



**MEDIA RELEASE**

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10/20/15**

## **Media Lodge Continues Expansion: New VP of Sales**

**WILTON, CT. – October 20, 2015** – Media Lodge, the largest online media platform for firearm enthusiasts, has announced the promotion of Christen Everly to Vice President of Sales, marking the company’s continued growth.

**“Christen’s contributions to the growth of Media Lodge have been invaluable,” said Jeff Siegel, CEO of Media Lodge. “We’re counting on her innovative thinking and vision of the future to advance our growth and strategic direction.”**

Everly is a marketing-minded media sales professional with expertise helping clients achieve their business goals with sales-driven multi-media packages encompassing advertising and marketing programs. Prior to joining Media Lodge she co-founded Spokes360, a sales and marketing firm dedicated to [GunBroker.com](http://GunBroker.com), served as Marketing Director for North American Media Group, established the public relations service within Initiative Media, and began her media career rising to Vice President at SSA Public Relations.

Media Lodge has continued extending its reach in the world of hunting, fishing, prepping, outdoor adventure, and motorsports to provide a well-rounded network of exceptional publishers and content producers. Their newest partnerships with Concealed Nation, HuntingLife, and recent acquisition of the GunUp Publishing Network has helped Media Lodge’s Publishing Network thrive, and grow their reach to more than 15 million unique gun consumers and enthusiasts through a combination of premium print, video, and online content.

“What excites me most is that Media Lodge has something no one else has: the ability to feed the passions of the outdoor enthusiast at all points on their path. While they’re dreaming,

learning, planning and buying,” said Everly. “For advertisers, we have the advanced targeting capabilities to reach those enthusiasts in the right place at the right time and with the right message to ensure a receptive audience.”

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

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### **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](http://50campfires.com), [GunUp.com](http://GunUp.com), [TheTruthAboutGuns.com](http://TheTruthAboutGuns.com), [M4Carbine.net](http://M4Carbine.net), [ConcealedNation.org](http://ConcealedNation.org), and [GunBroker.com](http://GunBroker.com). Media Lodge is a division of IA Tech, which is also the parent company of [GunBroker.com](http://GunBroker.com).

For more information please visit [www.medialodge.com](http://www.medialodge.com) or [www.gunupthemagazine.com](http://www.gunupthemagazine.com)

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