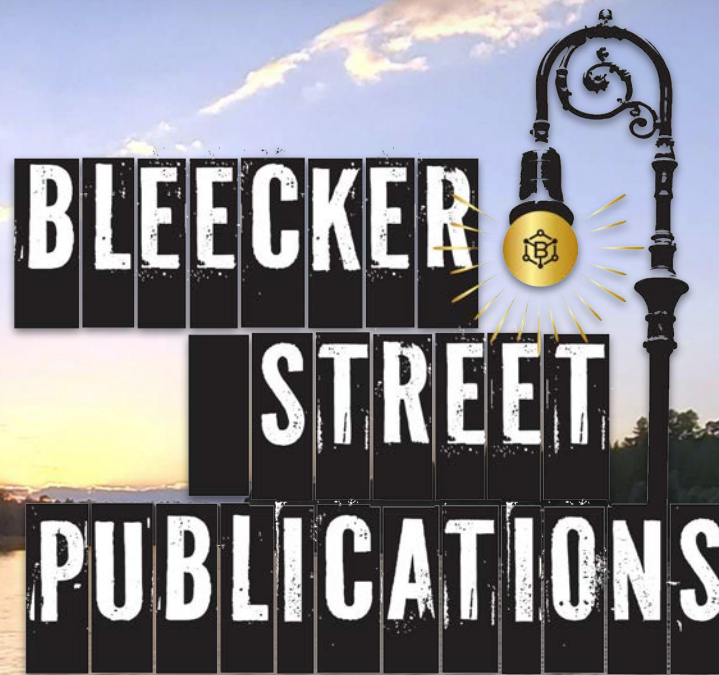




# MEDIA DECK

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

**2026**

*THE FUTURE OF PUBLISHING, NOW*

# INTRODUCING THE NEW ETHOS OF LIFE OFF THE BEATEN PATH



- Editorial that speaks to those who live life on their own terms
- Strong engagement through multi-channel touchpoints
- Unique, apolitical perspective that transcends the traditional market into untapped consumers



**GATDEALS**  
DEALS - DISCOUNTS - PROMOS

**ROTTEN GUN**  
★★★★★ REVIEWS

OPEN AIR



# THE BLEECKER STREET BENCH

# THE ART OF OUR EXPERTISE

**Bleecker Street's bench has expanded the reach,  
and delivers access, in a reimagined way**

## ● Editorial

- Over 200 custom pieces of new content per month
- Editorial staff has increased by 50%
- A diverse and ever-growing stable of experienced and unique content creators
- Growing & updated ecosystem of websites
- Faster load time, fewer ads
- All-new dark mode
- Enhanced navigation
- New embedded video player
- Reaching non-traditional audience

## ● Expanding Markets

- 4 New Properties released in 2025
- Expanded intent based targeting options
- 3 Major Site Redesigns
- New Top Middle and Bottom of Funnel Marketing Opportunities

## ● Ad Ops

- Industry leading CTR's on banners emails and pre-roll
- Access to nearly 2 Million Email subscribers

## NEW EXPANDED DIGITAL OFFERINGS

- Social Traffic to site increased 36.5%
- Non traditional readership increased to 35% of all sessions (*through Shooting 101 content and abstaining from political rhetoric*)
- Platform traffic increased 30% Year Over Year
- Niche targeted email lists have seen incredible growth with expanded overlaid programmatic network data

## ● Video Production

- New Video Content Director Ben Tirpak
- Professional Video Production
- Comprehensive Product Reviews
- Original Video Series
- Strategic Social Media; Content Creation, Cross Promotion and Support

**ACCESS TO AUDIENCES THROUGH TECHNOLOGY  
NOT OFFERED ANYWHERE ELSE**

# BRAND NEW INITIATIVES

## TACTICAL KNIVES



### TACTICAL KNIVES

- Culmination of world-renowned industry contributors
- Bold, honest, and unapologetic
- Reviews from knife users, for knife users
- Factory tours, show recaps, in the field, and more
- Tactical to practical, EDC to Bushcraft
- Defense and combat-oriented content from top self-defense professionals

### SKILLSET

The brand new Skillsetmag.com website focuses on skills-based content, showcasing exceptional individuals and their expertise, eager to share their knowledge with you.

