

# REAL CONNECTIONS



## ■ | ONLINE AUDIENCE

61% Male

39% Female

43% Are Age 50+

33% Are Age 35-49

16% Are Age 18-34

45% Are College Educated

18% Completed Grad School

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

31% Earn \$100K + HHI

Source: Quantcast 2011



■ | ONLINE CHANNELS

**BOATS** offers reviews and articles on the newest fishing boats.

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

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

**TECHNIQUES** provides 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 what is going on in 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** offers visitors a chance to enter to win fishing-related prizes from a variety of partners.

**BLOGS** allows the audience to keep up with the latest topics in fishing with the editors.

**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 fishing community members from around the country posted local reports.

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

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

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

TOP PERFORMING SECTION

**1.37 Million** page views per year on Fish Babes

# SALTWATERSPORTSMAN.com

**728x90 Leaderboard**

**300x250 Medium Rectangle**

**300x250 Medium Rectangle**

**728x90 Leaderboard**

## 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 ENEWSLETTER 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 + CHANNEL

**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** shows 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.

ADD VIDEO TO A ONLINE ISSUE OR CHANNEL

## 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

**VIDEO FACT** 85.6% of Internet users in the U.S., watched online videos in December - 178 million people watched 33.2 billion videos.

Source: Recent study by COMSCORE

# TRAFFIC BUILDERS

**SaltWaterSportsman.com** and the *Salt Water Sportsman* eNewsletter provide customized solutions that drive qualified leads to you and that can effectively build opt-in databases for your digital marketing programs.

## EMAIL

### EDITORIAL NEWSLETTERS

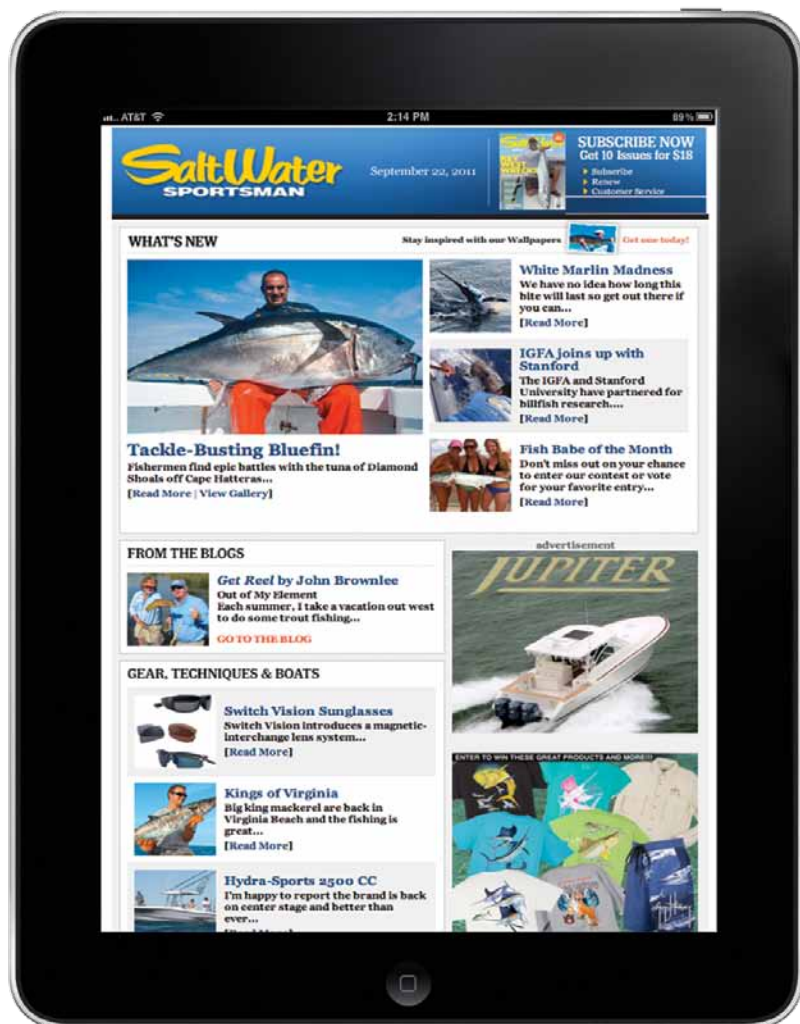
High-visibility placement of your brand ads in front of our bimonthly audience.

- Leaderboard top and bottom of page
- Medium rectangles on right side of page
- Exclusive Tip of the Week sponsorship
- Cost-effective text links

### CUSTOM EMAIL

Reach a receptive audience and earn instant results through a “*Salt Water Sportsman* Presents” sponsored eMail.

- Exclusive: Only three sponsored messages are sent each week.
- Easy: *Salt Water Sportsman* will design your custom message or you can submit your own.
- Effective: Drive clicks and get immediate results to your campaign.



## OPT-IN SUBSCRIBERS

34,000 for editorial eNewsletters  
60,000 for custom eMail