BOWHUNTER PLANET

MEDIA KIT · PARTNERSHIP OVERVIEW

PUT YOUR BRAND IN THE CONVERSATION.

Independent archery and bowhunting media. Product coverage, outdoor conversations, education and a community built around the sport.

8,255,067	83.9K	+153.3K	217,525
YouTube views	Watch hours	Net subscriber change	Subscribers

YouTube Studio · November 7, 2025–November 6, 2026. Watch hours and net subscriber change are rounded as displayed. Subscriber total is the owner-supplied snapshot received Nov. 7, 2026; it is not a live counter.

WAYS TO WORK WITH BHP

Video coverage

Discuss product reviews, first looks, bow tests and feature walkthroughs across BHP's video channels.

Podcast partnerships

Introduce the people, ideas and experiences behind your brand through outdoor conversations.

Seasonal campaigns

Plan an agreed combination of formats and placements around your products and calendar.

Community savings

Offer public supplier codes through an approved sponsorship, affiliate or other BHP support arrangement.

A tailored proposal. Additional audience details, rates, availability and deliverables are confirmed directly with BHP for each campaign.

LET'S BUILD THE RIGHT PARTNERSHIP

JOIN THE BHP NETWORK

We welcome conversations with manufacturers, accessory brands, retailers, conservation organizations and outdoor creators whose work fits the BHP community.

1. **Introduce your company.** Share your website, products, launch timing and goals.
2. **Choose a direction.** Tell us whether you are considering sponsorship, product coverage, a podcast conversation, affiliate participation or a community savings offer.
3. **Agree on the details.** BHP confirms the scope, support arrangement, timing, disclosures and any offer conditions before publication.

COMMUNITY CODES & AFFILIATE PROGRAMS

Suppliers must have an approved relationship supporting BHP before a community code is listed. Support can include a commission on qualifying sales attributed to a code. Approved codes remain public for the community.

For a proposed offer, include eligible products, discount details, exclusions, dates, the supplier checkout URL and your proposed support or commission arrangement.

> **Affiliate disclosure:** BHP earns a commission on qualifying purchases made using its listed partner codes. Supplier terms determine eligibility and final savings.

START A CONVERSATION

bowhunterplanet@gmail.com
youtube.com/@BowHunterPlanet
facebook.com/bowhunterplanet
instagram.com/bowhunterplanet
tiktok.com/@bowhunterplanet

Fans can support BHP through its existing TEAMBHP monthly memberships. Business partnerships and community membership plans are separate arrangements.

Instagram & TikTok

Snapshots received November 7, 2026. Reporting periods differ. Platform views and followers are not a combined unique-audience total.

Instagram

90-day dashboard period ending November 6, 2026

349,489	59,470	66,889
Views	Viewers	Followers · snapshot

+201
Net followers

Views by content type: Reels 177K · Posts 90K · Stories 82K.

Interactions by content type: Reels 4.8K · Stories 2.5K · Posts 1.8K.

Content-type figures are rounded as displayed. Followers are a supplied snapshot, not a live count.

TikTok

November 7, 2025–November 6, 2026

3.6M	16.6K	66.5K
Post views	Profile views	Likes

1.4K	6.6K
Comments	Shares

Traffic sources: For You 74.6% · Search 19.2% · Following 3.3% · Personal profile 2.9% · Sound 0.0%.

Counts are rounded as displayed in TikTok. Traffic sources describe this reporting period; promotion estimates are excluded.

SOCIAL AUDIENCE · OWNER-SUPPLIED ANALYTICS

Facebook

Snapshots received November 7, 2026. Reporting periods differ. Platform views and followers are not a combined unique-audience total.

Facebook

Selected 30-day dashboard period · screenshot received November 7, 2026

860,297	41,896	396
Views	Engagement	Follows during period

Exact start and end dates are not visible in the supplied screenshot. Follows are a period metric, not total followers. Earnings and individual-post figures are excluded.

> **Use these figures in context.** Views can include repeat viewing. Engagement and follows use each platform’s own definitions. No cross-platform audience total or projected campaign results are claimed.

PLAN YOUR CAMPAIGN

Talk with BHP about the channels, content formats and timing that fit your goals. Reporting scope, deliverables and availability are agreed directly.

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