- Focus on: Alpha Living
- Practical Skills & Training
- Master Craftsmanship & Trades
- Overland & Adventure Travel
- Automotive Events & Rides



## SKILLSET

# SUBSTANCE OVER TRENDS

# BRAND NEW INITIATIVES



## OPEN AIR MEDIA

The new home for traditionally restricted industries and interests. Leverage our custom video player and website to host and share your videos.

- Embeddable & Shareable Video Player
- Individual Channels for your Brand
- Video Analytics at the Ready
- Interactive User Experience



## ROTTEN GUN REVIEWS

A crowd sourced SEO friendly home for insightful firearms product reviews, combined with expert analysis, creates a strong rating system.

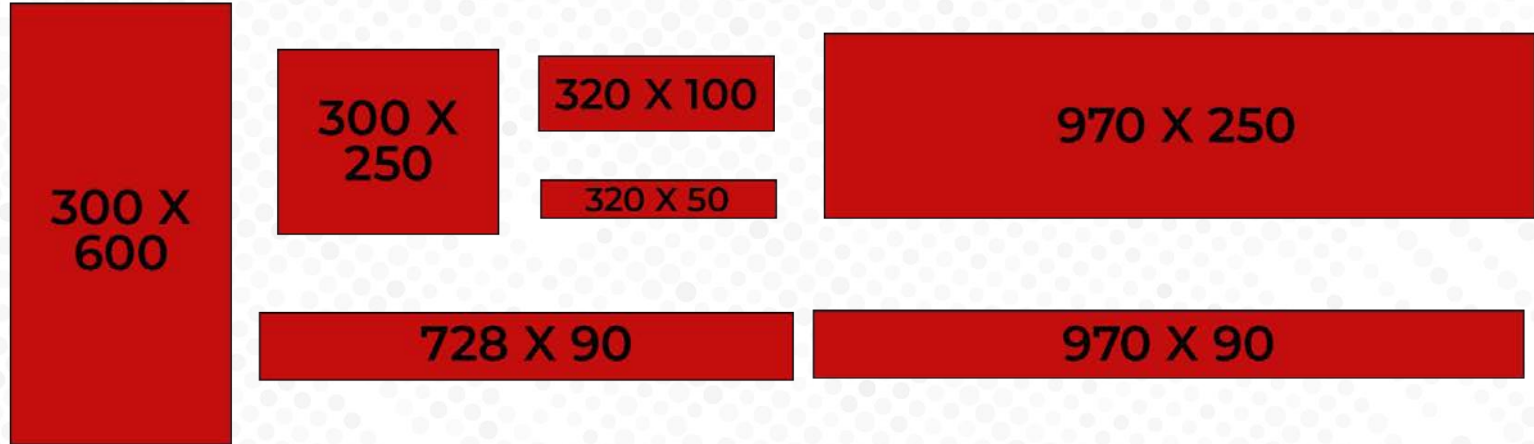
- Free reviews for new and existing firearms
- Crowd Sourced ratings system
- Leverage existing Athlon Outdoors' editorial to support your products



**ROTTEN GUN**  
★★★★★  
**REVIEWS**

# INNOVATION WITHOUT LIMITS

# THE BLEECKER STREET DIGITAL NETWORK



OFFERING CUSTOMIZABLE PACKAGES THAT INCLUDE THE  
STANDARD SIZES AND PLACEMENTS FOR OPTIMAL ENGAGEMENT



- Industry leading CTR's averaging over .16
- Inline article ads to draw engaged user attention
- 75 Million+ in monthly adviews
- All ads are served run of network across our properties
- Unlimited creatives per ad size
- Banner creation available for \$500 for 1 unit in each size

**PRICING:**

**\$20 CPM**

*All pricing is subject to fluctuation*

# NATIVE ADVERTISING

- Custom created content surrounded by your ads
- Native content is evergreen - even after your campaign finishes, readers will still find it on our site
- Offers strong lifetime Search Engine traffic

## WHERE YOU WILL FIND IT?



- Mixed within regular editorial content on the homepage
- Within our “you may also like” section
- Included in email newsletters, as new editorial to read

