



NATIONAL MARKETING

More than 300,000 magazines containing a single-page display advertisement for the IGFA OWC are distributed to the wealthiest readers of any fishing magazines in the world. Dramatic, action-oriented design draws the reader's attention to the event and your company. This represents enormous branding opportunities and augments any advertising currently running in the magazines.

ADVERTISING SCHEDULE:

- Marlin — December/January and February issues.
- Sport Fishing — January and February issues.
- Salt Water Sportsman — January issue.



TELEVISION MEDIA COVERAGE

Sport Fishing Television series will once again bring its viewers electrifying angling, including the IGFA Offshore World Championship that will air on the Versus network .

- 65 million national household is the viewership on Versus
- SFTV re-aired third and fourth quarters on Sun Sports
- Content is placed on SF/MA/SWS website video channel

VERSUS 



PRINT AND MEDIA

Sponsors' logos are included in the tournament promotional items that are mailed and given out on-site.

- Banners and signage
- T-shirts
- Angler bags
- Invitations for qualifying-event winners
- Teams' boat numbers



INTERNET

The IGFA Offshore World Championship website provides not only tournament information, but also visibility and connectivity for your company. Visit www.IGFAOWC.com.

- Spotlight on products with links to sponsors' website
- Site promoted in all print initiatives
- Attached to all major search engines
- Cross-promotions on **Marlin**, **Sport Fishing**, **Salt Water Sportsman** and IGFA website
- Sponsors' products and staff included in photo gallery



Video on Line



www.IGFAOWC.com