



# WFN

WORLD FISHING NETWORK®

**MEDIA KIT  
2011**



A GREAT DAY FOR **FISHING**

**WorldFishingNetwork.com**



## **WFN: WORLD FISHING NETWORK**

IS NORTH AMERICA'S ONLY NATIONAL TV NETWORK, VIDEO-ON-DEMAND, **ONLINE** AND **MOBILE PLATFORM** DEDICATED EXCLUSIVELY TO SERVING THE INTERESTS OF **FISHING ENTHUSIASTS**. LAUNCHED IN 2005, WFN IS NOW AVAILABLE TO **OVER 20 MILLION** HOUSEHOLDS ACROSS OUR VARIOUS MEDIA PLATFORMS.

**WFN DIGITAL** is powered by our video-rich, community integrated online site at WorldFishingNetwork.com. In September 2010, WorldFishingNetwork.com attracted 300,000 visitors\* placing WFN as a top National online destination for users who have a passion for Fishing. WFN connects our loyal and growing audience with Marketers seeking to increase brand awareness and grow sales, through a wide array of creative advertising and messaging.

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### **WFN VIEWERS AND VISITORS ARE HARDCORE ANGLERS**

- 90% research gear on-line before making a purchase
- 85% fish more than 20 days a year
- 71% have purchased fishing gear on-line
- 7 out of 10 watch more than 5 hours of fishing programs on TV per week
- 8 out of 10 describe themselves as avid or experienced anglers
- Fully half of those surveyed indicated they travel more than 18 days to fish each year



Source:  
\* Google Analytics



**WFN News**  
Airs 6x weekly

The first-ever weekly news magazine show dedicated exclusively to all things fishing in North America.



**Getting School'd with JP DeRose**  
Airs 6x weekly

JP DeRose is WFN's guide to the latest in tackle, gear and accessories - including the best from iCAST.



**Hookin' Up with Mariko Izumi**  
Airs 6x weekly

Combining a love for travel with a passion for fishing, Mariko Izumi takes viewers across the globe to experience the best that both have to offer. Whether it's hooking a sailfish or exploring the local scene with a cast of colorful characters, travel and fishing is Mariko's mission.



**Reel Fishy Jobs with Mark Melnyk**  
Airs 6x weekly

Mark experiences the best and worst of the industry's occupations. Dangerous, disgusting and daring; there are no stunt doubles or stand-ins as Melnyk experiences all this sport has to offer.



**The Lodge**  
Airs 6x weekly

The Lodge follows the daily events and tales associated with a high-end fishing lodge. Highlighting the drama as friends are made, hearts are broken and business is not always as usual.



**Lost Lake**  
Airs 6x weekly

Lost Lake takes the top pro anglers in the world and drops them into unfamiliar and sometimes uncharted territory. They have one day to break down the lake, and catch fish. Sounds easy? It's not.



A GREAT DAY FOR FISHING





**IGFA's Saltwater Adventures**

Airs 6x weekly

A 13 episode series of high-end sportfishing and travel that takes place in some of the finest fishing destinations in the world. This show features dramatic cinematography and world class angling.



**Pursuing the Catch with Conway Bowman**

Airs 6x weekly

A 10 episode series of West Coast Sport fishing adventures featuring California's own Conway Bowman - best known for his Extreme Fly Fishing exploits (including fly fishing for Makos!).



**Fish Docs**

Weekly Showcase

An exclusive airing of not only some of the best fishing movies and documentaries ever seen but also an opportunity to showcase your own promotional footage.





## My WFN

Monday - Sunday @ 7:00pm and 10:00pm. 2 minute features

Thematic segments include My Town, Fish Facts, Love your Lake, Local Flavor and How To.

## A GREAT DAY FOR FISHING

### A Great Day For Fishing

- IGFA records in 1 - 2 minute vignettes
- Promoted in the IGFA Theatre, on WFN screen in the IGFA Museum and at special events
- All features available and promoted on WorldFishingNetwork.com



### Great Baits

- Custom spot production included
- Each video will air 1x a week in 2011
- Your video also featured on Getting School'd with JP DeRose
- Video available for your website and promotion
- All Great Bait videos featured and promoted on WorldFishingNetwork.com



## WFN Theme Nights

Monday to Saturday @ 8:00 - 10:00pm

- Unique opportunity to sponsor and brand your products with our top shows in a **2 hour prime time** targeted environment
- Presenting sponsorship with in & out billboards, tagged promos and (4) custom 10 second billboards per night
- Custom spot and billboard production included

## THEME NIGHT TIPS

### Theme Night Tips

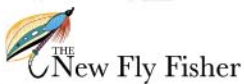
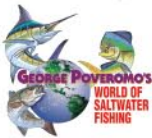
- Tips aimed at each of the 6 targeted Theme Nights
- Contextually played within each of Big Bass Monday, Fly Fishing Tuesday, Offshore Wednesday, Inshore Thursday, Freshwater Friday and World Fishing Saturday





# WFN PROGRAMS







WITH PROGRAMMING THAT COVERS **INSTRUCTION, TOURNAMENTS, TRAVEL, BOATING, OUTDOOR LIFESTYLE AND MORE**, WFN BROADCASTS IN BOTH STANDARD AND **STUNNING HIGH DEFINITION**.



