



**NEW SPECIES.
NEW SPOTS.
NEW SEASON.**

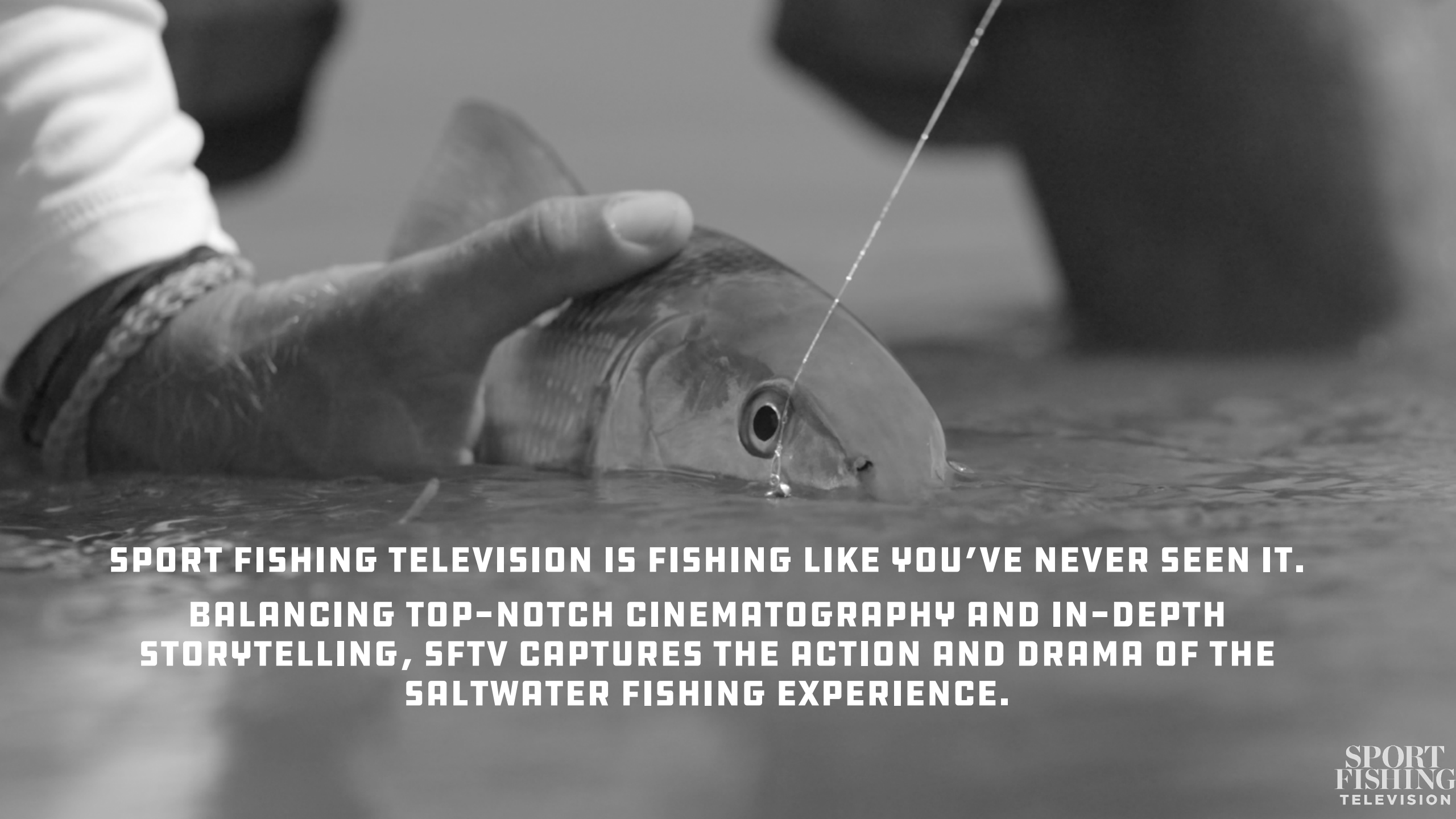
Discovery
CHANNEL

IT'S A WAY OF LIFE
pursuit
OUTDOOR

FOX
SPORTS
SUN

amazon Prime

OUTDOOR
AMERICA



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.**

An aerial photograph of a tropical island with a boat's wake. The island is small and elongated, with a sandy beach and some greenery. The water is a deep teal color, and the boat's wake is a bright white line. The text is overlaid on the image in a bold, white, sans-serif font.

