

PRIMITIVE ARCHER MAGAZINE



Since 1992

Advertising Information Available From
PRIMITIVE ARCHER ADVERTISING
PO Box 79306 • Houston, TX 77279-9306
phone: (713) 467-8202 • fax: 467-4979
Contact ads@primitivearcher.com

NEW PRODUCT PROMOTION PROGRAM

The “New Product Promotion Program” is available to advertisers to assist them in increasing the awareness of a new product among a very active and very large group of outdoor enthusiasts. The Program allows advertisers to place their display ad with their own photos and their own editorial in a special New Products Section of *Primitive Archer Magazine*. As a part of this Program, Primitive Archer will donate the following:

1. **FREE** upgrade of your display ad to double its size
2. **FREE** placement of a web ad for your new product on a rotating banner on our web site for the length of your display ad run.
3. **FREE** subscription(s) for you and your associates and /or clients to Primitive Archer e-Mag so you can view your ad digitally.
4. **FREE** additional listing and link on our web site as an advertiser.

Primitive Archer reaches over 100,000 archers, hunters, campers, artisans and history buffs. Our subscribers are fairly evenly proportioned over the United States and 40 other countries. Primitive Archer can be purchased online and in over 6,000 retail outlets including Cabela’s, Bass Pro Shops, and Gander Mountain

Our web site, WWW.PRIMITIVEARCHER.COM currently averages over 55,000 visitors a month of which 22,000 are unique visitors which initiate a total of 4.3 million hits each month. These visitors stay on our site an average of 13 minutes each! Traffic on our web site continues to grow at an amazing +37 % per year. The *Primitive Archer* web site is constantly refreshed and provides updated timely articles, message boards and our popular events calendar and Bow of the Month contest.

VISIT OUR WEB SITE WWW.PRIMITIVEARCHER.COM