## A GREAT DAY FOR FISHING

# WFN THEME NIGHTS

**TARGET AND ENGAGE YOUR AUDIENCE** WITH WFN THEME NIGHTS EVERY MONDAY TO SATURDAY FROM **8PM TO 10PM ET.**

|       |  <b>BIG BASS MONDAY</b> |  <b>FLY FISHING TUESDAY</b> |  <b>OFFSHORE WEDNESDAY</b> |  <b>INSHORE THURSDAY</b> |  <b>FRESHWATER FRIDAY</b> |  <b>WORLD FISHING SATURDAY</b> |
|-------|--|--|---|--|--|---|
| 8:00  |                         |                             |                            |                          |                           |                                |
| 8:30  |                         |                             |                            |                          |                           |                               |
| 9:00  |                       |                           |                          |                        |                         |                              |
| 9:30  |                       |                           |                          |                        |                         |                              |
| 10:00 |  |  |   |  |  |   |

For more show information and programming schedules, visit [WorldFishingNetwork.com](http://WorldFishingNetwork.com)

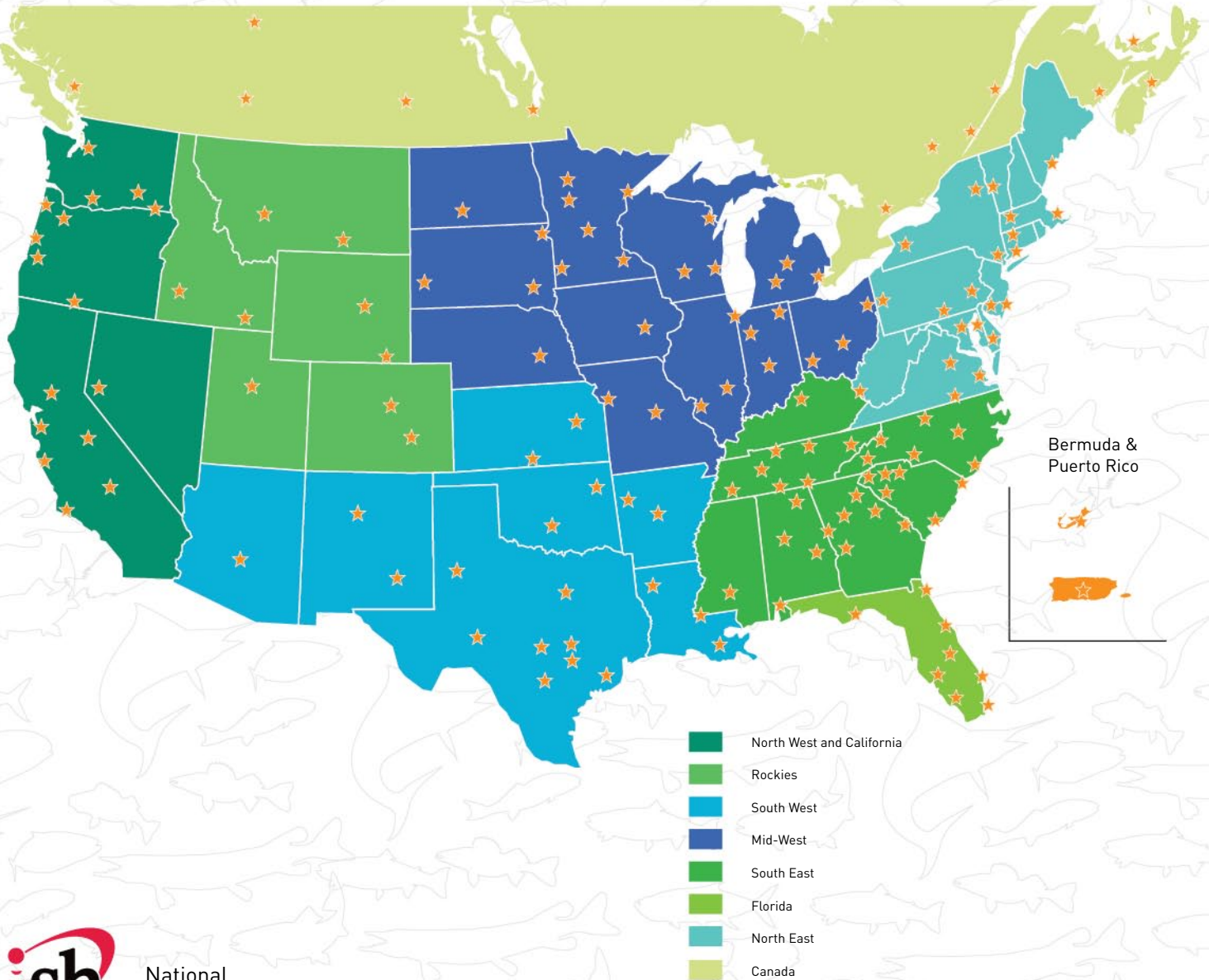


**A GREAT DAY FOR FISHING**



# NORTH AMERICAN DISTRIBUTION

WFN DELIVERS MORE THAN **4 MILLION SUBSCRIBERS** ACROSS THE UNITED STATES, CANADA AND THE CARIBBEAN VIA **CABLE, TELCO AND SATELLITE.**



National Coverage



Also available in **10 Million** Video on Demand households across North America.

