



AD RATES 2026

Our Work

Women's Outdoor News, aka The WON, is now in its 18th year of featuring news, reviews and stories about women in the outdoors in a digital format, promoted through social media outlets and Pinterest. More than 25 women writers and photographers worldwide lend credibility to The WON, not only because of their expertise in their respective fields, but also, because several of their bylines appear in major outdoor publications. They are shooting and hunting instructors, expert anglers, adventuresome types and influencers who are not afraid to try new outdoor activities and share their experiences with our readers.

Our Reach - 2025

- Pageviews: 23,095,220
- Unique Visitors: 981,839



PRESS RELEASES

9th Annual "Back the Women in Blue" Empowers Female...



GAL GAB

Gal Gab: Bethany Beathard, Freelance Outdoor Writer



SHOOTING - GUNS & GEAR

GLOCK 48 COA: Better Than an MOS

Why Partner with The WON?

We know that thousands of women and men (60/40 ratio) check with us on a monthly basis, to find out our choices for products we use to enjoy outdoor sports and traditions. We share our content on our social media platforms, which include Facebook and Instagram. We post our videos on YouTube and feature a video weekly at the site's homepage. We believe we are ahead of the game in the world of Pinterest, and have built a solid shopping experience for our readers there. We offer a Google "Remarketing" platform, so that your ad will follow a reader to other websites after leaving ours.

Content Marketing

We've been doing content marketing since 2008 because we believe a story tells more than a product release. We have put some of our clients (big name gun companies) on the first pages of Google searches with our reviews and stories. We work with our clients to produce keyword rich and relevant content for their markets.

Press Release Service

We have created and marketed press releases since our company was established. We saw a gap in the industry, and believe our service is the answer. Our team members boast the capabilities of handling all press release tasks, from the simple task of uploading and sharing a release made by your team. We are also able to create professional press releases to promote your brand. With more than 20 million pageviews so far in 2025 at our website, womensoutdoornews.com, and with more than 886k uniques, we have a built-in audience for all of your press releases.

Reporting

We are happy to accommodate your request for monthly or quarterly analytical reports. We analyze server input, along with direct ad-tracking capabilities and hire a professional web developer to monitor and report these numbers. There is an additional fee for this service.

womensoutdoornews.com | SHOOTING | PERSONAL PROTECTION | HUNTING | FISHING | ARCHERY | ADVENTURE | LIFESTYLE | COLUMNS | INFORMATION | PRESS RELEASES



PROTECT WHAT MATTERS MOST.



Lady Conceal Nova RFID Compact Leather Wallet



Santa's Nice List: Jingle Bells and Shotgun Shells



SPRINGFIELD ARMY HELLCAT COMP



CCW Safe's Certified Partner Program for the RRI Community



Understanding the GLOCK Safe Action System



CCW SAFE CONFIDENCE IN EVERY STEP.



Thankful for Great Partnerships



Horseback Fly-Fishing in Montana | Ascend

Standard Ad Packages

all ad sizes in pixels

Homepage top spot + monthly sponsored-content post:

Top ad on homepage — 1900 wide x 600 tall
Homepage — 340 wide by 660 tall
Internal pages — 340 wide x 200 tall
Within post — 960 wide x 100 tall
Cost: \$3,000 monthly



WHAT'S WONDERFUL

Easy Wild Berry Jam Made in the Bread Maker



BABBS IN THE WOODS

Ruger Goes to Texas for SAAM Field to Fork



SPORTS

Gear Review: Osprey Poco AG Plus "The Baby Backpack"



Press Release Package

Publication of Client's press releases on homepage and dedicated category for press releases, especially focusing on women and families, to run at "Women's Outdoor News."

Sharing Client's press releases to "Women's Outdoor News" and its social media accounts at Facebook and X.

COST: \$1200 annually for one business, negotiated price for agency with multiple clients.

Add on: Featuring Client's trailers and short videos (as appropriate to the overall mission of "Women's Outdoor News") on homepage video window.
Includes the above services plus videos.
COST: \$2000 annually

Contract Add Ons

Instagram Reels, Facebook Videos (Stories) and YouTube Shorts: We can add Instagram reels, Facebook videos (stories) and YouTube shorts to augment your posts on social media. Prices start at \$500 for one monthly Instagram reel, Facebook video, YouTube short and corresponding stories at Instagram and Facebook that relate to the content created that month. We also can offer a carousel for Instagram and Facebook for \$100 per post.

Videos: Some of our clients prefer videos, along with an accompanying shorter post. We can do that, and also, the length and frequency will affect the pricing. Talk to us! Prices start at \$1700 monthly, and includes reels and stories, too.