BWL BACKWOODS LIFE

2026 MEDIA KIT

2.2M+
LOYAL FOLLOWERS/SUBSCRIBERS

228M+
BRAND IMPRESSIONS DELIVERED

107M+
MINUTES OF HIGH-INTENT VIEWING

Driving Measurable Growth for Outdoor Brands Since 2004

Trusted by 2.2M+ followers. Proven across TV, digital and social.

BWL
BACKWOODS LIFE

OVER 2.2 MILLION TOTAL FOLLOWERS/SUBSCRIBERS

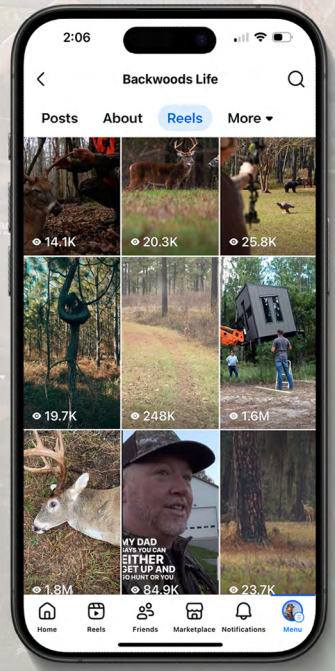
ABOUT

Since 2004, Backwoods Life has produced professional, **results-driven** outdoor content built on authenticity, experience, and trust. Their adventures entertain, educate, and engage a **highly loyal audience** daily, generating unparalleled content and consistent traffic that moves the needle for brand partners. With a proven track record across television, digital, and social platforms, Backwoods Life delivers **real exposure—not just impressions**—to an audience that values the brands they stand behind. Partners don't just get placement; they gain credibility, connection, and measurable influence in the outdoor market.

AUDIENCE GROWTH & DELIVERY

+306,176
FOLLOWERS ADDED IN 2025

- 228M+ Brand Impressions Delivered
- 107M+ Minutes of High-Intent Viewing
- 13.7% Net Audience Growth
- Cross-Platform Ecosystem: TV + Digital + Social



1.7M+ Facebook Followers
171.8M+ Views
25.6M+ Minutes Viewed
2.4M+ Content Interactions
65M+ Reach

122K+ Instagram Followers
3.2M+ Reach
6.9M+ Views

79K+ Twitter/X Followers
71K+ Engagement
165K+ Views
559K+ Impressions

242K+ YouTube Subscribers
5M+ Video Views
2.7M+ Minutes Viewed
17M+ Impressions

55K+ TikTok Followers
2.2M+ Views

Linear/Streaming Delivery
(Sportsman Channel, Outdoor Channel, MOTV)
5.79M+ Total Views
41M+ Minutes Viewed

www.BackwoodsLife.com

BWL
BACKWOODS LIFE

OVER 90 MILLION TOTAL VIEWS ON YOUTUBE

CONTENT

The outdoor media landscape has changed dramatically in the last 21 years–but Backwoods Life has stayed ahead of it. From television to social and streaming, Michael and Kevin deliver partner messages where attention actually lives today. Their content isn't scripted or staged–it's earned in the field, trusted by the audience, and proven to move the needle for brands. Quality content builds awareness. Trusted content builds results. Backwoods Life delivers both.

TESTIMONIALS

"Backwoods Life has been an incredible partner to work with, and their commitment to habitat improvements and herd health perfectly aligns with what we stand for at Antler King. Their team understands our products, our mission, and how to connect with hunters in a positive way. Partnerships like this make it easy to build trust with customers and deliver real value to the hunting community."

-Robie Pruit
Antler King

"Their audience trusts them and that trust transfers."
– Robie Pruit, Antler King

"Backwoods Life shows the outdoors the way it actually is - no overproduction, just real life and real people. They've been solid partners to work with, and that matters. Nothing but respect."

-Cary Tonioli
Wildlife Farming

"For our company being small, our online presence quadrupled in the first 6 months thanks to our partnership with Backwoods Life. The exposure we've gotten is something we hadn't experienced since we started our business 2 years ago. As a new company, this relationship has been a game changer for us."

-Jon O'Brien
KFI Firearms

"...our online presence quadrupled in six months."
– Jon O'Brien, KFI Firearms

WHY PARTNERS RENEW

- High trust audience
- Real product usage (not scripted placement)
- Long-form + short-form synergy
- Performance-driven storytelling

PARTNERS

TRUSTED BY INDUSTRY-LEADING BRANDS

McWhorter Custom Rifles · Antler King · KFI Firearms · SPYPOINT · ELEMENT OUTDOORS · HAWKE · WYNDSCENT Electronic Scent Vaporizer · Hunter Safety System · 1776 ammo · TREE STAND BUDDY · FOURTH ARROW CAMERA ARMS · MODBUG TRAILERS · QAD QUALITY ARCHERY DESIGNS · WILDLIFE FARMING · FINAL REST · PYRAMYD ADVENTURES IN RECREATION

www.BackwoodsLife.com

BACKWOODS LIFE ISN'T RENTED ATTENTION. IT'S EARNED TRUST.

Why Us vs Everyone Else

BACKWOODS LIFE

- 20+ years credibility
- Real product usage
- TV + Digital + Social
- Loyal audience

TYPICAL INFLUENCER

- Short-term relevance
- Scripted placements
- Single platform
- Algorithm-dependent

Ready to Build a Partnership That Delivers Results?

We tailor programs based on your goals, budget, and timeline.

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