**PRICING:**

**\$30 CPM**



**SPONSORED CONTENT**

**SEE WHAT OTHERS MISS: THE UTILITY OF THE ARMASIGHT SIDEKICK 640 MINI THERMAL MONOCULAR**

**BY: ARMASIGHT**



**SPONSORED CONTENT**

**SEE WHAT OTHERS MISS: THE UTILITY OF THE ARMASIGHT SIDEKICK 640 MINI THERMAL MONOCULAR**

**BY: ARMASIGHT**

OUTDOORS

FEATURES | NEWS | ACCESSORIES | GEAR | ARMS | EVALUATIONS | VIDEOS

Armasight Sidekick 640 Mini Thermal Monocular: See What Others Miss

**YOUR EDGE AT NIGHT**

**What Sets The Sidekick 640 Apart**

In a world where visibility is everything, the Armasight Sidekick 640 Mini Thermal Monocular defines an edge that's impossible to ignore. Whether you're hunting at night, tracking game through dense brush, or ensuring your perimeter, the Sidekick 640 provides a view you wouldn't see in the light of day.

**What Sets The Sidekick 640 Apart**

With a wide-angle resolution of 640x480 thermal sensor, the Sidekick provides exceptional image clarity and target definition. With a range of 1,000 yards, you can track your target from a distance. The Sidekick 640 is also the highest full-resolution thermal monocular available. But don't let the size fool you; this is a serious tool for professionals and enthusiasts alike.

**ALWAYS HUNT CONFIDENTLY**

What sets the Sidekick apart is its versatility. With multiple viewing modes, a high-contrast display, and a built-in video recording and USB-C compatibility for instant access to the footage, it's more than just a monocular; it's a mission-ready thermal system. Low-light camera effects make it a perfect tool for night operations. Hunters rely on it for pre-dawn studies and post-dawn reviews. And thanks to its rugged construction, it's built to last.

**At Home Thermal Vision**

Thermal vision isn't just for special forces anymore. As the technology becomes more accessible, the need for compact, high-performance tools like the Sidekick 640 grows. Whether mounted on a tripod, clipped to a belt, or stored in a pack, it's there when you need it and ready when you don't.

**YOUR EDGE AT NIGHT**

**WHEN IT'S GO TIME**

**WHEN IT'S GO TIME**

# CONNECT WITH IN-MARKET CONSUMERS



Utilizing proprietary software and data, Bleecker Street Publications is able to serve traditional retargeting programmatic ads, as well as programmatic intent-based targeted banners. Run separately, these two display techniques create a high ROI for your business. Combined, they are a powerhouse that drives re-engagement of existing customers, and attracts new and interested buyers.



## How Intent-Based Programmatic Display Works:



Niche consumer identified by 5 unique web interactions



User data overlaid to build micro target market



User data uploaded to our network based on a user match



Intent-based targeting serves ad to consumer



User clicks on the ad and converts



Niche consumer lands on your website



User data uploaded to our network based on a user match



Re-targeting ads served to consumer



User clicks on the ad and converts

**PRICING:**

**\$12 CPM (\$15,000 minimum monthly buy)**

# ● EMAIL PURCHASING OPTIONS



FEATURED GUNS GEAR VIDEOS



Springfield Echelon 4.0C Comp – Fast Shooting EDC

[Read More](#)



The Springfield Armory Echelon and Its Aftermarket Accessories

[Read More](#)



[Learn More](#)



Springfield Prodigy 3.25" Compact: Double-Stack EDC Defender

[Watch Now](#)



Get a Grip: The New Sharps Bros Grip Module for the Springfield Echelon

[Read More](#)



[Learn More](#)



Springfield Armory Adds a Comp to Its DS Prodigy 1911 with Coyote Finish

[Check It Out](#)

## SPONSORED EMAIL TAKEOVER

- Target specific consumers based on your products
- Five articles highlighting your product
- 100% share of editorial and advertising voice



**PRICING:** **\$35 CPM**

## DEDICATED EMAIL

- Target specific consumers based on your products
- Mix text and images to create an engaging ad



**PRICING:** **\$30 CPM**



# SHIELD X™



## EVERYDAY CONFIDENCE.

Introducing the all new Shield X™ from Smith & Wesson®

The M&P® Shield X™ from Smith & Wesson® enhances versatility with aggressive serrations, reversible magazine catch, longer grip, accessory rail and RMsC/K optic cut. Comfortable, reliable, and customizable for all shooters.

