



HUNTR

MEDIA KIT 2024





ABOUT HUNTR

HUNTR is the project we should have started years ago... Born out of the minds of passionate hunters, land managers, and entrepreneurs, we look to deviate from the traditional hunting show model by engaging individuals with unique insight into the lifestyle of a hunter and sharing our experiences via the HUNTR Podcast.

Our passion lies with bowhunting mature whitetail bucks on land we're able to impact or manage throughout the year, whether owned, leased, or by gaining permission. However, as we continue to grow as hunters and as men, we're forced to acknowledge that that's not the case and may not even be possible for everyone. So, with the hopes of gaining further insight and perspective on our first love and to broaden our view to those aspects of deer hunting we may have overlooked up until this point, we've made it our mission to have meaningful conversation with hunters from all over the board, from recurve to rifle hunters and from public land to private, to better understand **WHY WE DO IT.**

Focused. Passionate. Creative.

#WEAREHUNTR



HUNTR

PODCAST

New Episodes Tuesdays @ 6PM EST



SUBSCRIBERS
175K

VIEWS/REACH
2.5M/MONTH

ENGAGEMENTS
75K/MONTH

Statistics based on 2023

The HUNTR Podcast is our journey to the center of **what it means to be a hunter**. Somewhat of a moving target, we know... But, the more deep conversations we're able to have with guests who are considered authorities in their field, the more our ideas of what hunting is and how best to make the most of every experience is revealed.

Hosting a wide range of guests from Bill Winke, to Jeff Sturgis, to John Eberhart and so many more, we aren't interested in an echo chamber of how we already feel about hunting. We're looking for growth, for the optimum perspective on how to engage with the hunting experience, and how to dial in our focus along the way. We do the HUNTR Podcast for us, to learn, to surround ourselves with interesting people we respect, and ultimately to become better hunters. But, the fact that we get to take all of our listeners along for the ride makes it that much better.



HUNTRTUBE

With 28k subscribers on the HUNTR YouTube Channel, we will be placing a cadence of real-time content throughout the year in order to **engage with our audience** and beginning to tell the story of our season both in the field and in the podcast studio. From shed hunting new properties to planting food plots and running trail cameras, the HUNTR YouTube will be a constantly buzzing channel on the “what’s happening” in our world as well as with weekly podcast guest as clips find their way onto the channel several times per week.

SUBSCRIBERS **28K**

VEWS **1M/MONTH**

HOURS WATCHED **400K/MONTH**

ENGAGEMENTS **2.5K/MONTH**



Spotify®



Listen on

Apple Podcasts

FOLLOWERS **12K**

STREAMS **75K/MONTH**

@WEAREHUNTR

Everyday engagement is a cornerstone of HUNTR. With 135k+ active followers on our primary social channels, our team will be engaging followers with **high-quality imagery and video clips** that keep audiences following along throughout the entire year.



FOLLOWERS **27K**

REACH **285K/MONTH**

ENGAGEMENTS **12K/MONTH**



FOLLOWERS **30K**

REACH **180K/MONTH**

ENGAGEMENTS **15K/MONTH**



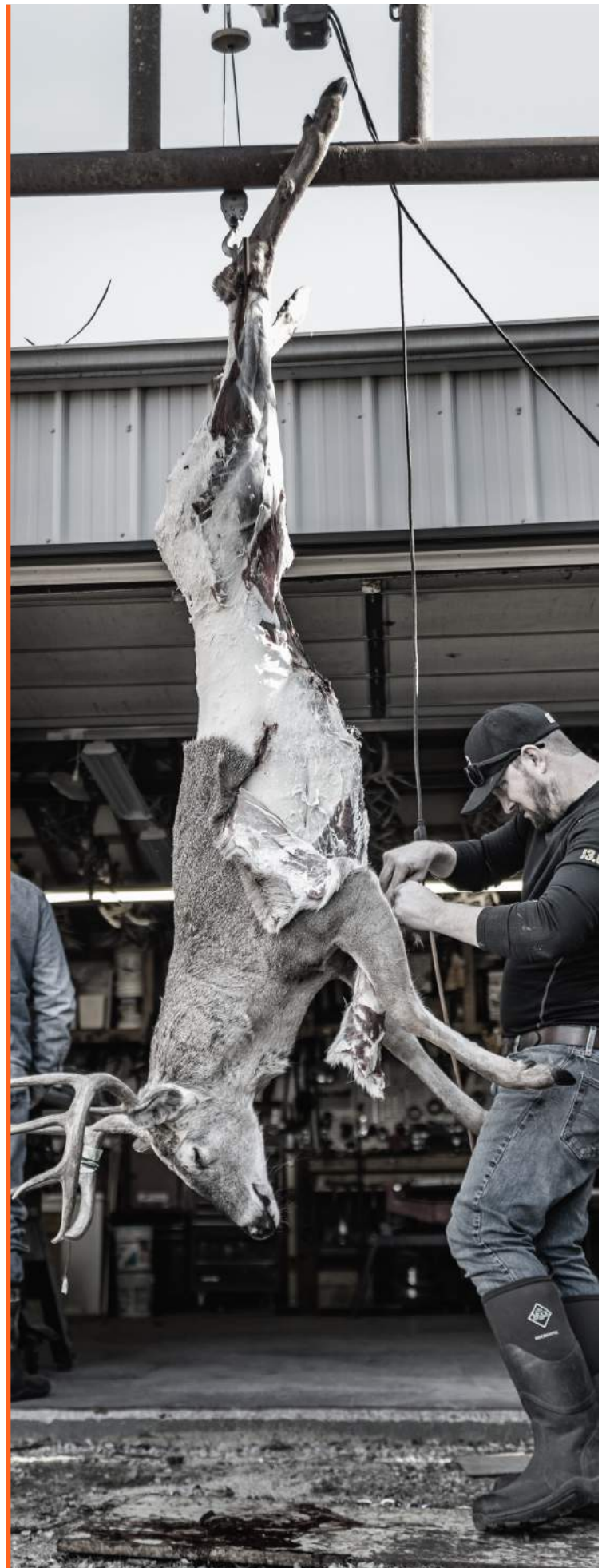
FOLLOWERS **81K**

TOTAL LIKES **1.1M**

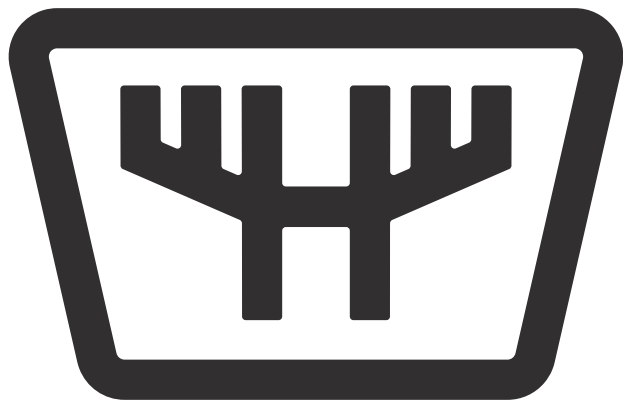
VEWS **1M/MONTH**

ENGAGEMENTS **45K/MONTH**

Statistics based on 2023







WWW.WEAREHUNTR.COM