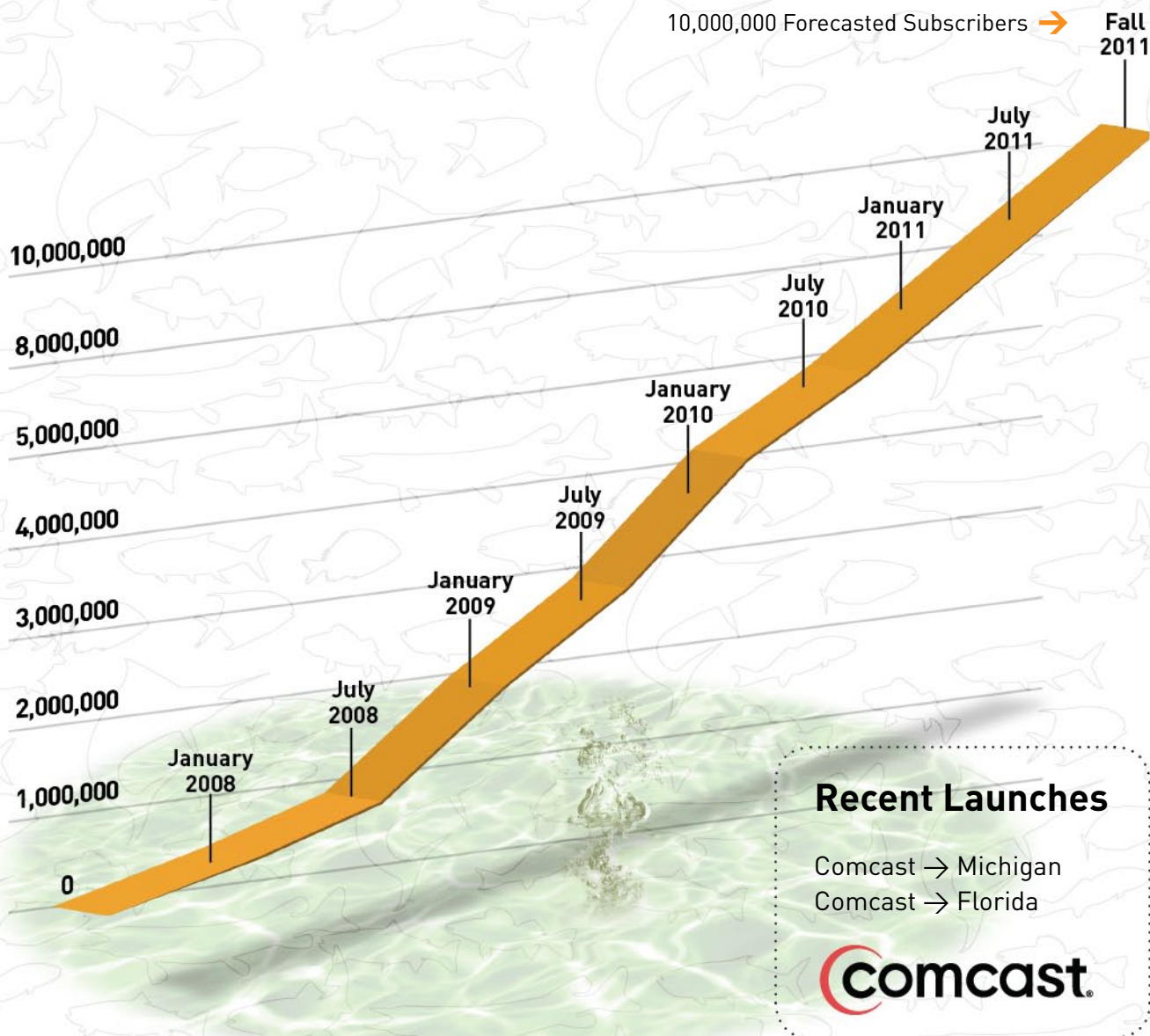


## A GREAT DAY FOR **FISHING**



# SUBSCRIBER GROWTH

**PAID SUBSCRIBERS.** OVER A 1200% INCREASE IN DISTRIBUTION SINCE JANUARY 2008.



## WFN is your **ONLY** dedicated network

- WFN is the only 24/7 TV channel devoted to all aspects of fishing
- WFN is committed to growing the sport of fishing in North America
- Let us customize a campaign for your product by using our original assets and our strong voice in the fishing community



A GREAT DAY FOR **FISHING**

# AUDIENCE PROFILE

ACCESS THE POWER OF AN **INTEGRATED AUDIENCE** POTENTIAL OF **OVER 4 MILLION** AVID ANGLERS.\* ON-AIR AND ONLINE.

## WFN DEMOGRAPHICS\*\*

Average HHI



\$75,000

Male



75%

Female



25%

Aged 25 - 54



45%

Post-secondary Education



60%

## OUR VIEWERS\*\*\*

- 78%** describe themselves as experienced or avid anglers
- 74%** fish 20+ days a year
- 55%** fish 30+ days a year
- 61%** own a boat & 61% of these are 15 foot or more
- 73%** shop at outdoor specialty shops
- 58%** shop at local tackle shops
- 39%** shop at big box stores
- 28%** spend \$2000 or more a year on fishing
- 20%** watch WFN every day
- 51%** watch WFN 2 or more days a week
- 36%** visit [www.worldfishingnetwork.com](http://www.worldfishingnetwork.com). 1 or more times a week
- 13** average viewer owns 13 rods & 13 reels
- 72%** take fishing vacations
- 49%** travel 8 or more days a year to fish



Sources:

\* As of 01/01/2010

\*\* Fall 2009 Nielsen / BBM Audience Profile

\*\*\* WFN 3rd Party Survey 05/2010



# A GREAT DAY FOR FISHING





WorldFishingNetwork.com is the anglers go-to for everything interactive on the World Fishing Network. Tips, Blogs, Video on Demand - it's available 24 hours a day to an avid 300,000 anglers monthly. Advertisers can employ video, display or editorial inclusions when speaking directly to an engaged and attentive visitor to the site.

