

CUSTOM OPPORTUNITIES

# MARKETING PARTNER

Custom content is useful, accepted, helps to drive purchases, improves relationships, and comes in the format that people prefer.



### 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 SportFishingMag.com.

### APPS

In an increasingly mobile-driven world, *SPORT FISHING* 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 *SPORT FISHING* 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.



## CUSTOM CONTENT FACT

**90%** of consumers find custom content useful.

**78%** of people believe that organizations providing custom content are interested in building good relationships with them.

Source: Custom Content Council 2011, Roper Public Affairs

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# EXPANDED ENGAGEMENT

Our issues come to life through vibrant photography, interactive stories and engaging advertisements to give you additional ways to interact and engage with potential and existing customers.



## iPAD

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 *SPORT FISHING*.

- Interactive photo galleries
- 2-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.

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