

CUTTING EDGE
INTERACTIVE ECOSYSTEM

May 2022 - Issue 01

SURVIVAL Homes & Gardens

Wild Summer



BONES,
BURNS &
BLISTERS

Crash Course
on Survival

Green Living
Home Safe

WITH
MYKEL
HAWKE



Scan for B.O.B Giveaway

POWERED BY:



MEDIA kit

www.SurvivalHomesAndGardens.com

THE 1ST DIGITAL "LIVE" MAGAZINE



Be a Part of a NEW Cutting Edge Interactive Ecosystem!

Join us in the first interactive ecosystem that targets distinct but interconnected niches in the outdoor and self-reliant world.

OUR AUDIENCE



Preppers/ Survivalists

115.6 M in the USA spent money on prepping.
Jan 2021, *FinderSurvey

Survivalists: 50M+ USA
2021 *PromoverReviews.



Gardeners

153M+ in the USA
2021 *NationalGardeningAssociation



Hunters

15.2 Million USA Hunters Licenses
2021 *Statistica



Fishermen

55M Anglers USA
*2021 Statistica



Military

2M USA Armed Forces
19M USA Veterans
2021 *Dept of Veterans Affairs



Bushcrafters, Homesteaders



Outdoor Life

OUR MISSION:
EMPOWER YOU!
EMPOWER YOUR
FAMILY!
EMPOWER OUR
COMMUNITY!

Exposure to a wide audience!

Celebrity backing with **Mykel Hawke** and other expert contributors

Targeted and flexible advertisement delivered to your audiences

Concerned Citizens
Hunters
Farmers and Gardeners
Handymen & Women
Outdoors Enthusiasts
Preppers
Homesteaders
Military
Mariners
Fishermen
Survivalists
Do-it-Yourselfers'
Family Households
Conservationists
BushCrafters



You Will Be In Good Company

Special forces, Veteran survivalist, television personality, and author, Mykel Hawke and acclaimed innovator and media executive, Marie Ralston have grown several companies and successfully appeared, or authored, and capitalized on previous media exposure within these ventures.

Survival Homes & Gardens Knows How to Deliver

With over 60 years of experience in the Outdoors, Media, and Online markets, our team brings together the knowledge and experience to reach a focused and large market share of the outdoor and self-reliant industry.

Past Media Exposure



Our Businesses

GEAR UP OUTDOORS LLC

HAWKE INC



MORE Media

- DailyMail
- ABC News
- The New York Times
- The Huffington Post
- The Today Show
- Access Hollywood
- Anderson Live
- ThinkGeek
- BBC America
- BuzzFeed
- CNN
- TV Tokyo
- NBC
- The Pioneer
- The List
- The Blaze
- CNN Money
- Coast to Coast AM
- Details Magazine
- Maxim Magazine
- Rich Dad
- Nova
- Gizmodo
- lui
- Men's Journal
- ..and More!



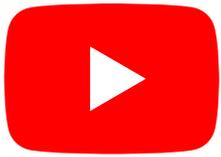
Our Initial Followers

(as of Feb 2022)

Mykel Hawke and Gear Up Outdoors have teamed up to launch Survival Homes and Gardens to a **Focused Targeted audience**.

Survival Homes & Gardens reaches multiple intertwined niches all at once: from outdoors and survival, homesteading, indoor utilities, sustainable gardening as well as security and much more!

GEAR UP & HAWKE VIEWERSHIP



1.3M+

Views



35,000+

Followers



18,300+

Followers



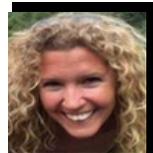
f 1M+

▶ 83.6K Followers



📷 156k

f 109k



📷 2210K+



f 24k



📷 3100+

▶ 7.8+ Followers



📷 42.8K

f 21k



Our Platforms



Facebook
Twitter



YouTube
Instagram



Telegram



BitChute
Parler

Gab.ai
Pinterest

Other



Instagram:
9600+



Parler:
3100+

Bitchute:
100,000+
Views



OUR EXPERTS & INFLUENCERS!



MYKEL HAWKE

A U.S. Army Special Forces veteran, Mykel Hawke is an internationally renowned survival expert and popular television and film personality known for many hit shows, including *Man Woman Wild* and *Lost Survivors*; he is also an instructor, media advisor, and bestselling author.