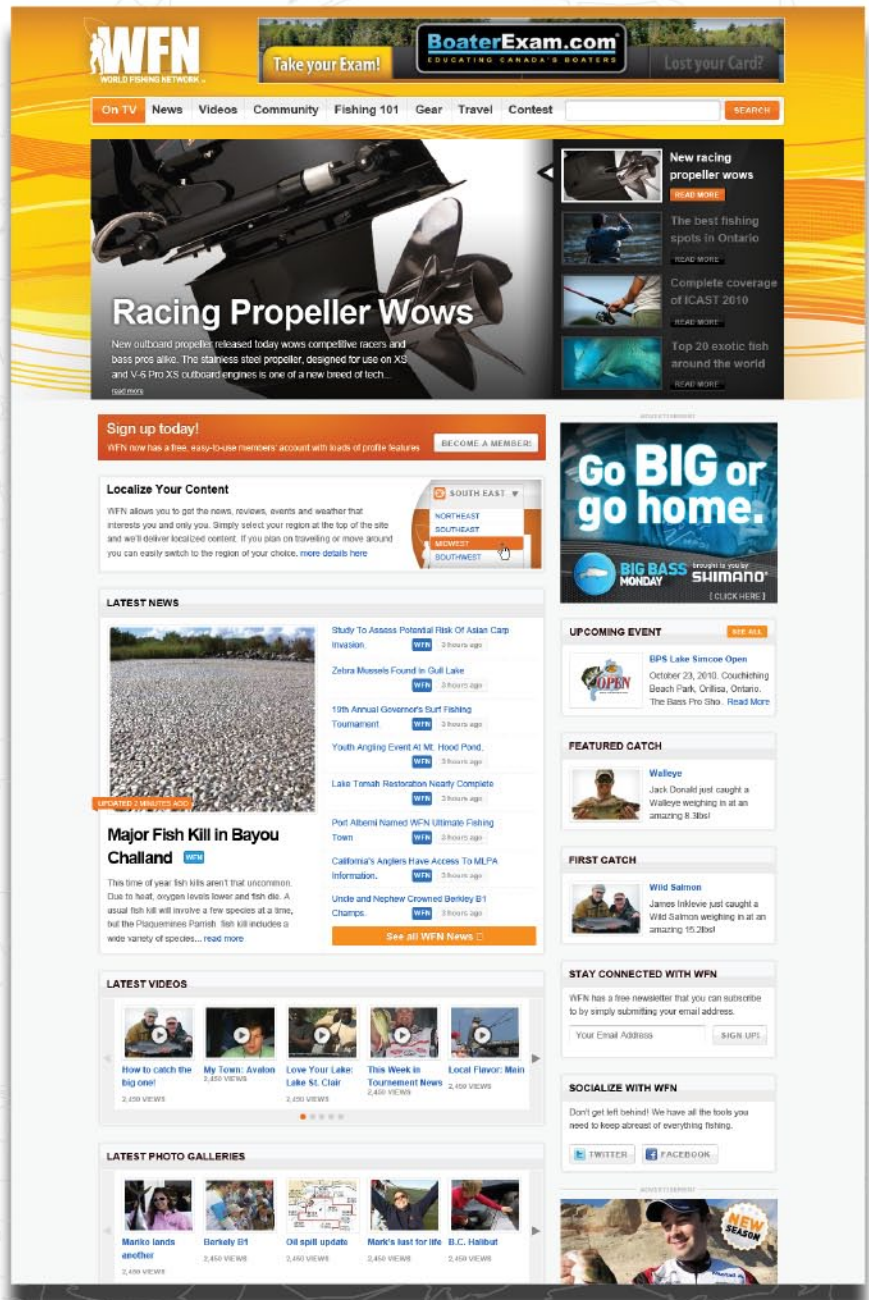
**WorldFishingNetwork.com offers both custom creative and IAB Standard display advertising:**

Sizing:

- Leader board: 728 x 90 pixels
- Big Box: 300 x 250 pixels
- Video Pre-roll: 640 x 368 pixels, :15 seconds in duration

**The ALL-NEW WorldFishingNetwork.com includes:**

- Fishing 101
- Gear Reviews
- Regional Reports
- Videos
- Species Database
- WFN Explorer
- WFN News Online
- Event & Tournament Reports
- Contests
- Community
- iPhone & iPad Apps & Portals



## METRICS | FALL 2010

300,000 unique visitors per month  
2,000,000 impressions served per month

**AVERAGE TIME SPENT: +6 minutes**

## FORECAST | FALL 2011

600,000 unique visitors per month  
8,000,000 impressions per month

**AVERAGE TIME SPENT: +8 minutes**



# A GREAT DAY FOR FISHING



## WFN Catch of the Week

### WFN Catch of the Week

Fishing is all about great catches and sharing them with your friends. Now there is a national contest and bragging stage for anglers to showcase their catch and win great prizes.

- Special WFN Catch of the Week website allows easy entry and viewing of other great catches
- Weekly prizes and a grand prize boat & motor package available to everyone who enters
- Weekly winners showcased on WFN and www.wfn.tv
- Catch of the Year selected by WFN and Sponsors panel and filmed at your location
- Title sponsorship and branding available



### WFN Ambassadors

A WFN Ambassador is a proud volunteer representative of WFN.

- Providing content from their region including posts, blogs, pictures, video and more.
- A passionate member of the fishing community
- Recognized with official status, privy to new WFN information before the public, exclusive access to www.wfn.tv and the ability to communicate with other Ambassadors - and it's Free!



### Official WFN Products

Exclusive category sponsorship for selected products and services (Clothing, Footwear, Gear etc)

- "X" is the official clothing supplier to the World Fishing Network
- Benefits upon request

## Custom contests and promotions available on request.

- On-air
- On-line
- Consumer shows
- Trade shows
- Regional opportunities





THE WORLD HAS CHANGED. **MEDIA HAS CHANGED.**  
ADVERTISERS DEMAND MORE. WFN DELIVERS AN  
**ATTENTIVE, ENGAGED AND MOTIVATED AUDIENCE**  
OF ANGLERS UNLIKE ANY OTHER MEDIA.

### WHY WFN?

- WFN delivers a **focused** target audience of Anglers - 100% Fishing related
- WFN is more **engaging** to the viewer or visitor
- WFN is more **cost effective** and responsive to creative needs for your investment

### CONTACT

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