

ONLINE AUDIENCE

STAYING CONNECTED

Using a scientific approach and a dynamic mix of content, *SPORT FISHING* includes technical how-to articles, in-depth coverage of equipment use, exciting travel/destination stories and nostalgic pieces evoking a strong emotional connection to the sport for hard-core saltwater-fishing enthusiasts.



59%
Male

41%
Female

16%
Age 18-35

16%
Age 35-49

16%
Age 50+

47%
College-Educated

18%
Grad-School-Educated

31%
\$60K-\$100K HHI

31%
\$100K+ HHI

Source: Quantcast

ONLINE CHANNELS



BOATS: Articles and reviews of the newest fishing boats.

GEAR: Reports on core fishing gear and accessories that reflect editor experience with the products.

SPECIES: Informative articles and photos on various fish species and marine-conservation topics.

TECHNIQUES: 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 salt-water 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: Where visitors can enter to win fishing-related prizes from a variety of partners.

BLOGS: Where our audience keeps up with the latest topics in fishing.

FORUMS: Where the saltwater-fishing community joins anglers from around the world to discuss all things fishing.

Q&A: User-generated marine-related questions are posed to the editors and other Web visitors.

WALLPAPERS: Visitors enhance their computer desktop with wallpaper from the gallery of photography.

FISHING REPORTS: Where local fishing reports are posted by saltwater-fishing community members from around the country.

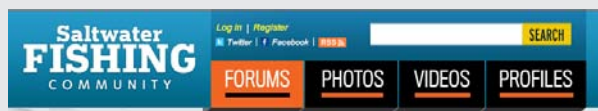
CALENDAR: A user-generated calendar of fishing events around the country.

NEWSLETTER: Where users can sign up for the weekly eNewsletters.

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

→ **HALF MILLION PAGE VIEWS**

on Saltwater Fishing Forums per year



AD UNITS

The screenshot shows the Sport Fishing magazine website home page. Several ad units are highlighted with red boxes and labels:

- 728x90 Leaderboard**: Located at the top left and bottom center of the page.
- 300x250 Medium Retangle**: Two units located on the right side of the page, one above the Jupiter logo and one below it.
- PAGE PEEL**: A diagonal label on the top right corner of the page.

The website content includes a navigation bar with categories like BOATS, GEAR, SPECIES, TECHNIQUES, and TRAVEL. The main content area features local fishing reports, video picks, photo galleries, and current news articles such as 'Today's Big Launches' and 'Merc's New 150 Four-Stroke'.

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 *SPORT FISHING's* 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 *SPORT FISHING's* 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

DYNAMIC MEDIA

Almost 9 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.” 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 alongside our editorial content.

How-To's • Tournament • Event or Show Coverage • Tips & Techniques
Video Blogs • Product Reviews • Features & Series • Interviews

PARTNER PRODUCED & SUBMITTED VIDEO is your product demos, how-to's, tips 'n' techniques, charters and destinations clips under our channels.

New Products • Electronics • Gear • Accessories
Destinations/Resorts • Charter

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-to 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

85.6% of Internet users in the United States watched online videos in December – 178 million people watched 33.2 billion videos.

Source: Recent study by COMSCORE

DRIVE TRAFFIC

Newsletters allow you to engage and connect with those in our audience who have asked to receive information from *SPORT FISHING* and our marketing partners. We offer several different opportunities, from sponsorship advertising in our editorial eNewsletters to custom eMail devoted entirely to your brand.



EDITORIAL NEWSLETTERS

High-visibility placement of your brand ads in front of our bi-monthly 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 “*SPORT FISHING* Presents” sponsored eMail.

- **Exclusive:** Only one sponsored message sent each week
- **Easy:** *SPORT FISHING* will design your custom message or you can submit your own
- **Effective:** Drive clicks and get immediate results in your campaign



OPT-IN SUBSCRIBER FACT

30,000 Opt-In eNews Subscribers

35,000 Opt-In eMail Subscribers