**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**

IN GOOD COMPANY

EDITORIAL PROPERTIES

MARLIN MAGAZINE

SALTWATER SPORTSMAN
MAGAZINE

SPORT FISHING

SPONSORS

LUCAS OIL

GENERAL TIRES

YELLOWFIN

YETI

COSTA

MERCURY

HUK

PENN

2020 NETWORK DISTRIBUTION

MORE THAN 6.5 MILLION VIEWERS AND COUNTING



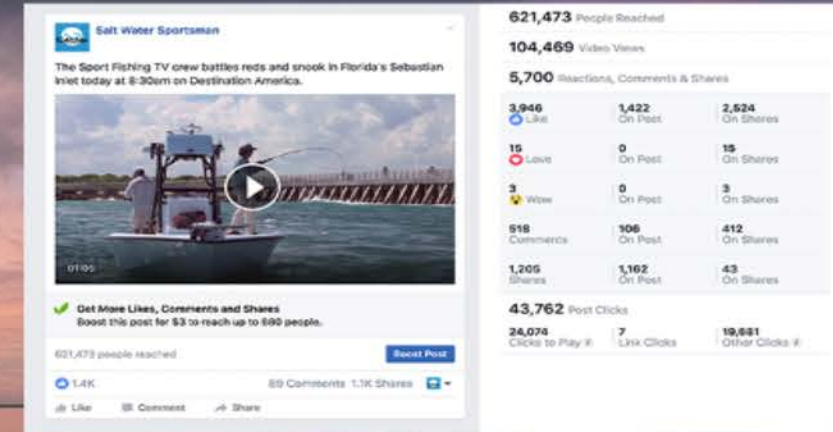
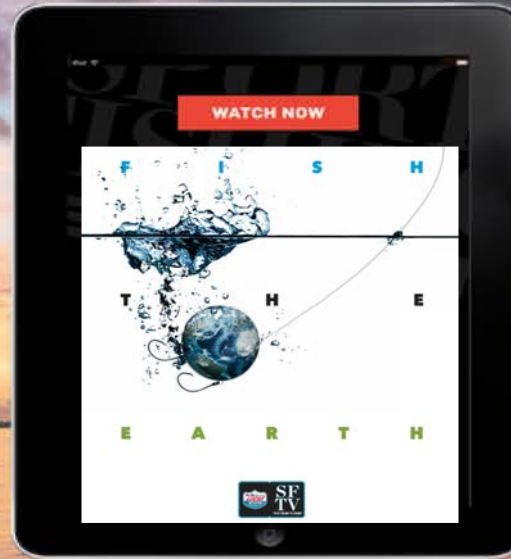
AMAZON PRIME 2020: IN JANUARY AND FEBRUARY 2020 A TOTAL OF 949,613 MINUTES WERE STREAMED
THAT'S APPROXIMATELY 45,219 EPISODES VIEWED WITH ZERO PROMOTION OR INVESTMENT

PROMOTIONAL CAMPAIGN ELEMENTS

PRINT

CUSTOM EMAIL

SOCIAL



TOTAL IMPRESSIONS
975,000 +

TOTAL CIRCULATION
385K +

EMAILS DELIVERED
1 MILLION +

TOTAL IMPRESSIONS
(FACEBOOK & INSTAGRAM)
6.8 MILLION +

TOTAL REACH
(FACEBOOK & INSTAGRAM)
4 MILLION +

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](https://sportfishingmag.com/sport-fishing-television)
 - LOGO INCLUDED ON [SPORTFISHINGMAG.COM/SPORT-FISHING-TELEVISION](https://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

