



SEMINAR SERIES

MEDIA COVERAGE WITH POWER

Promoted to more than 10 million saltwater anglers from November to March, the Seminar Series delivers complete coverage in print, online, in person and through mentions on **George Poveromo's World of Saltwater Fishing**.

SWS Readership (based on 5 issues running November-March)	6,360,000
Newspaper Impressions (8 cities for 3 months)	2,000,000
SaltwaterSportsman.com (6 months of promotion and links)	1,781,262
Direct Mail Brochures (mailed to hard-core fishermen)	115,000
Seminar Series Workbook (used by anglers after the seminar is over)	4,000
Mentions on George Poveromo's World of Saltwater Fishing on ESPN2	



MAXIMUM EXPOSURE FOR YOUR BRAND

Brand coverage that can only be achieved with a Seminar Series sponsorship.

- ✓ Exposure to approximately 4,000 hard-core fishermen willing to spend the time and money to attend each full-day seminar
- ✓ Your logo in several print ads promoting the series in *Salt Water Sportsman*
- ✓ Your video commercial during the event
- ✓ Your logo in direct-mail brochures promoting the Series
- ✓ On-stage signage at each event
- ✓ A booth for your company at each seminar
- ✓ Your literature and/or products in the "angler's bag" given to each attendee at the door
- ✓ Your products awarded on stage
- ✓ Your logo and a link on saltwatersportsman.com
- ✓ A full-page ad in the Seminar Series Workbook, distributed at each seminar



FEATURED AT POPULAR SALTWATER FISHING CITIES THROUGHOUT THE U.S. EACH YEAR