



WORLD
FISHING
NETWORK

MEDIA KIT

2014



ABOUT THE NETWORK

WORLD FISHING NETWORK is a multi-platform brand that shares in every angler's passion and adventure for fishing. As the leading entertainment destination and resource for anglers throughout North America, we distribute diverse, engaging content to fishing and outdoor lifestyle enthusiasts.



World Fishing Network is the only television network solely dedicated to the angling lifestyle with more fishing programs than any other TV channel. Our diverse programming includes instruction, tips, travel, tournaments, food, boating and outdoor lifestyle with some of the most recognized personalities in the angling community. With over 30 exclusive series, World Fishing Network features top fishing programs like *Hookin' Up with Nick & Mariko*, *World Fishing Journal*, *FORCE on FORCE*, *IGFA Saltwater Adventures with Bill Boyce*, *Lindner's Angling Edge*, *Timmy Horton Outdoors* and *Kayak Bassin'*.

World Fishing Network and World Fishing Network HD are available to more than 63 million cable, satellite and telecommunications households throughout the United States, Canada and the Caribbean. Anchored by one of the top fishing websites, WorldFishingNetwork.com, the network's multimedia platforms also include mobile portals for iPhone, iPad and Android, enabling anglers to stay connected wherever they go.



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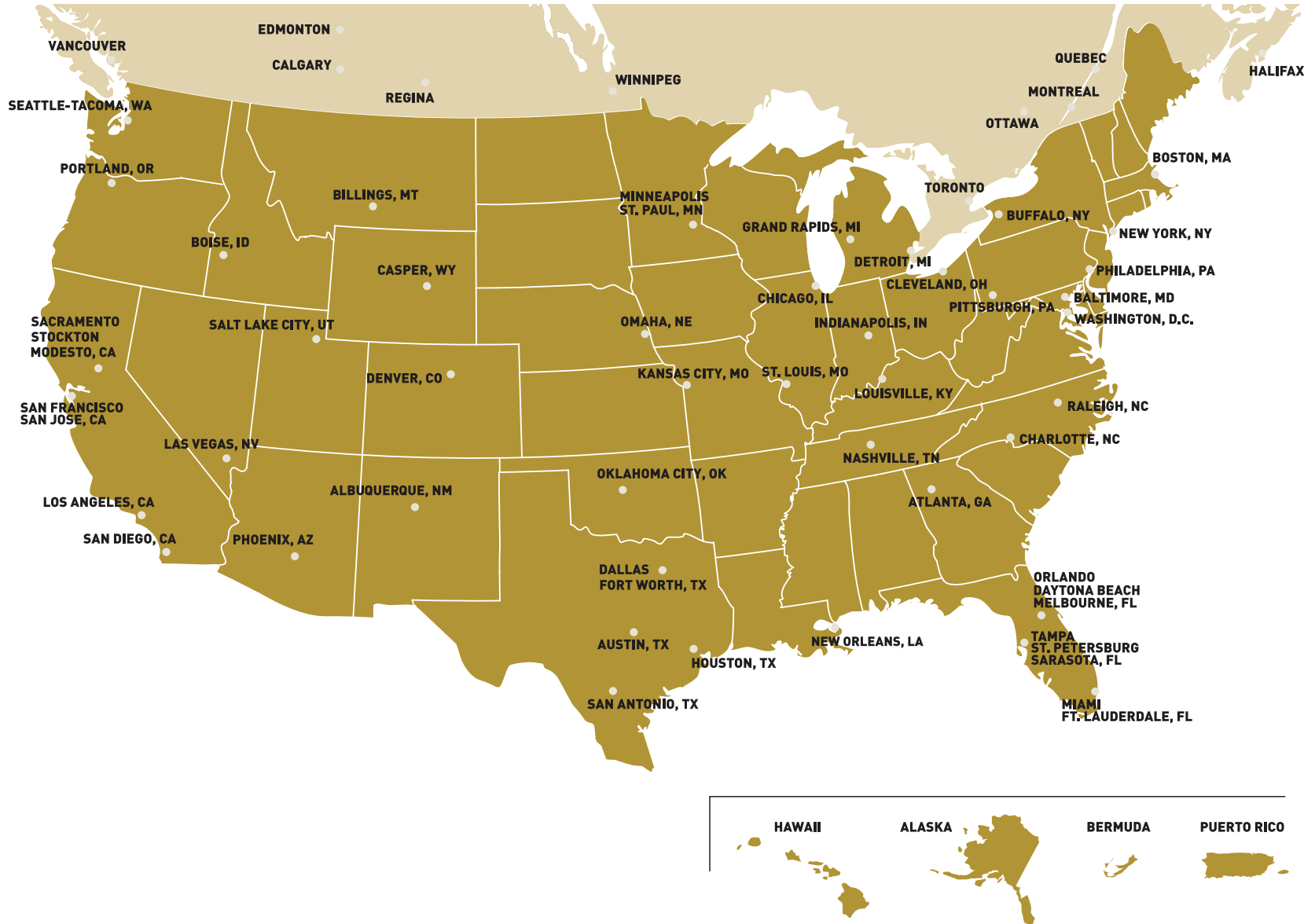
60 St. Clair Ave. East, Ste. 400
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WorldFishingNetwork.com

