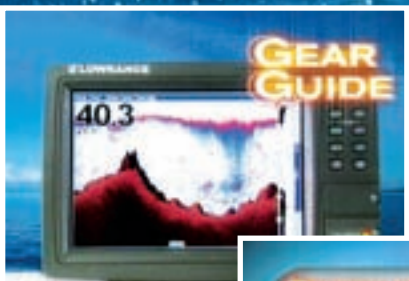


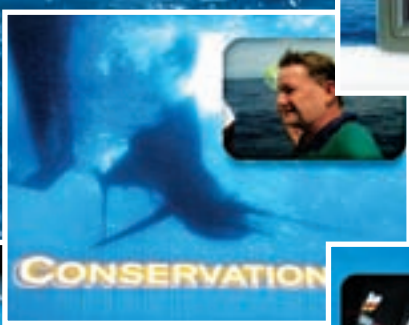
SPORT FISHING

THE MAGAZINE OF SALTWATER FISHING®

Television • Video • Digital Media



BOB DORMAN





Sport Fishing Magazine Television

targets more than 200,000 viewers each week on VERSUS. Charged with energy and fast-paced saltwater action, **SFTV** content and graphics captivate the viewer. Using the same **SUCCESSFUL** formula and format that **Sport Fishing** magazine developed over 20 years ago, SFTV delivers editorial content packaged with product placement within the show departments.

Fish Facts • Gear Guide • Rigs & Tips • Conservation • Destinations



RATED IN THE TOP 25% OF ALL VERSUS PROGRAMMING FOR THE LAST TWO YEARS

SPONSORSHIP

Presenting Status • Commercials • Billboards • Editorial Segments Product Placement • Destinations Departments • Custom

SFTV offers 13 exciting episodes. The content and locations of each episode are selected based on fishing the top fisheries and destinations of the world. Past locations include Los Cabos, Costa Rica, Bermuda, British Columbia, New England, Louisiana, Florida and the Florida Keys. Sponsorship is designed to fit your product and promotions. SFTV can help you customize a program aimed at the saltwater fishing market.

“The show that **educates, entertains** and **empowers** the ultimate saltwater angler”



SFTV is a top-rated saltwater fishing show on **VERSUS** aired nationwide and repeats on **SUN SPORTS** for complete coverage in Florida.

Dean Travis Clarke
Dean has been executive editor with *Sport Fishing* since 1991. He's an avid angler and is considered a foremost expert on recreational fishing boats. Dean's experience and personality open the minds and tackle boxes of saltwater fishing's top



TELEVISION • VIDEO • DIGITAL MEDIA

As specialists in the marine industry, we understand what is necessary to promote the lifestyle, products, destinations, tournaments and events that attract **saltwater anglers**. Let our team of experts produce the quality promotion you desire for television, DVD's and for use online. For more information on advertising opportunities, log on to www.SportFishingMag.com/advertising.



Destination Features

*A minifeature within SFTV.
Recommended for tourism, hotel
associations, resorts and marinas.*



Commercials

*Effective marine and industry
commercials developed using our
graphics and music packages.*



Outdoor TV Series

*Producers of saltwater fish-
ing shows on VERSUS and SUN
SPORTS.*



Tournaments & Events

*Tell the story during and after the
event to promote sales. A visual
marketing tool and "thank you."*



Boat & Product Video Tours

*Highlighted features, running foot-
age of boats and benefits in a 3-4
minute video on DVD.*



Corporate Promotions

*Industry-related, in-house promo-
tion and training videos. Annual
meetings and presentations.*



Virtual Test Drives & Tours

*Interactive custom boat and prod-
uct demos online in an easy-to
navigate format for the user.*



Online Video Sponsorship

*Pre-roll and banners wrapped
around original programming and
delivered to our online audience.*



Custom Online Video Channel

*Your Product
Your Channel
Our Audience*

SALES & CONTACTS

SFTV Executive Producer
Sport Fishing & Marlin
Midwest Sales
Drew Townes III
407-571-4730

Associate Publisher *Sport Fishing*
Southeast Sales
Scott Salyers
305-253-0555

Associate Publisher *Marlin*
Northeast Sales *Sport Fishing*
Natasha Lloyd
954-760-4602

Associate Publisher
Fly Fishing in Saltwaters
Gary Jennings
407-571-4856

West Coast Sales Manager
Sport Fishing & Marlin
Clint Jones
813-920-5812

Destinations • Tournaments
Sport Fishing & Marlin
Dan Jacobs
407-571-4680

Marketplace • Resorts • Charters
Sport Fishing & Marlin
Mark Badzinski
407-571-4618

West Coast Automotive Sales
Steven Thompson
415-435-4678

Detroit Sales
Liz Holowaty
248-557-7490

Online Director
Mike Staley
407-571-4803

Group Publisher
Glenn Hughes
407-571-4686

SFTV Producer • Director
World Production Director
Ken Kavanaugh
407-571-4836