[LEARN MORE](#)

[Learn More](#)



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Southfield, Michigan 48075

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# TARGET CONSUMERS

BY WHAT THEY WANT TO BUY



## DEDICATED NEWSLETTERS

100% share of voice

**\$30 CPM**

## TAKEOVER NEWSLETTERS

100% share of voice with your editorial  
articles highlighted as informational

**\$35 CPM**

|                             |         |
|-----------------------------|---------|
| Handgun Owners              | 350,000 |
| Rifle Owners                | 680,000 |
| Optics Enthusiasts          | 300,000 |
| AR-15 Owners                | 390,000 |
| Holster Users               | 100,000 |
| Concealed Carry Enthusiasts | 90,000  |
| Accessories Engagers        | 440,000 |
| Western Aficionados         | 120,000 |
| Precision Shooters          | 140,000 |
| Ammunition                  | 720,000 |
| Lifestyle                   | 150,000 |
| Revolvers                   | 80,000  |

BLEECKER STREET PUBLICATIONS HAS OVER

# 1.8 MILLION

EMAIL NEWSLETTER SUBSCRIBERS

# DIRECT MARKETING TO OUR MOST AVID READERS

Newsletter inclusions offer you a chance to affordably create name recognition as well as direct traffic to specific initiatives. Due to our increase in engagement and rapid traffic growth we are selling based on flat inclusion costs.  
***Consider this the full-page ad of digital marketing***

## INCLUSION BANNER AD PLACEMENT

- 300 X 250 Ad size
- Only one-two ads per email
- High engagement
- Connect with specific brand readers
- Enhance brand recognition

**PDW**  
PERSONAL DEFENSE WORLD  
**\$4000**

**ballistic**  
**\$4500**

**A ROUNDUP**  
MONTHLY HIGHLIGHTS FROM ATHLON OUTDOORS BRANDS  
**\$3500**

**TACTICAL LIFE**  
**\$4500**

**COMBAT  
HANDGUNS**  
**\$3000**

**SKILLSET**  
**\$2500**

**ATHLON OUTDOORS**

**PDW**  
PERSONAL DEFENSE WORLD



Ultimate .22 LR Self-Defense Ammo Roundup

[READ MORE](#)



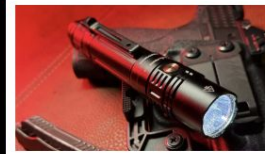
SIG Sauer ROSE Inspires Women to Prepare for Their Own Safety

[WATCH HERE](#)



AXIAL  
SOMETIMES YOU NEED TO VENT

[LEARN MORE](#)



Rechargeable Powerhouse:  
The Fenix PD36R V2.0 Blasts Out 1700 Lumens

[READ MORE](#)



SIG SAUER P211 GTO  
— Speed, Mastered

[READ MORE](#)



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# • DIRECT SALES OPTIONS •

PROMOTE SALES AND SPECIALS THROUGH



SENT TO 215K USERS  
DAILY FEATURE IMAGES  
TEXT POSTED ON HOMEPAGE  
LISTED IN FEATURED DEALS



## UNLIMITED LISTING PER YEAR ON GAT DEALS

- Highlight current sales
- Manufacturer rebates
- Gift with purchase
- Promoted in email to 215,000 readers

**PRICING:**

**\$6000 PER YEAR**

# FREE GUN FRIDAY

ATHLON OUTDOORS' POPULAR GIVEAWAY,  
**NOW BI-WEEKLY**

## PROMOTION & BENEFITS

### CUSTOM CREATIVE:

- 1 ARTICLE PLUS 3 VIDEOS CREATED AS NATIVE CONTENT

### BANNER & NATIVE ADS:

- 1,000,000 PROMOTIONAL IMPRESSIONS

### E-NEWSLETTERS:

- 1 DEDICATED E-NEWSLETTER FOR THE CONTENT AND SWEEPSTAKES
- MULTIPLE 300X250 PROMOTIONAL INCLUSIONS IN THE WEEKLY E-NEWSLETTERS