WHERE TO WATCH

World Fishing Network is available in SD and HD to more than 63 million cable, satellite and telecommunications households throughout the United States, Canada and the Caribbean.

World Fishing Network can be found on eight of the top 10 multichannel distributors in the United States: AT&T U-verse, Bright House, Cablevision, Charter Communications, Cox Communications, Verizon FiOS and XFINITY by Comcast along with DISH, which distributes the network nationally. World Fishing Network is also carried by many midsize providers across the country.





WORLD FISHING JOURNAL SEASON ONE

World Fishing Network is currently producing seven original series with premieres beginning in the fall of 2013 and continuing into early 2015. New seasons of viewer favorites *FORCE on FORCE* and *Guided with Mark Melnyk* have been joined by five new concepts, which deliver compelling stories on a monthly basis along with shows that generate the true spirit of adventure associated with fishing in some of the most spectacular, off-the-beaten-path locations across the globe.

AN INSTANT VIEWER FAVORITE, WORLD FISHING JOURNAL brings together a roster of talented sports producers to craft engaging, story-driven features based around the angling community and the fishing industry. The many facets that make up this great sport are often stories of success, hard work, persistence and conservation. *World Fishing Journal* tells these stories. Viewers have gone inside ICAST, the world's largest sport fishing trade show, witnessed the crazy antics that take place at the Original Redneck Fishing Tournament in Bath, Illinois, and seen the good being done to benefit inner-city youth at the Boston Fishing Academy. *World Fishing Journal's* mandate is to deliver multi-platform content, telling entertaining and compelling stories that cater to angling enthusiasts.

FUTURE WORLD FISHING JOURNAL EPISODES FEATURE:

- Event coverage from the Bassmaster Classic, Forrest Wood Cup and Texas Bass Classic.
- The all-time money leader in professional angling, Kevin VanDam.
- A closer look at Keep America Fishing.
- The efforts that go into America's Great Waters.
- A tasty twist on dealing with invasive species.
- How angling businesses deal with natural disasters.



HOOKIN' UP WITH NICK & MARIKO SEASON ONE

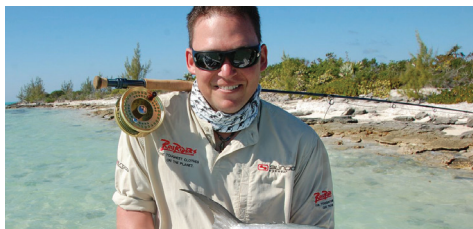
COMBINING A LOVE FOR TRAVEL WITH A PASSION FOR FISHING, Mariko Izumi took viewers across the globe to experience the best that both have to offer on *Hookin' Up with Mariko Izumi*, a viewer favorite for four seasons. But some still want more. They want to discover the culture and the history, meet the locals and live the life so many of us can only dream of. In the spirit of adventure and the quest to experience what was once impossible to find only a few years ago, WFN reimagines the *Hookin' Up* franchise as sport fishing and travel journalist Nick Honachefsky teams up with Mariko to embark on all-new travels on *Hookin' Up with Nick & Mariko*. Each of the 13 episodes has Nick and Mariko arriving at a new destination with three goals in mind: Learn the secrets, find the hidden gems and catch some fish. The duo participate in two very different excursions: Joining local guides to tap into their knowledge and experience to land the prize, then being left to their own vices and rely on their wits and challenge what they think – or thought – they know. And while our travelers have a friendly rapport off the water, the competition is fierce on the water as Nick and Mariko battle to see who wins the day. The adventures start on arrival, and Nick and Mariko are here to take them on.