**SPORT
FISHING**
TELEVISION

APPENDIX








2018/2019 DISTRIBUTION AND NETWORK NUMBERS


NETWORK	RATED	QUARTERS	SUBSCRIBING HH	AVERAGE VIEWERSHIP
DISCOVERY	NIELSEN RATINGS	Q1 - Q2 24 SHOWS TOTAL	90 MM	125,000 PER SHOW
PURSUIT	NIELSEN RATINGS	Q1-Q2 52 SHOWS TOTAL	40 MM	65,000 PER SHOW
OUTDOOR AMERICA (SYNDICATED)	NIELSEN RATINGS	Q1 & Q4 24 SHOWS TOTAL	32 MM	
FOX SPORTS SUN	NIELSEN RATINGS	Q1-Q4 144 SHOWS TOTAL	7.6 MM	6,500 PER SHOW

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

MARKETING SAMPLES

CUSTOM EMAILS




















The new season of SFTV heads to Charleston.

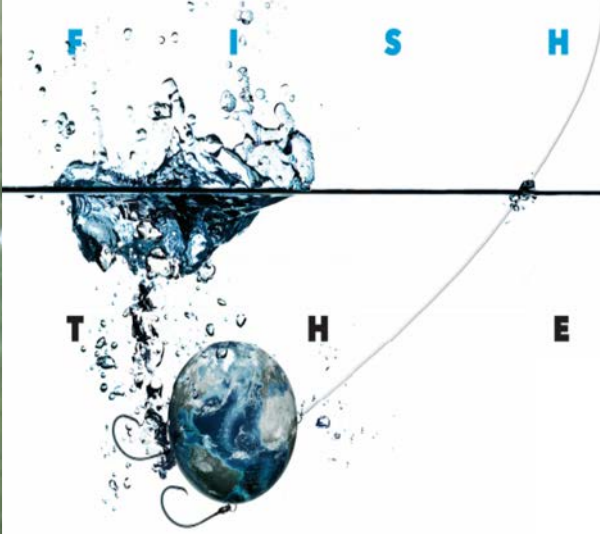
Welcome to the new season of Lucas Oil's Sport Fishing Television. Episode 3: Southern Brotherhood.



Take a trip into the bountiful flats and nearshore waters of Charleston, South Carolina, to hunt redfish, tripletail and cobia with Redfin Charters.

[Watch Now!](#)











PRINT AD






NARRATED BY FLIP PALLOT • NEW SEASON BEGINS APRIL 4TH ON

ALSO AVAILABLE ON




SOCIAL MEDIA





Salt Water Sportsman · Follow


SFTV 2020 - Islamorada Promo

This weekend SFTV travels to the Florida Keys to hunt for swordfish. Catch the incredible ... See More






SOCIAL MEDIA



Salt Water Sportsman


March 1 ·

From swampy tarpon nurseries to deep offshore reefs, Sugarloaf Key and the Lower Keys are the perfect habitat to raise fish, and the fishing families whose lives depend on them. Don't miss "Juvies," the latest episode of SFTV, March 3 at 7am on Discovery.



SFTV 2019: Sugarloaf Key

01:01




Marlin Magazine

February 16 ·


Born and raised in Marsh Harbour, Captain Corey Sawyer provides a local's look at the Bahamas' Abaco Islands, including his favorite fishing spots accessible by land, airboat, and sea. Check out the latest episode of SFTV this Sunday, February 17, at 7am on Discovery.

2/16/19, 9:30 AM



SFTV: The Abacos

01:01



marlinmag · Following

Cabo San Lucas, Baja California Sur

#takebackyoursaturdays #fishcabo #offshorefishing #sportfishing #biggamefishing #billfishing #stripedmarlin #salifish #lakepacific #marlin #marlinmagazine #marlinmag

5w

13jmfer Yes i know.... Beautiful place!!!

5w Reply

2,873 views

APRIL 10

