

[ONLINE AUDIENCE]



| | |
|----------------------|-----|
| Male | 66% |
| Female | 34% |
| Age 18-34 | 23% |
| Age 35-49 | 33% |
| Age 50-plus | 32% |
| College-educated | 46% |
| Grad school-educated | 19% |
| HHI of \$60-\$100k | 30% |
| HHI of \$100K-plus | 38% |

Source: Quantcast

Online Channels



FACT:

500,000 page views per year on Fishing Forums

BOATS

Articles and reviews of the newest fishing boats.

GEAR

Reports on core fishing gear and accessories that reflect editor experience with the products.

SPECIES

Informative articles and photos on various fish species and marine conservation topics.

TECHNIQUES

Instruction on fishing tips, bait selection, seamanship and boat ownership.

TRAVEL

Highlights of articles and photo galleries about fishing destinations around the world.

NEWS

Delivering the latest on the saltwater fishing industry.

PHOTO GALLERIES

Featuring the newest boat models, fishing destinations, equipment and various species.

VIDEOS

Engaging highlights of new boats, marine products, fishing techniques, fly-tying, seamanship and destinations.

CONTESTS

Visitors can enter to win fishing-related prizes from a variety of partners.

BLOGS

How our audience keeps up with the latest topics in fishing.

FORUMS

Where the saltwater fishing community joins anglers from around the world to discuss all things fishing.

Q&A

User-generated, marine-related questions posed to the editors and other Web visitors.

WALLPAPERS

Visitors enhance their computer desktop with wallpaper from the gallery of photography.

FISHING REPORTS

Where local fishing reports are posted by saltwater fishing community members from around the country.

CALENDAR

A user-generated calendar of fishing events around the country.

NEWSLETTER

Users can sign up for the weekly eNewsletters and exclusive offers from our carefully selected marketing partners.

FISHING GUIDES

The database of popular fishing destinations around the country, featuring local charter companies and guides.

Online Ad Units

The image shows a screenshot of the Fly Fishing website home page. Several ad units are highlighted with red banners and labels:

- 728x90 Leaderboard:** Located at the top left and bottom left of the page.
- Page Peel:** A red banner on the right side of the page, indicating an interactive ad unit.
- 300x250 Medium Rectangle:** Two red banners, one in the middle right and one at the bottom right, indicating standard display ad units.

ROS PREMIUM BANNERS

Deliver your brand message throughout the site with 728x90 and 300x250 display banners.

HOME PAGE SKIN

Exclusive ownership of the home page background, engaging visitors and enhancing your campaign.

INTERSTITIAL

This ad unit immediately captures the visitor's attention when entering the website through a 640x480 placement.

BRAND BLOCK

With brand block your brand has exclusive ownership of all display ad units on the home page, drawing attention to your brand message.

PAGE PEEL

Offering eye-catching exposure and interaction with visitors who hover their mouse over the corner of the page, revealing your ad.

EDITORIAL SPONSORSHIP

Aligns your brand with relevant content housed within a specific channel of the website.

BRAND CHANNEL

Features your brand's content, including videos, photos, articles and more.

BLOG SECTION

Engages the visitor in an interactive way and offers the opportunity to deliver your brand message to that audience.

CONTEST

Promote your newest products and provide a list of opt-in users for your online campaign to further extend your marketing efforts.

CUSTOM ADVERTISER EMAIL

Your exclusive message is sent to our targeted list of opt-in subscribers. Geo-targeting available.

EDITORIAL NEWSLETTER BANNERS

Target a highly engaged group of opt-in subscribers by placing your banner on one of our editorial eNewsletters.

VIDEO PRE-ROLL

High-impact video message to our audience of enthusiasts. Pre-roll remains with the video when shared through social media links like Facebook and YouTube.

DEDICATED VIDEO CHANNEL

Exclusive coverage and maximum exposure of your brand in an engaging and interactive way. Social media and RSS feed are available on request.

PARTNER VIDEO

Target a video of your product or destination to our engaged audience.

BOAT TOUR VIDEO

Valuable third-party presentation of your boat models by a member of our editorial staff.

FIRST LOOK VIDEO

Promote your new product with a three-minute video shot on location at a trade show.

Video + Channel



ADD VIDEO TO AN ONLINE ISSUE OR CHANNEL



Dynamic Media

Almost nine out of 10 digital magazine readers (88%) report that the interactive features in advertisements like videos, photo galleries and 360 degree product views “enhance their overall magazine reading experience.”

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

PRE-ROLL VIDEO

High-impact message by adding your pre-roll video and companion banner along side our editorial content.

How-Tos · Event or Show Coverage · Tips & Techniques
Video Blogs · Product Reviews · Features & Series · Interviews

PARTNER PRODUCED & SUBMITTED VIDEO

Show your product demos, how-to, tips 'n' techniques, charter and destinations clips under our channels.

New Products · Electronics · Gear · Accessories · Destinations/
Resorts Charters

DEDICATED PARTNER CHANNEL

Maximum exposure to the targeted audience by delivering your high-impact branded message using viral syndication to reach up to 1 million unique visitors.

Dedicated Brand Channel · Companion Banner
60 minutes of programming · Web-quality Flash video
Partner submitted & produced video · Viral syndication capabilities

BOAT TOUR VIDEOS

A valuable third-party presentation of your boat models by a member of our editorial staff. This three- to five-minute production includes running footage, highlighted features and benefits combined with a graphic and music package.

FIRST LOOK

A three-minute video of your spokesperson describing your new product at a trade show. Your video will be displayed along with a companion banner for one year.

[VIDEO FACT:]

85.6% of Internet users in the U.S. watched online videos in December – 178 million people watched 33.2 billion videos.

Source: Recent study by comScore

eMail

eNewsletters allow you to engage and connect with those in our audience who have asked to receive information from *Fly Fishing in Salt Waters* and our marketing partners. We offer several different opportunities, from sponsorship advertising in our editorial newsletters to custom email devoted entirely to your brand.

EDITORIAL NEWSLETTERS

High-visibility placement of your brand ads in front of our bimonthly audience.

- Leaderboard top and bottom of page
- Medium Rectangles top and bottom of page
- Exclusive Tip of the Week sponsorship
- Cost-effective text links

CUSTOM EMAIL

Reach a receptive audience and earn instant results through a “*Fly Fishing In Salt Waters Presents*” sponsored eMail.

- Exclusive: Only three sponsored messages are sent each week.
- Easy: Marlin will design your custom message or you can submit your own.
- Effective: Drive clicks and get immediate results to your campaign.

[OPT-IN SUBSCRIBERS]

9,000 Editorial eNewsletters
13,000 Custom eMail