JP DeROSE BREAKING BOUNDARIES APRIL 2014

ANGLERS, ONE OF THE GREATEST CREATURES OF HABIT, generally confine themselves to fishing for one particular species, hesitant to try something new. *JP DeRose Breaking Boundaries* will inspire anglers to transcend their comfort zone and take that first step into crossing over. Utilizing the Family Tree of Fishing, a five-layer genealogical chart that reveals all of the genres, species and techniques, host JP DeRose travels to top destinations in North America, exploring the vast opportunities that fishing truly has to offer. JP's professional guests are placed in fishing scenarios that they have never experienced. Of course, the reverse is also true, as JP sometimes finds himself as the fish out of water. Together they'll show how similarities exist in different types of fishing and how techniques can be applied to most any situation. Retail opportunities abound for this show as JP, a fishing equipment aficionado, engages personalities from all across the angling spectrum and showcases the myriad of gear available in the marketplace necessary to pursue the vast diversity of species. Whether you love fishing, educational shows or just great stories, *JP DeRose Breaking Boundaries* is the ultimate resource for cross platform fishing opportunities.

ORIGINAL PROGRAMMING



GUIDED WITH MARK MELNYK
APRIL 2014

THE JOB. THE GUESTS. THE LIFESTYLE. THE FISH. Join Mark Melnyk as he immerses himself in the often eclectic, competitive and dangerous world of a professional fishing guide. It's an insider's look at what it takes to make it as a professional guide as Mark showcases the locations, the fish and the personalities of the fishing world to get you *Guided*. Season Two will bring about an evolution in the show as Mark moves from learning to be a guide to showcasing the fishing guides he meets. This change will lessen the focus on Mark's challenges and instead foster deeper insight into what it takes to be a professional fishing guide. Mark places himself in the role of host and interviewer, arriving at new locations each week to spotlight two or three guides and tell their stories of friendship and underlying competitiveness. Who is just starting out? Who's the top draw? Who gets the spill over? Find out in Season Two of *Guided with Mark Melnyk*.



FORCE ON FORCE
APRIL 2014

FORCE ON FORCE pits the branches of the U.S. Armed Forces against one another in this head-to-head battle on the waters of Lake Fork, Texas. A bracket-style tournament brings together the best of the Army, Navy, Air Force and Marine Bass Anglers into one smack-talking, big fish catching tournament. When the audience isn't taking in all the action on the water, they'll be introduced to a side of our servicemen rarely seen. Hear their stories and meet the men and families responsible for protecting our country. This eight-team tournament will have only one champion but these veterans of multiple tours of duty are all winners.

QUICK FACTS

- Last year's *FORCE on FORCE* competitors had a combined 239 years of service and 57 deployments.
- Each team is fishing not only for bragging rights, but a favorite charity, too, which will be presented with a cash donation in the name of the winning team.
- Heroes on the Water won \$6,000 in last year's competition.
- Thousands of members of the Army Bass Anglers Coalition are competing right now for their chance to fish in next season's *FORCE on FORCE*.



BILL BOYCE'S BAJA
APRIL 2014

FOR NEARLY 35 YEARS BILL BOYCE, renowned fisheries biologist, photographer and TV host, has traveled the hills, valleys, bays and towns of the Mexican Baja Peninsula. Over time, the stark beauty of Baja has grabbed Boyce's imagination and never let go, fueling his quest to know 'The Baja' - from Tijuana to Cabo San Lucas and the wild Pacific coast to the serene Sea of Cortez. Come along on a journey with Bill and his local friends as *Bill Boyce's Baja* takes you to his favorite famous and out of the way sites. Go behind the scenes at Baja's best taco stand, discover hidden gem restaurants in San Quintin, visit the largest strawberry field in Mexico and tour one of the North America's oldest wineries. Let's not forget the incredible fishing and marine life that the Baja coastline has to offer. Free dive for abalone, explore the tuna pens at Todos Santos Island with a team of fishery biologists and go along on a whale watching trip that produces some rarely-seen footage along the way. You'll feel like you're in the chair fighting striped marlin in Bahia Magdalena and knee-deep in the surf pursuing rooster fish off an East Cape beach.



FIFTY PLACES TO FLY FISH BEFORE YOU DIE JANUARY 2015

WORLD FISHING NETWORK brings the powerful print fishing brand to the screen with *Fifty Places to Fly Fish Before You Die*. Author Chris Santella has amassed a list of premiere fly fishing destinations around the globe. Hosted by Conway Bowman, recognized for his pioneering efforts to catch mako sharks off the Southern California coast, the production will not only visit the locations but often will fish with the anglers featured in the book, providing both insider knowledge and a strong sense of the intangible appeal of each setting. Season One episodes will include: Alaska: Rainbow trout and silver salmon around Bristol Bay with Chris Wood, CEO of Trout Unlimited; Florida: Permit off the Florida Keys with Sandy Moret; Iceland: Atlantic salmon on the Laxa in Adaldal with Mike Fitzgerald, Jr., president of Frontiers International Travel; Montana: Brown and rainbow trout on the Madison River with Craig Mathews; and Virginia: Smallmouth bass on the Shenandoah River with Harry Murray. The show immerses the viewer into the true character of each destination not only through fishing, but also by exploring the history of the fishery, its cultural attributes, geography and much more. Viewers will come away inspired to gear up and pack their bags for a new adventure.

