Sport fishing television is fishing like you’ve never seen it. Balancing top-notch cinematography and in-depth storytelling, SFTV captures the action and drama of the saltwater fishing experience.
19 Seasons Strong.
200+ Airings.

On Broadcast & On Demand.
Cinematic Format.
Documentary Style.
Narrated by Fishing Legend Flip Pallot

With the backbone of the Top Fishing & Outdoor Media Brands to support a fully integrated marketing package.
Amazon Prime 2020: In January and February 2020 a total of 949,613 minutes were streamed. That's approximately 45,219 episodes viewed with zero promotion or investment.
### Total Impressions
- **Facebook & Instagram**: 6.8 Million +

### Total Reach
- **Facebook & Instagram**: 4 Million +

### Total Circulation
- 385K +
BROADCAST & ON DEMAND OPPORTUNITY ELEMENTS

- INTEGRATED TELEVISION SPONSORSHIP
  - :508 BILLBOARDS - ONE PER SHOW (ALL AIRINGS)
  - :30 SECOND COMMERCIALS - ONE PER SHOW (ALL AIRINGS)
- ORGANIC PRODUCT PLACEMENT
  - ESTIMATED AIRINGS:
    - 20X AIRINGS ON DISCOVERY CHANNEL
    - 52X AIRINGS ON PURSUIT CHANNEL
    - 144X AIRINGS ON FOX SPORTS SUN NETWORK
- ADDITIONAL DISTRIBUTION THROUGH SFTV YOUTUBE CHANNEL
- SHARE OF VOICE BANNER ADS ON SPORTFISHINGMAG.COM/SPORT-FISHING-TELEVISION
- LOGO INCLUDED ON SPORTFISHINGMAG.COM/SPORT-FISHING-TELEVISION
EMAIL AND SOCIAL OPTIONS

• CUSTOM EMAIL TO SALTWATER SPORTSMAN OPT-IN SUBSCRIBERS
• CUSTOM EMAIL TO SPORT FISHING OPT-IN SUBSCRIBERS
  • CUSTOM EMAIL TO MARLIN OPT-IN SUBSCRIBERS
• E-NEWSLETTER BANNER ADS TO SALTWATER SPORTSMAN OPT-IN SUBSCRIBERS
• E-NEWSLETTER BANNER ADS TO SPORT FISHING OPT-IN SUBSCRIBERS
  • E-NEWSLETTER BANNER ADS TO MARLIN OPT-IN SUBSCRIBERS
• FACEBOOK PROMOTION TO SALTWATER SPORTSMAN, SPORT FISHING AND MARLIN AUDIENCE
• INSTAGRAM PROMOTION TO SALTWATER SPORTSMAN, SPORT FISHING AND MARLIN AUDIENCE
JOIN THE ADVENTURE

DREW TOWNES
EXECUTIVE PRODUCER SFTV | MIDWEST SALES
DREW.TOWNES@BONNIERCORP.COM | 407.571.4730
# 2018/2019 Distribution and Network Numbers

<table>
<thead>
<tr>
<th>Network</th>
<th>Rated</th>
<th>Quarters</th>
<th>Subscribing HH</th>
<th>Average Viewership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discovery</td>
<td>Nielsen Ratings</td>
<td>Q1 - Q2</td>
<td>24 Shows Total</td>
<td>90 MM</td>
</tr>
<tr>
<td>Pursuit</td>
<td>Nielsen Ratings</td>
<td>Q1-Q2</td>
<td>52 Shows Total</td>
<td>40 MM</td>
</tr>
<tr>
<td>Outdoor America (Syndicated)</td>
<td>Nielsen Ratings</td>
<td>Q1 &amp; Q4</td>
<td>24 Shows Total</td>
<td>32 MM</td>
</tr>
<tr>
<td>Fox Sports Sun</td>
<td>Nielsen Ratings</td>
<td>Q1-Q4</td>
<td>144 Shows Total</td>
<td>7.6 MM</td>
</tr>
</tbody>
</table>

Amazon Prime 2019: More than 648,000 minutes of SFTV streaming over the last 12 weeks. That is approximately 32,418 episodes - with zero promotion or investment. Added value provided by our Discovery partnership.