that we reach on a daily basis.

"These are your stories" is more than a tagline; it's how we stay grounded to our mission and our vision for the future of Project Upland and the upland community as a whole.





Comparison of Organic Monthly

Search Traffic as of August 2023 (Source: SEMRush)



DIGITAL MARKETING

ProjectUpland.com is the backbone of our brand and often our first touchpoint with our growing audience. Our online editorial ranges from basic instructional content to historical interest, cooking inspiration, ethics discussions, and conservation topics.

We work tirelessly to deliver superior SEO performance for organic growth and placement, and our statistics provide evidence of our success. The site is continually updated to comply with the latest search engine algorithms to ensure that our content is consistently delivered on the front page of search results.



Authority Scores

Project Upland.....	40
Gun Dog Magazine.....	38
Shooting Sportsman.....	29
Sporting Classics Daily.....	30
Grays Sporting Journal.....	30
Covey Rise.....	20
Strung.....	18





0.38%

2023 AVERAGE CTR
FOR INLINE ADS

15%

YEAR-OVER-YEAR GROWTH
FOR ORGANIC WEB TRAFFIC

2.5M+

ANNUAL WEBSITE VISITORS

1,500+

#1 POSITIONS ON GOOGLE SEARCH

5,000+

IN THE TOP 10 ON GOOGLE SEARCH



Google Search Console

Data Last 12 Months

41.7M

IMPRESSIONS

866.7K

CLICKS



Track Your Success

We deliver ads using the Advanced Ads platform, which allows us to not only customize delivery to specific topics but also provide on-demand metrics. You will be provided a unique URL to monitor your ad performance over the course of the campaign.



Harness Our Experience

Have questions about your ad performance or ways to improve clickthrough rates? We are happy to provide advice based on our years of experience. Your success is our success, so don't hesitate to consult with us for better advertising performance.





EMAIL MARKETING

As part of our commitment to providing value to our audience, our email list is fiercely protected and maintained as proven by our high-quality ratings and open rates. We never want our emails to be a burden to anyone's inbox, so we strive to provide valuable content that recipients are eager to consume.





20,000–25,000

AVERAGE LIST SIZE

3X WEEKLY

FREQUENCY

(ADS ONLY AVAILABLE ON TUESDAYS AND FRIDAYS)

"We clean up our email list every 6 months. Anyone who has not opened a campaign in the previous 3 months is removed from the list"



Last 12 Months (Source: Mailchimp)

3,025,287

EMAILS SENT

46%

OPEN RATE

3.8%

CLICK RATE



Incredibly Effective

Our email marketing is so effective, we reserve some of it for ourselves! Sunday emails are limited to internal advertising only. We are willing to forfeit the ad revenue to take advantage of the impressive reach and conversion rates—that's how much value we place in our own emails.