AMERICA'S GREAT WATERS

RECENT EXAMPLES
of the work that America's Great Waters and its partners are leading.

INCREASING recreational access sites and minimizing pollution threats to the Chesapeake Bay.

SUPPORTING the restoration of the Everglades by advancing projects that improve wildlife habitat.

SECURING more than \$1 billion for the Great Lakes Restoration Initiative for restoration projects, research and public outreach.



SUPPORT AMERICA'S GREAT WATERS

World Fishing Network has partnered with the National Parks Conservation Association (NPCA), the nation's leading voice for our national parks, in the year-round effort to raise awareness for the lifeblood of our nation – the great waterways of North America.

NPCA's America's Great Waters program was founded in 2009 to support a larger national effort to protect, preserve and restore our nation's most iconic waterways, which run through and surround America's 401 national parks. The health of America's national parks is directly linked to the health of the waters that surround and flow through them. These 21 Great Waters can be found

coast-to-coast and include the Chesapeake Bay, New York – New Jersey Harbors, the Everglades, the Colorado River, the Great Lakes, Puget Sound and more.

To help advance this work, NPCA partners with more than 60 conservation organizations from across North America through its leadership in the America's Great Waters Coalition, which NPCA co-chairs along with the National Wildlife Federation and Chesapeake Bay Foundation. Other members include Audubon, Trout Unlimited, American Rivers, Restore America's Estuaries and the Izaak Walton League, one of the oldest conservation societies in the world.

World Fishing Network will work directly with NPCA to create a comprehensive program that will tell the stories behind these invaluable resources, raise

awareness about the issues facing these waterways, and actively promote opportunities to improve the health of our nation's Great Waters. The result will strengthen the connection between anglers, the watersheds and the species that inhabit them. As part of the partnership between World Fishing Network and NPCA, the Support America's Great Waters awareness campaign will engage components throughout the network's linear and digital franchise: television, digital microsite, social media, general publicity and third-party platforms. A microsite supporting these endeavors is available at our website: WorldFishingNetwork.com/AGW.

MORE INFO

WorldFishingNetwork.com/AGW

SPONSORSHIP OPPORTUNITIES

PROGRAMMING

- Documentary-style programming featuring the watersheds, including the great fishing opportunities and the environmental challenges each one faces. Production to include species of fish.
- Promos to be created to generate audience awareness, drive fundraising and initiate a call to action. Lower Thirds to be created to drive traffic to the AGW microsite.

DIGITAL

- Microsite for AGW support to include interactive tools, maps, video segments and interviews.
- Conservation blogs.
- Embedded fishing license info and point of sale locations.
- Guide listings.
- Call to action / fundraising component.
- Specific species information.
- Newsletter promotion.

EVENTS

- Inclusion in AGW events with World Fishing Network personalities.

PLACEMENT

- Product placement throughout broadcast component.

CONTESTING

- Contest that gives a World Fishing Network viewer the opportunity to travel to one of the watersheds for a guided fishing adventure.

TRAFFIC **213,200**
monthly visits

567,000
monthly page views

55,000
national e-newsletter subscribers

MONTHLY THEME NIGHTS

SOURCE: Dec. 2013 Google Analytics. Reflects YTD 2013 Averages



f WE'RE ON FACEBOOK
We take our interactive media seriously, but not too seriously. Programming updates, channel news, fan-friendly contests and promotions, fun fishing facts and stories unique to the angling world populate the newsfeeds of our 58,000 Facebook Likes.

[Facebook.com/WFN](https://www.facebook.com/WFN)

t FOLLOW WFN ON TWITTER
We're on Twitter, providing quick updates and insight to more than 13,000 followers throughout the year.

twitter.com/WFN

YouTube WATCH VIDEOS ON YOUTUBE
Head to YouTube to view our extensive video library. The network's YouTube channel has over 3,600 subscribers and receives more than 40,000 monthly video views.

[YouTube.com/WFNVideos](https://www.youtube.com/WFNVideos)

WorldFishingNetwork.com for iPhone®, iPad® and Android™

Access all things fishing at WorldFishingNetwork.com, even on the water. Get daily fishing news, extensive video

content updated daily, schedules for World Fishing Network, easy access to contests and games and more, all at your fingertips.