### SWEEPSTAKES PAGE:

- CUSTOM BRANDED LANDING PAGE FOR THE SWEEPSTAKES SIGN-UP

### OPT-IN LIST SHARING:

- LIST SHARE WITH OPT-INS GENERATED FROM THE SWEEPSTAKES

## PRICING:

- **GUN SPONSOR: \$15,000**  
(3 months/9 episodes for \$39,500)
- **ACCESSORY SPONSOR: \$4,000**  
(3 months/9 episodes for \$19,500)
- **GEAR/APPAREL SPONSOR: \$2,000**  
(3 months/9 episodes for \$13,500)

|                   |                          |                |
|-------------------|--------------------------|----------------|
| 0<br>Your Entries | 254,800<br>Total Entries | 4<br>Days Left |
|-------------------|--------------------------|----------------|



**Free Gun Friday October: IWI Zion 15 SPR and Vortex and Black Hills Ammo**

**IWI Zion 15 SPR**  
Continuing to expand the ZION family of rifles at IWI US, this 18" Special Purpose Rifle (SPR) pays tribute to the MK12 with a modern day update which includes a 17" Free Float Handguard with integrated ARCA Rail, steel barrel nut, a B5 Systems Stock, and Grip, IWI 2-Stage Precision Match Trigger, and includes one (1) 30 round Magpul PMAG. Proudly manufactured and assembled at the IWI US facility in Middletown, Pennsylvania.  
MSRP: \$1,399.99

**Viper® PST™ Gen II**  
When every millisecond and millimeter matter, the Viper® PST™ Gen II delivers dependable precision trusted by competitors and MIL/LE professionals. Crisp turret adjustments. Striking clarity at every magnification. Fully loaded with features for serious tactical performance, Viper® PST™ Gen II is your next step in mastering precision shooting—because when it matters most, nothing less will do.



# PRE-ROLL VIDEO



**YOUR COMPANY'S VIDEO LIBRARY DELIVERED TO OUR AUDIENCE**



## NEVER WORRY ABOUT YOUR VIDEOS BEING REMOVED

OPEN AIR MEDIA is a video hosted solution similar to YouTube without the restrictions. Build a channel, upload your content or let us copy your YouTube content over for easy setup. Host instructional videos including gunsmithing, tutorials and hunting without fear of being removed.

### FEATURES:

- Branded manufacturer dedicated channels
- Custom playlists for products, topics and themes
- When new videos are added, newsletter and channel subscribers are notified by email
- We drive traffic to your content
- Build a subscriber base
- Target consumers through pre-roll ads
- Embeddable on your website to increase engagement

**Buy pre-roll placement on your ads for \$30 CPM with a average .70% CTR**

# RENDEZVOUS

INVITATION ONLY EXPERIENCE



THE EXCLUSIVE  
EVENT RETURNS!

2026

# REIMAGINED



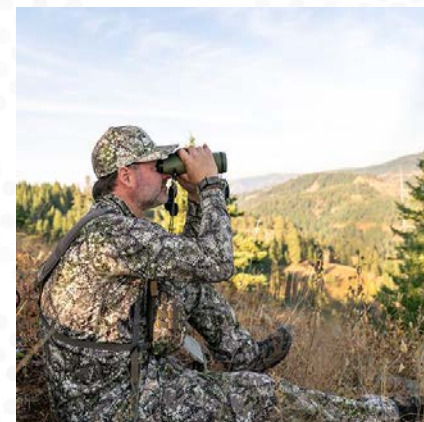
# TARGETING UNSERVED MARKETS

## TRADITIONAL FIREARMS ADVERTISING AND CONTENT ALIENATES THE NON-TRADITIONAL MARKET

Traditional firearms advertising is mired in re-purposing the same methods, content and approach. It should be no surprise then that it is reaching the same groups, consumers and buyers. Bleecker Street Publications has reimagined content, ad ops, and non-typical consumer search trends breaking out of this same old, same old. Valuable and accurate educational content has driven a 30% increase in new visitors, particularly among audiences not traditionally viewed as core consumers, but whose market interests increasingly intersect with ours. Additionally, our Lifestyle Brands' eclectic and engaging content delivers both education and entertainment, creating consistent touchpoints that keep discerning audiences returning to Bleecker Street Publication's properties.

IT'S NO LONGER WHICH PUBLICATION DO I WORK WITH...

# IT'S BLEECKER STREET PUBLICATIONS AND WHO ELSE?



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