RUTH ENGLAND HAWKE

Ruth England is a British television presenter and actress who, with her husband, Mykel, starred in the Discovery Channel show *Man, Woman, Wild*. A graduate from the University of Westminster, she has worked for the BBC, CNBC, ITV, and Fox TV.



DOUGLAS BOUDREAU

A self-taught foraging instructor, Douglas Boudreau is the co-author, with Mykel Hawke, of *Foraging for Survival* and teaches free Edibles-4-Survival classes on local edible wild plants where he lives in Zephyrhills, Florida.



SAM COFFMAN

A former army special forces medic, Sam is the founder of *The Human Path*, where he teaches botanical medicine, western pathophysiology, physiology, integrative medicine, and post-disaster medicine. He has taught herbalism for 25 years+, and been a clinical herbalist for over 15 years.



JOHN ROSE

John Rose is a wilderness and urban survival specialist with additional background in bushcraft, survival psychology, nature observation, edible and medicinal plants, preparedness skills, and search and rescue. John teaches classes and is the owner of Kentucky Bushcraft.



TRISH BULINSKY

Trish Bulinsky is a survivalist and TV personality, known for appearances on TV the series, *Naked and Afraid*, *Out of the Wild*, and *The Alaska Experience*.



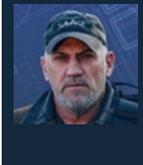
YANA DeMYER

Marianna "Yana" DeMyer was born and raised overseas, traveling extensively as the daughter of a Foreign Service officer with the State Department. She spent 13 years as a writer and producer for news, marketing, and production companies before becoming an entrepreneur. In 2012 she started *Roving Blue*, making advanced lightweight portable water purification systems.



BRIAN M. MORRIS

Brian Morris is a retired U.S. Army Special Forces Master Sergeant, currently working as a SERE and personal security senior analyst for the army as a contract civilian. He is the author of *The Green Beret Survival Guide* and *The Green Beret Bushcrafting Guide*.



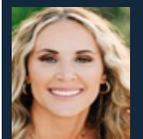
EJ SNYDER

EJ Snyder is a U.S. army veteran, actor, and survivalist. He has appeared on the show *Naked and Afraid* and was a host on the TV show *Dual Survival* during its 9th season. He is known as an extreme survivalist who has been teaching survival skills to soldiers and civilians for 20+ years.



JOHN DOWD

Passionate outdoorsman, John has spent his life learning and teaching numerous outdoor skills including wilderness survival, hunting, flyfishing, backpacking, climbing, diving, wildlife photography. John has also worked as a journalist for newspapers and magazines much of his adult life, both freelance as a writer/photographer and as a staff writer.



BETHANY BOWATER

Bethany Bowater, a U.S. Air Force veteran with a military background as a training squadron survival instructor, is a registered mental health counseling intern with a Master's degree from Northwestern University. She has taught students from all walks of life the skills to survive in any environment.



Kyle Green

Television producer, Kyle Green has always been described as "The Passion". His love for the outdoors developed while learning from his Dad on countless hunting and fishing trips. Gaining this appreciation of the outdoors, Kyle has a wealth of experience in both hunting and fishing.



Survival



A Sneak Peak

"It's virtually impossible to be 100% prepared for every emergency situation or contingency you may find yourself in but you can severely increase your odds of survival by personalizing your survival strategy and plans to your own personal biorhythm."



Homes



"It's a good idea for any household to have some medical tools. Simple things like Thermometers are a good start, but there are many other useful instruments that can help to assess and treat your loved ones. "



Gardens



"Implementing agricultural and horticultural practices at home can begin as early as today. Use the power of the internet. Research what you can grow, and start growing it. That's the best start now to take your food needs into your own hands."





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EcoSystem



Sponsors



Expert Authors Influencers



Community

ALL-IN-ONE PROMOTION



When you sponsor with Survival Homes and Gardens, you're getting the whole package, including:

- A presence in our online, digital-release
- The opportunity to submit a promotional business banner
- Email-Blast promotions with a sizeable database
- A spot reserved in our social media campaigns

READERSHIP

Survival Homes and Gardens will premier at no cost to readers to promote the widest possible viewership, while also appearing in a digital form.

- Initially, no cost to readers enables a wider potential audience
- The inclusion of QR Codes, video ads, hyperlinks promotes cross-platform participation with our sponsors & advertisers
- Positive messaging and incentivizing our ideals of Self-determination, Security, Comfort, and Family Health!

