

Media Innovation

We are committed to creating and providing the best content in all media channels. Bonnier Corp. is a greenhouse for the development of media innovation, where the art of publishing is constantly enhanced and evolving. By operating across all media channels, we create new ways for our experts to connect with their audience.

CUSTOM RESEARCH

Want to know what our readers want? Conduct an online survey. Includes creation and hosting of survey, tabulation of results, and opt-in database generation.

CONTESTS

Online contests are among the most popular features on our website. Not only are contests a great way to promote your products and services, but they also include opt-in eMail database generation, providing you with a list of fly-fishing enthusiasts for future direct-marketing opportunities.

APPS

In an increasingly mobile-driven world, *Fly Fishing in Salt Waters* is reaching out to our audience through boat and gear apps to deliver premium content on demand. Let us create custom apps for your brand.

BRAND CHANNEL

Continuing coverage of your brand throughout the year can be aggregated into this co-branded, focused Web content experience. A link to your brand channel will be featured on the home page of FlyFishInSalt.com.

DVDS

Instructional DVDs delivered to a highly engaged audience present sponsorship opportunities. We can also work with your brand to create custom DVDs with a streamlined and consistent marketing message.

d.PUB

A custom digital publication is developed using a proprietary digital platform called a d.Pub. Design and execution are fully handled by *Fly Fishing in Salt Water's* staff, with direction from the sponsor. D.pubs incorporate custom content, photos and video, and feature the ability to share via email and/or post to social networks. They are accessible on all Web-enabled devices.

CUSTOM CONTENT FACT:

Custom content is useful, accepted, helps to drive purchases, improves relationships and comes in the format that people prefer.

Source: Custom Content Council 2011.



[RESOURCE]

Expanded Engagement

Our issues come to life through vibrant photography, interactive stories and engaging advertisements to give you additional ways to interact and engage with potential and existing customers.



DIGITAL MEDIA FACT:

Digital extras, like video, in eMagazines resulted in 45% of respondents reading articles they normally would not have read. Over half of American magazine readers are accessing magazine content and advertising through digital channels, according to Affinity's most recent American magazine study.

Note: Digital magazine ads include ads in Zinio issues. / Source: Affinity's VISTA Service, January - April 2011

[DIGITAL ISSUES]

The ease of use and the flexibility that the iPad brings to its users gives them a richer, deeper and more meaningful connection to your brand. Through interactivity and custom programs, it will expand engagement with consumers and develop a much deeper level of brand identity and consumer interaction, resulting in highly targeted and qualified custom leads for you.

Upgrade your regular display ad with digital enhancements and rich media on iPad/Zinio editions of *Fly Fishing in Salt Waters*.

- Interactive photo galleries
- Two-layer advertisements with live Web links
- Lead capture forms
- Video player
- Additional screens

