



WORLD
FISHING
NETWORK

MEDIA KIT
2015



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 tips, instruction, travel, tournaments, food, boating and outdoor lifestyle featuring some of the most recognized personalities in the angling community. With over 30 exclusive series, World Fishing Network features top fishing programs like *Bill Boyce's Cali*, *George Poveromo's World of Saltwater Fishing*, *Hookin' Up with Mariko Izumi*, *JP DeRose Breaking Boundaries*, *Lindner's*

Angling Edge, *The Kayak Fishing Show*, *Timmy Horton Outdoors*, *World Fishing Journal* and more.

World Fishing Network is 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 are optimized for iPhone, iPad and Android, enabling anglers to stay connected wherever they go.

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WORLD FISHING NETWORK

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ORIGINAL PROGRAMMING



World Fishing Network currently produces 9 original series with new premieres beginning in the winter of 2015. Our original productions deliver compelling stories throughout the year that generate a true spirit of adventure and provide viewers with a daily escape associated with fishing some of the most spectacular, off-the-beaten-path locations throughout North American and beyond.

WORLD FISHING JOURNAL MONTHLY

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 fishing industry. Some of the many facets that make up this great sport — hard work, persistence and conservation — often equate to stories of success. *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, learned how a fishing lodge prepares for the end of the season and later gets ready to reopen after a long, hard winter, seen the good being done to benefit inner-city youth at the Boston Fishing Academy and much more. Featuring a new episode every month, *World Fishing Journal* strives to deliver multi-platform content, telling provocative, compelling stories that cater to every angling enthusiast.



PESCA FALL 2014

Culture, cooking, history and fishing all come together in this story about a man and his love of New York, food and the sea. Meet Dave Pasternack, chef and partner at ESCA, the famous Italian seafood restaurant in Hell's Kitchen, as he takes you on this culinary journey from the catch to the table.



WHEELS & REELS FALL 2014

The competition is fast and fierce both on and off the water as NASCAR fans get a once-in-a-lifetime opportunity to square off against a NASCAR driver. Each week, two fans will compete on the water against NASCAR drivers (past and present) and/or other NASCAR-related personalities. When the race to catch the biggest fish is over, a charitable donation will be made to The Darrell Gwynn Foundation based on the weight of the winning fish.



FIFTY PLACES TO FLY FISH BEFORE YOU DIE WINTER 2015

Starting in January 2015, World Fishing Network brings the powerful print fishing brand to the screen with *Fifty Places to Fly Fish Before You Die*, taking viewers to some of the world's ultimate bucket list of fly fishing destinations. Hosted by Conway Bowman, the show will not only visit the locations, but often will fish with the angler featured in the book, providing insider knowledge of each setting.

ORIGINAL PROGRAMMING



SHORELINES WITH APRIL VOKEY WINTER 2015

Travel with world-renowned female fly fisher, April Vokey, her dog, Colby, and a professional photographer as they set normal life aside and venture off on a journey to document and discover stories, myths and legends for April's upcoming book covering the history of steelhead and Atlantic salmon fly fishing in North America. April steps outside the lines to face the unknown of life in this epic tale of adventure and entrepreneurship, ignoring the barriers that Mother Nature and society have put in her way.



HOOKIN' UP WITH MARIKO IZUMI SPRING 2015

Combining the love for travel with her passion for fishing, Mariko Izumi takes viewers across the globe to experience the best that both have to offer on *Hookin' Up with Mariko Izumi*, a viewer favorite. And while most fishing trips are full of action on the water, some 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. The adventures start on arrival, and Mariko is here to take them on.



BILL BOYCE'S CALI SPRING 2015

This spring, renowned fisheries biologist Bill Boyce returns north to the state he's called home for his entire life — his native California. Bill couldn't be more excited to show off the extensive fishing opportunities found along the West Coast, and his knowledge and enthusiasm are second to none and translate into one of the more unique viewing experiences on television.