ECOSYSTEM = COMMUNITY

SH&G will cater toward family-centric households, providing reliable information BY ACCLAIMED KNOWLEDGEABLE EXPERTS in a neutral manner while promoting interactivity through:

- In-laid hyperlinks to provide additional information, as well as exclusive deals
- Included quizzes, recipes and crafts
- User submitted reviews, testimonials, articles and pictures
- An activity and crafts section custom-tailored to families with children
- Repeat readership for the aforementioned articles as well as Expert Contributors

PUBLISHERS



Mykel Hawke
HAWKE, CEO



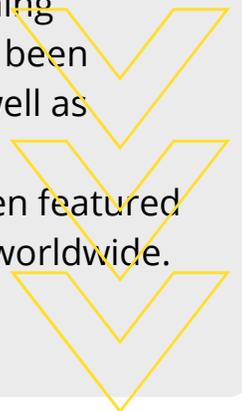
MYKEL HAWKE is a retired Special Forces Combat Commander trained in Medicine, Communications, Intelligence, and Leadership. He holds a BS, MS, and 2 Blackbelts, Paramedic, Deputy & FCC Radio licenses. He has been in 9 conflicts, written 6 books, innovated 20 products, and appeared on 50 television shows. In recent years, Hawke served in Combat Search & Rescue for the State Department in Afghanistan and currently works with Special Operations Command while supporting charities for Vets, Kids, and Animals. He continues to teach survival while also doing media work. His new television show will be airing soon on the Discovery Channel.



Marie Ralston
GEAR UP, CEO



MARIE RALSTON, an expert media executive and award-winning inventor, is the founder and CEO of Gear Up. Since 2010, Gear Up has been vetting and distributing quality preparedness tools and products, as well as manufacturing its own line of cutting-edge innovations in the survival, preparedness, and outdoor adventure markets. The company has been featured on NatGeo and Discovery Channel, as well as over 300 media outlets worldwide. Gear Up is best known best for its branded CROVEL line of products.



John Dowd

EDITOR- IN- CHIEF



A passionate outdoorsman, John has spent his life learning and teaching numerous outdoor skills including wilderness survival, hunting, flyfishing, backpacking, climbing, diving, wildlife photography and more. John has also worked as a journalist for newspapers and magazines much of his adult life, both freelance as a writer/photographer and as a staff writer.

Ignacio Guerrero

CREATIVE DIRECTOR



A veteran creative expert and web developer of over 25 years, "Iggy" has overseen significant, acclaimed national projects in varied industries. His talents include brand conception, design, on-brand execution, visual and digital material development, as well as web development. Iggy manages multiple editorial projects and deadlines, in collaboration with the Editor-in-Chief.

HK Holland

BUSINESS DEVELOPMENT



A business development veteran, Hk has spent his professional career creating and building businesses in the following areas: financial, marketing, capital formation, and consulting services. Co-founded a trust company that grew to several billion in assets of managed funds along with fiduciary trust assets.

Tiger Athakhanh

ACCOUNT EXECUTIVE



A business veteran of 35 years of experience, results-driven by high-performance in sales leadership and operations. Regarded as building a positive, motivated, and highly -successful team. Tiger is a passionate leader, creating diverse winning cultures, earning trust and long term-relationship with clients.

Brandon Guerrero

ACCOUNT EXECUTIVE



A graduate of the University of Arizona, Brandon has excelled in understanding the importance of relationships and assisting a company's objectives. He has successfully grown companies in brand awareness and increased sales for technology and media marketing companies.

Advertisement Specifications

Supplying Your Own AD

Please submit the following:

Your Ad, sized according to the dimensions below:

1. JPEG, PNG File or Gif
2. Resolution of 300 Dpi (min 90 dpi)

AD Creation Through Eimage Agency

Please submit the following:

- All text to be included in the Ad
- Business logo (EPS, AI, or PNG file preferred)
- Any images or photos you would like included

Internet photos and images are usually 72-300 dpi and are **NOT** convertible to the resolution required to print

Please do **NOT** submit images or logos with a Microsoft Word document

All sponsorship ads must comply with the advertisement sizes shown below:

2 Page Spread
17" Width by 11" Height

Full Page
8.5" Width by 11" Height

BACK COVER
8.5" Width by 11" Height

Vertical 1/3 Page
2.83 Width by 11" Height

Horizontal 1/2 Page
8.5" Width by 5.5" Height

Vertical 1/4 Page
4.25 Width by 5.5 Height

Video
300x200 PX

Contact: HK HOLLAND
480.707.7107
hk@gearup911.com

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