PRESS & MEDIA KIT

THE HUNTSMAN

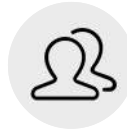## YOUTUBE

MONTHLY IMPRESSIONS	MONTHLY VIEWS	MONTHLY WATCH TIME	TOTAL SUBSCRIBERS	MONTHLY SUB GROWTH	LOCATION	GENDER	AVG AGE	MONTHLY LIKES
1,500,000+	125,000+	9,100+ HRS	13,370 CHANNEL 1 / 5,290 CHANNEL 2	800+	80% AUS / 15% US / 5% OTHER	91.1%M / 8.9%W	25-45 YEARS	1,600+

WEBSITE

MONTHLY VIEWS
25,550+

SOCIALS
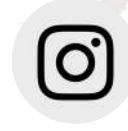
TIKTOK	INSTAGRAM
9,300 FOLLOWERS	1,300 FOLLOWERS

ABOUT THE HUNTSMAN

The Huntsman is Austraia's premier hunting show following the exciting hunting adventures of Chris Waters and his friends as they hunt wild animals acorss Australia's vast and unique landscape.

Through The Huntsman's various projects and initiatives, Chris and the team aims to educate the public about the benefits of hunting and wild game cooking, inspiring a new generation of responsible hunters.

ABOUT CHRIS WATERS

Chris Waters is an Australian hunting personality, host of The Huntsman, creator of Hunting Trips Australia, and the president of the Australian Hunters Club.

As an avid hunter and outdoorsman, Chris is passionate about promoting positive Australian hunting culture and believes that responsible hunting is an important way to manage wildlife populations, promote mental health and wellness as well as form positive communities.

SISTER COMPANIES

Australian Hunters Club ©
www.australianhunters.com.au
Australia's fastest growing club which grew to a member based of over 850 members in it's first 12 months of operation and continutes to grow.

Hunting Trips Australia ©
www.huntingtrips.com.au
Australia's leading guided hunt booking website which boasts over 80,000 views a month.

POPULAR CONTENT

- Camel hunt (S02 E05)
  https://youtu.be/2DaFlMuQDn8
- Chital stag hunt (S02 E03)
  https://youtu.be/wMxaTgkuF3E
- Australian Deer Species
  https://youtu.be/Ej4CzKTmMb8
- Wild dogs
  https://youtu.be/hyZkMX_WevI
- How to tan a deer hide
  https://youtu.be/Pjdr9wKuc6o
- Where can you hunt in VIC?
  https://youtu.be/L46vTrmDT4s
- Australian Deer Life Cycles
  https://youtu.be/I9rM-h9kU3A

BRANDS

BRANDS WE REGUALLY WORK WITH

BERETTA AUSTRALIA · GERBER · OLIGHT · WILD DEER & HUNTING ADVENTURES · ON TRACK MEALS · AUSTRALIAN HUNTERS CLUB · HUNTING TRIPS AUSTRALIA · TWIN NEEDLE · Eagleye Hunting Gear · EVOLUTION GEAR · LOWA simply more... · MY slice

Monthly website stats are calculated using a 6 month average