JP DEROSE BREAKING BOUNDARIES SPRING 2015

Anglers, one of the greatest creatures of habit, are inspired to transcend their comfort zone and take that first step into trying something new. But as you'll discover, it's not always as easy as you might think. Join host JP DeRose each week as he invites along a special guest to join him in the ultimate discovery of cross-platform fishing opportunities.



FORCE ON FORCE SPRING 2015

This 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 action moves off the water, the audience will hear the stories and meet the men and families who have served their country with honor.



SUPPORT

AMERICA'S GREAT WATERS

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World Fishing Network, Field & Stream, Outdoor Life and National Parks Conservation Association (NPCA) have joined together in a year-round effort to raise awareness for the lifeblood of our nation – the great waterways of North America that drive regional economies and shape the daily lives of many.

America's Great Waters Coalition is an alliance of national, regional, state and local organizations working to protect, preserve and restore our nation's great waters. The program will reach more than 20 million active, engaged anglers and sportsmen across a multi-media editorial and marketing platform.



SPONSORSHIP OPPORTUNITIES

PROGRAMMING

- Documentary-style programming featuring the watersheds, including the great fishing opportunities and the environmental challenges each one faces.
- 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.

MONTHLY MARATHONS

Make an impact on your customers by sponsoring a Monthly Marathon on World Fishing Network. Each month throughout 2015 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.








SPONSORSHIP OPPORTUNITIES

BROADCAST SPONSORSHIP

- Presenting sponsor for one Monthly Marathon.
- :30 customer commercial spots during Monthly Marathon (spot provided by client).
- Inclusion in Monthly Marathon lower thirds advertising.
- Monthly Marathon branded billboards.
- Logo & company mention on Monthly Marathon 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
- Logo inclusion in all marketing materials promoting the Monthly Marathon.

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| 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  WORLD FISHING JOURNAL | SEP  #WFN GREATCATCH |
| OCT  SALMON SESSION | NOV  ICE FISHING | DEC  BEST OF WFN |

MARKETING INITIATIVES



#WFNGREATCATCH SWEEPSTAKES

There's nothing more exciting to World Fishing Network's audience of passionate anglers than a great catch. And we want to see them!

For the first time, World Fishing Network is giving anglers the opportunity to share their great catch on Facebook, Twitter, Instagram and WorldFishingNetwork.com using the hashtag #WFNGreatCatch. They might even catch themselves on TV, too. Each week for the duration of the #WFNGreatCatch promotion, World Fishing Network will air #WFNGreatCatch favorites. Their catch can get even bigger (what angler hasn't wanted to exaggerate every now and then, right?) as participants can reel in great daily/weekly/monthly prizes or catch the big one - the Grand Prize, courtesy of World Fishing Network. The #WFNGreatCatch promotion offers the unique opportunity to capitalize on the added excitement and engagement created with World Fishing Network's audience, leading to a healthy return on investment for your brand.



WEEKENDS WITH WORLD FISHING NETWORK

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Anglers love weekends on World Fishing Network. Peak viewership occurs on Saturday and Sunday between the hours of 10 a.m. and 2 p.m. ET. There is no better time for your brand to be exclusively in front of an attentive audience that spends on its passion.



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.

TRAFFIC

221,045

Monthly visits

514,569

Monthly page views

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 104,000+ Facebook Likes.

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

FOLLOW WFN ON TWITTER

We're on Twitter, providing quick updates and insight to more than 17,600 followers throughout the year.

[Twitter.com/WFN](https://twitter.com/WFN)

FOLLOW WFN ON INSTAGRAM

Capture and share your moments with the world... and World Fishing Network. Does it have a tail? Does it swim? Does it go 'blub?' We want to see it! [instagram.com/WorldFishingNetwork](https://www.instagram.com/WorldFishingNetwork)

WATCH VIDEOS ON YOUTUBE

Head to YouTube to view our extensive video library. The network's YouTube channel has over 4,900 subscribers and receives more than 40,000 monthly video views.

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



SOURCE: May 2014 Google Analytics, Reflects YTD 2014 Averages