



SPORT FISHING TELEVISION

WE ARE

AN **Established** BRAND

SFTV celebrated its 20th anniversary in 2021.

ALL ABOUT **World-Class** FISHING & DESTINATIONS

San Diego, Cape Cod, Alaska, Panama, Louisiana, North Carolina, Florida Keys, Los Cabos and more

DEDICATED TO **Next-Level** PRODUCTION VALUE

2020 and 2021 Telly Awards for cinematography and writing

Partners WITH ICONS & HEAVYWEIGHTS.

Flip Pallot, the beloved host of Walker's Cay Chronicles, is the voice of SFTV. New sponsors for 2022 include U.S. Coast Guard and West Marine

PART OF THE **Bonnier Fish Group**

The biggest and most iconic brands in fishing media: Salt Water Sportsman, Sport Fishing and Marlin





AUDIENCE

EXPONENTIAL GROWTH & REACH

100% Increase Over Past 5 Years

2021 season: **13,306,200+**
impressions

Broadcast and Network Audience:
10,639,200+

Digital Impressions: **1,877,000+**

Print Impressions: **790,000+**

Minutes Streamed (Amazon Prime, Pursuit UP,
Outdoor America):
1,758,600+

2016 season: **6,000,000** impressions

DISTRIBUTION

SHOOT ONCE,
BROADCAST
EVERYWHERE

Networks

Discovery, Outdoor America, Pursuit,
Outside TV, Bally Sports Sun, MTN TV,
Outdoor America OTT/CTV, YouTube

New season premieres on **every
network** 2nd quarter 2022

Over **220** broadcast airings





UNMATCHED

IN-HOUSE PROMOTION

Promotional Elements include:

Editorial: Saltwater Sportsman, Sport Fishing, and Marlin

Print: Salt Water Sportsman (100,000 circ.) and Marlin (25,000 circ)

Email promotion: 2,008,000 impressions

Sponsorship spotlight custom emails that have specific creative and copy related to the sponsor

Social Media: 885,700 fan and followers

Show content sent to Saltwater Sportsman, Sport Fishing, and Marlin's

first-party audience



THE POWER OF **BONNIER**

Cost efficiencies: Multimedia packages offer discounts. Boat trade/cash options available.

Our media portfolio: Organic print, digital, social and e-news support from Boating, Yachting, Salt Water Sportsman, Sport Fishing and Marlin

Custom content options, product integration and custom sponsorship programs at a variety of levels





HERE'S WHAT YOU CAN EXPECT AS A **PARTNER** OF SFTV

The best, most diverse, and highest-quality **custom content** available in fish/marine media. This is only available as a sponsor for SFTV.

We cover our partners from every angle, in all the ways you laid out (drone, boat-to-boat, underwater, etc.) in a wide variety of locations with a diverse array of featured species that just happen to be on an **award-winning** TV show.

SFTV will supply a bottomless library of **video/photo assets** our partner can use for social/promotional/marketing purposes

Our partners will receive the **high-profile exposure** and reach of SFTV, and in your case, access to a vault of assets that's continuously growing. Thus, it's the mother of all custom content programs.

HERE'S WHAT THE **PARTNERSHIP** BRINGS TO THE TABLE FOR YOU AND SFTV

Some examples

► SFTV documents three captains in three different places for one season.

► We plan fewer but longer, more intensive shoots w/ our boat partner to inform a major chunk of the season, then build the story arc around that.

► It could be one boat/capt/location that becomes the central focus, like we developed with Redfin Charters with "Chucktown."

The point is there are many ways to creatively and strategically package SFTV besides putting a single boat in 10 different places around the country.

► SFTV 2022 season

https://www.youtube.com/channel/UC_7yB-Q_5XVLGX-PbORB50Q

► SFTV Episodic Preview Links:

Key West - <https://vimeo.com/bonniertelevisionsgroup/review/694167240/284dcd65c1>

Panama - <https://vimeo.com/bonniertelevisionsgroup/review/707775284/83680bfed6>





JOIN THE ADVENTURE

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