Make an impact on your customers by sponsoring a Monthly Theme Night on World Fishing Network. Each month throughout 2014 showcases a different type of angling or theme, giving your

brand the exclusive opportunity to be front and center with the perfect audience tailored for your products and services. Here is a look at past and future 2014 World Fishing Network Theme Nights:



JAN
EXOTIC
DESTINATIONS



FEB
COOKING



MAR
BEST
OF BASS



APR
FLY FISHING



MAY
FISHING
IN THE U.S.



JUN
FATHER'S DAY



JUL
MILITARY
APPRECIATION



AUG
BEST OF WFJ



SEP
SEPTEMBER
ADVENTURE



OCT
SALMON
SESSION



NOV
ICE FISHING



DEC
BEST OF WFN

SPONSORSHIP OPPORTUNITIES

SPONSOR YOUR OWN THEME NIGHT ON WORLD FISHING NETWORK!

BROADCAST SPONSORSHIP

- Presenting sponsor for one Monthly Theme Night, on-air and online.
- Two (2) :30 customer commercial spots during Theme Night (spot provided by client).
- Inclusion in Monthly Theme Night lower thirds advertising.
- Four (4) in and out Theme Night branded billboards.
- Logo & company mention on Theme Night promos, on-air and online.

ONLINE SPONSORSHIP

- Big box, leaderboard and mini leaderboard impressions on WorldFishingNetwork.com.
- Big box ad in one (1) national newsletter, date to be confirmed by your sales representative.
- Logo inclusion in all marketing materials promoting the Theme Night, inclusive of online banners, Facebook and Twitter postings.



World Fishing Network's Gear Guide is a timely marketing tool for advertisers wanting to reach an audience eager to learn about and purchase fishing products and services throughout the year.

Promoted on our linear and digital networks, the Gear Guide is tailored for all special buying occasions throughout the year, such as the Holidays and Father's Day, and features the top products and services anglers want to receive. Consumers can browse by price point or brand, and when they find a product or service of interest, can click to buy wherever the product is sold online or locate a local retailer.

Products will also be included in World Fishing Network's Holiday Sweepstakes, an annual event that is sure to put advertisers at the top of every angler's wish list all year long.



ANGLER'S TRAVEL GUIDE PACKAGES

- Custom Sponsor Content
- Mapping
- Business Listings
- Display Media
- Newsletter
- Ad Mail Program
- Social Media

As the leading television entertainment and digital resource for anglers throughout North America, World Fishing Network offers a valuable way to promote tourism giving our travel partners the opportunity to reach our growing linear and digital audience of more than 60 million passionate anglers.

This exclusive advertising package includes a custom microsite contained within the World Fishing Network digital site. Each microsite has customizable tabs that can incorporate sponsor location, products, services, local event highlights and species information. Custom articles, a mini banner visible throughout the microsite, a custom page background (wrapper), video content and other elements promoting the sponsor's destination can be included.

Our homepage can support the Angler's Travel Guide with global navigation, content integration and display media throughout, ensuring maximum exposure for sponsor content.



AMERICAN SPORTFISHING ASSOCIATION AND KEEP AMERICA FISHING

In an effort to combat access restrictions around the country, the American Sportfishing Association (ASA) launched KeepAmericaFishing (KeepAmericaFishing.org) to unite the nation's 60 million anglers under one voice. KeepAmericaFishing is leading the fight to preserve your right to sustainably fish on our nation's waterways. As the voice of the American angler, Keep America Fishing works to keep our public resources – our oceans, lakes, rivers and streams – open, clean and abundant with fish.



AMERICAN BASS ANGLERS

American Bass Anglers (ABA) is the largest tournament organization for the weekend angler. American Bass Anglers operates the American Fishing Tour, The Toyota Tundra Bassmaster Weekend Series and the American Couples Series. Each tour is designed specifically for the weekend angler offering low cost and close to home events and offer each competitor an upward path for individual angler progression. For more information on American Bass Anglers, visit AmericanBassAnglers.com.



CASTING FOR RECOVERY

Casting for Recovery was founded on the principles that the natural world is a healing force and that cancer survivors deserve one weekend – free of charge and free of the stresses from medical treatment, home, or workplace – to experience something new and challenging while enjoying beautiful surroundings within an intimate, safe, and nurturing structure. Women at any age and stage of treatment and recovery from breast cancer are eligible to benefit from the Casting for Recovery experience in not only the United States and Canada, but the United Kingdom, Ireland and New Zealand as well. To find out more, visit CastingforRecovery.org.

THE

ONLY



**TV
CHANNEL**

DEDICATED

TO

FISHING



**WORLD
FISHING
NETWORK**

WorldFishingNetwork.com