

CUSTOM OPPORTUNITIES

WE ARE COMMITTED TO CREATING AND PROVIDING the best content in all media channels. Bonnier Corporation 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? Buy 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 fishing enthusiasts for future direct marketing opportunities.

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 MarlinMag.com.

APPS

In an increasingly mobile-driven world, *Marlin* is reaching out to our audience through boat and gear apps to deliver premium content on demand. We can also create custom apps for your brand.

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

Custom digital publication developed using a proprietary digital platform called d.pub. Design and execution is fully handled by *Marlin* staff, with art direction from the sponsor. d.Pubs incorporate custom content, photos, video and feature the ability to share via eMail and/or post to social networks. They are accessible on all Web-enabled devices.

EXPANDED ENGAGEMENT

OUR ISSUES COME TO LIFE with interactive stories that contain vibrant photography while providing additional ways for you to reach potential prospects and consumers with engaging digital advertisements.

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 Salt Water Sportsman.

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



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

