



2026 MEDIA KIT

The Everyday Bow Hunter

Verified search growth, video reach, interactive tools, field reviews, and hunting education built around real decisions.

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Results snapshot: September 9, 2026



Measured reach across search, video, and social

Current 28-day performance and verified platform totals

10,000

active website users
last 28 days

6,210

Google Search clicks
last 28 days

52,290

YouTube views
last 28 days

25K+

followers and subscribers
across four measured platforms

Website traffic is growing while the video and social channels add repeat reach around the same gear decisions.

Measured platforms: YouTube, Facebook, Instagram, and TikTok. Combined audience is not deduplicated.

Google traffic grew in the latest 28-day period

The site gained clicks, impressions, and a slightly better average position.

+40.8%

Google clicks

6,210 clicks compared with 4,410 in the previous 28 days.

+53.2%

Google impressions

334,000 impressions compared with 218,000 in the previous period.

8.5

Average Google position

Average position improved from 9.0 to 8.5 across the measured search traffic.

YouTube reaches hunters in long-form viewing sessions

The channel combines recent growth with an audience concentrated in the United States and prime buying ages.

7,585

current subscribers

1,605

watch hours
last 28 days

+123

subscribers
last 28 days

87.5%

of viewers in the
United States

84%

of viewers ages 25 to 54

31.7%

of watch time on television

Nearly one-third of watch time happens on television, which supports detailed reviews, comparisons, and test videos.

Hunting-season demand in Q4 2025

Daily rates compared with August and September 2025

+53%

daily Google clicks

+79%

daily website sessions

+83%

daily affiliate-link interactions

+31%

Google clicks Aug. 1 to Sept. 6, 2026
vs. the same dates in 2025

The 2026 season entered Q4 with a stronger organic-click base than the same point last year. The Q4 percentages describe last season and provide planning context, not a guaranteed forecast.

Results across the hunting decision

Current Google demand spans mobile hunting, clothing, gear, arrow tools, and seasonal strategy.

1,342 clicks

Mobile hunting

Saddle hunting packs
26,795 impressions

520 clicks

Clothing testing

Cold-weather jackets
16,858 impressions

390 clicks

Gear buying guides

Best bowhunting gear
13,712 impressions

685 clicks

Arrow planning tools

24,872 impressions across dynamic spine, kinetic energy, and trajectory calculators

377 clicks

Seasonal strategy

2026 rut prediction
17,010 impressions

What a brand can receive

The scope starts with the hunter's decision and the evidence needed to answer it.

Core deliverables

Field-tested written review
Head-to-head comparison or buyer guide
Dedicated or integrated YouTube video
Short-form cuts for social distribution

How one product can keep working

A product can start with a review, then earn a place in comparisons, buying guides, system articles, videos, social posts, and seasonal updates. Those connected placements keep answering the next question a hunter asks.

The conclusion follows the evidence. Rates, usage rights, timing, and exclusivity are handled privately.

PARTNERSHIP CONTACT

Reach hunters while they are comparing gear and planning the season

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