



**MEDIA RELEASE**

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## **Media Lodge Reaches New Heights**

**WILTON, CT. – April 19, 2016** – Media Lodge, the largest online media platform for active outdoor enthusiast markets, is proud to share more news of remarkable growth.

“This is a huge milestone for us,” said CEO of Media Lodge Jeff Siegel. “Media Lodge’s network now reaches nearly 18 million unique consumers and enthusiasts every month. Our ability to influence these audiences through dynamic and alluring premium print, video, and online content is unmatched.”

With access to terabytes of consumer transactional data in the hunting, shooting sports, fishing, camping, and motorsports niches, Media Lodge has irrefutable and incomparable capability in effectively reaching active outdoor enthusiasts across digital and print.

Media Lodge’s 2015 launch of GetZone — the largest definitive video platform for people with an unbridled passion for the outdoors — is playing a huge role in the publishing network’s recent success. GetZone Video resides on the destination hub site as well as being syndicated across 38 Media Lodge sites.

This outdoor video destination for avid outdoor enthusiasts currently boasts an impressive reach of 618,000 monthly unique visitors, surpassing other media platforms by as much as 110%<sup>1</sup>. GetZone has taken the lead as the demand for genuine outdoor video content continues to grow.

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“The growth we’re experiencing is phenomenal,” said Media Lodge’s Vice President of Sales Christen Everly. “Our promise to our partners is to provide them with the best advertising and editorial reach to influence outdoor enthusiasts in authentic and powerful ways. With 18 million consumers who use our digital media network, we’re fulfilling that promise.”

There’s no doubt Media Lodge has grown to become the industry’s leading media network, syndicating exceptional publishers and content producers on all fronts.

For advertising inquiries please contact Christen Everly at 612-306-2274.

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<sup>1</sup> [Media Lodge](#), April 2016

### **About Media Lodge**

Media Lodge develops powerful and influential interactive media brands and platforms for active enthusiasts and fans in the shooting, hunting, prepping, fishing, outdoor adventure, and spectator racing sports categories. Media Lodge connects advertisers with these high value and hard to reach audiences. The company’s GunUp the Magazine, custom content, video and high-impact display ads are delivered at scale through its exclusive properties including [50campfires.com](#), [GunUp.com](#), [TheTruthAboutGuns.com](#), [M4Carbine.net](#), [ConcealedNation.org](#), and [GunBroker.com](#). Media Lodge is a division of IA Tech, which is also the parent company of [GunBroker.com](#). For more information please visit [www.medialodge.com](#) or [www.getzone.com](#).

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