

ONLINE AUDIENCE



**59%** are Male

**41%** are Female

**30%** are 50+

**33%** are 35-39

**24%** are 18-34

**46%** are College Graduates

**17%** are Grad School Graduates

**30%** have a HHI of \$60K-100K

**35%** have a HHI of \$100K+

Source: Quantcast

**> MOST POPULAR SECTIONS ONLINE**

**SALTWATER FISHING FORUMS  
PHOTOS • BOATS**

## MARLINMAG.COM

**BOATS • GEAR • SPECIES • TECHNIQUES • TRAVEL  
NEWS • VIDEOS • CONTESTS • BLOGS • FORUMS • Q&A  
WALLPAPERS • FISHING REPORTS • CALENDAR • NEWSLETTER  
FISHING GUIDES**



## ONLINE CHANNELS

**BOATS** is articles and reviews of the newest fishing boats.

**GEAR** reports on core fishing gear and accessories that reflect editor experience with the products.

**SPECIES** is informative articles and photos on various fish species and marine conservation topics.

**TECHNIQUES** is instruction on fishing tips, bait selection, seamanship and boat ownership.

**TRAVEL** highlights articles and photo galleries about fishing destinations around the world.

**NEWS** delivers the latest on the saltwater fishing industry.

**PHOTO GALLERIES** feature the newest boat models, fishing destinations, equipment and various species.

**VIDEOS** provide engaging highlights of new boats, marine products, fishing techniques, seamanship and destinations.

**CONTESTS** is where visitors can enter to win fishing-related prizes from a variety of partners.

**BLOGS** are how our audience keeps up with the latest topics in fishing.

**FORUMS** is where the saltwater fishing community joins anglers from around the world to discuss all things fishing.

**Q&A** is user-generated, marine-related questions posed to the editors and other Web visitors.

**WALLPAPERS** let visitors enhance their computer desktop with wallpaper from the gallery of photography.

**FISHING REPORTS** is where local fishing reports are posted by saltwater fishing community members from around the country.

**CALENDAR** is a user-generated calendar of fishing events around the country.

**NEWSLETTER** is where users can sign up for the weekly eNewsletters.

**FISHING GUIDES** is the database of popular fishing destinations around the country, featuring local charter companies and guides.

**➤ HALF MILLION**

PAGE VIEWS PER YEAR ON FISHING FORUMS



BANNERS • HIGH IMPACT • SPONSORSHIPS • VIDEO • ENEWSLETTERS



## AD UNITS

**ROS PREMIUM BANNERS** deliver your brand message throughout the site with 728x90 and 300x250 display banners.

**HOME PAGE SKIN** offers exclusive ownership of the home page background, engaging visitors and enhancing your campaign.

**INTERSTITIAL** ad units immediately capture the visitor's attention when entering the website through a 640x480 placement.

**BRAND BLOCK** includes exclusive ownership of all display ad units on the home page, drawing attention to your brand message.

**PAGE PEEL** offers 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** opportunities feature your brand's content, including videos, photos, articles and more.

**BLOG SECTION** engages with visitors in an interactive way and offers the opportunity to deliver your brand message to that audience.

**CONTESTS** promote your newest products and provide you with a list of opt-in users to further extend your marketing efforts.

**CUSTOM ADVERTISER EMAIL** includes your exclusive messaging which is sent to our targeted list of opt-in subscribers.

**EDITORIAL NEWSLETTER BANNERS** deliver your display banner to a highly engaged group of opt-in subscribers.

**VIDEO PRE-ROLL** targets your high-impact message to our audience of enthusiasts.

**DEDICATED VIDEO CHANNEL** provides exclusive coverage and maximum exposure of your brand in an engaging and interactive way.

**PARTNER VIDEO** allows you to target a video of your product or destination to our audience.

**BOAT TOUR VIDEO** is a valuable third-party presentation of your boat models by a member of our editorial staff.

**FIRST LOOK VIDEO** allows your spokesperson to promote your new product with a three-minute video shot on-location at a trade show.

## VIDEO AND CHANNELS

**ONLINE VIDEO ALLOWS YOU TO ENGAGE AND CONNECT** with your customers like no other media can. Our viral syndication allows your video and media message to be seen all over the Web.



## DYNAMIC MEDIA



Almost nine out of 10 digital magazine readers (88%) report that the interactive features in advertisements like videos, photo galleries and 360° 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** delivers a high-impact message by adding your pre-roll video and companion banner along side our editorial content.

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

**PARTNER PRODUCED & SUBMITTED VIDEO** is 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** provides 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** offer a valuable third-party presentation of your boat models by a member of our editorial staff. This three-five minute production includes running footage, highlighted features and benefits combined with a graphic and music package.

**FIRST LOOK** is a three minute video of your spokesperson describing your new products or boat model at the boat show. Your video will be displayed along with a companion banner for one year.

### ➤ VIDEO FACT

**179 MILLION** AMERICANS WATCH ONLINE VIDEOS EACH MONTH.

Source: comScore 2010 Digital Year in Review

# ENEWSLETTERS

**ENEWSLETTERS ALLOW YOU TO ENGAGE AND CONNECT** with those in our audience who have asked to receive information from *Marlin* and our marketing partners. We offer several different opportunities, from sponsorship advertising in our editorial eNewsletters to custom eMail devoted entirely to your brand.

**Timeless Style. Priceless Performance. JUPITER**  
 JUPITER OUTBOARD BOATS... CUSTOM BUILT TO EACH OWNER  
 VISIT OUR WEBSITE TO LEARN MORE - WWW.JUPITERMARINE.COM

**Marlin** THE INTERNATIONAL SPORTFISHING MAGAZINE  
 September 21, 2011  
**SPECIAL OFFER**  
 Receive a FREE Gift!  
 • Subscribe  
 • Customer Service

**GAME ON** Stay inspired with our Wallpapers **Get one today!**

**By The Way**  
 I'm really looking forward to my third visit to Tropic Star lodge...  
[Read Blog »](#)

**The Wright Way**  
 Doing some shooting and looking forward to some fishing...

**Marlin Reader Photos**  
 Browse some great offshore fishing shots posted recently by our forum members and sent in by our readers...  
[View Gallery »](#)

**IN THE WAKE**

**Billfish on the Move**  
 Amazing distances traveled by billfish are displayed in TBF Tag & Recapture maps...  
[Read More »](#)

**Profile: Paul Mann 81**  
 Each time I head to Wanchese to sea-trial a Paul Mann vessel, I am impressed...  
[Read More »](#)

**Marlin University**  
 Join Marlin University in 2012 for the fishing adventure of a lifetime! Dates coming soon...  
[Read More »](#)

**SMART FISHING**  
 Break free from land-based cellular coverage with Inmarsat  
 See how FleetBroadband can benefit you  
 The new Pro Series 4G...  
 Marlin University  
 Join the fan page

## EDITORIAL ENEWSLETTERS

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 “*Marlin 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

**10,000** FOR EDITORIAL ENEWSLETTERS  
**14,000** FOR CUSTOM EMAIL

