

JULY 18, 2023

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# FISHING FANATICS

Media Kit



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## Important Points

Who We Are  
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# Online Fishing Community

Fishing Fanatics is a highly targeted group of Men and Women who love all things fishing.

Fishing Fanatics was created to give anglers a place to share their stories and check out awesome products.



**Get to  
Know Us**

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# Marketing Strategy

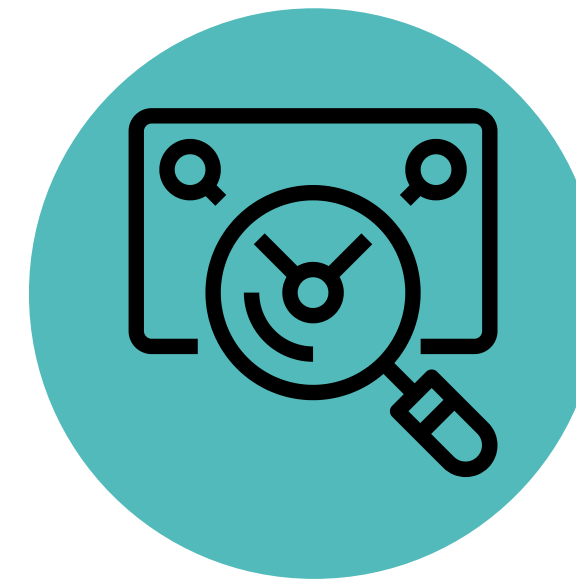
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**Content includes engaging videos, memes, and questions**



**Vertical content for Instagram Reels and Tik Tok**



**Targeted social ads focused on growth and engagement**





# Demographics

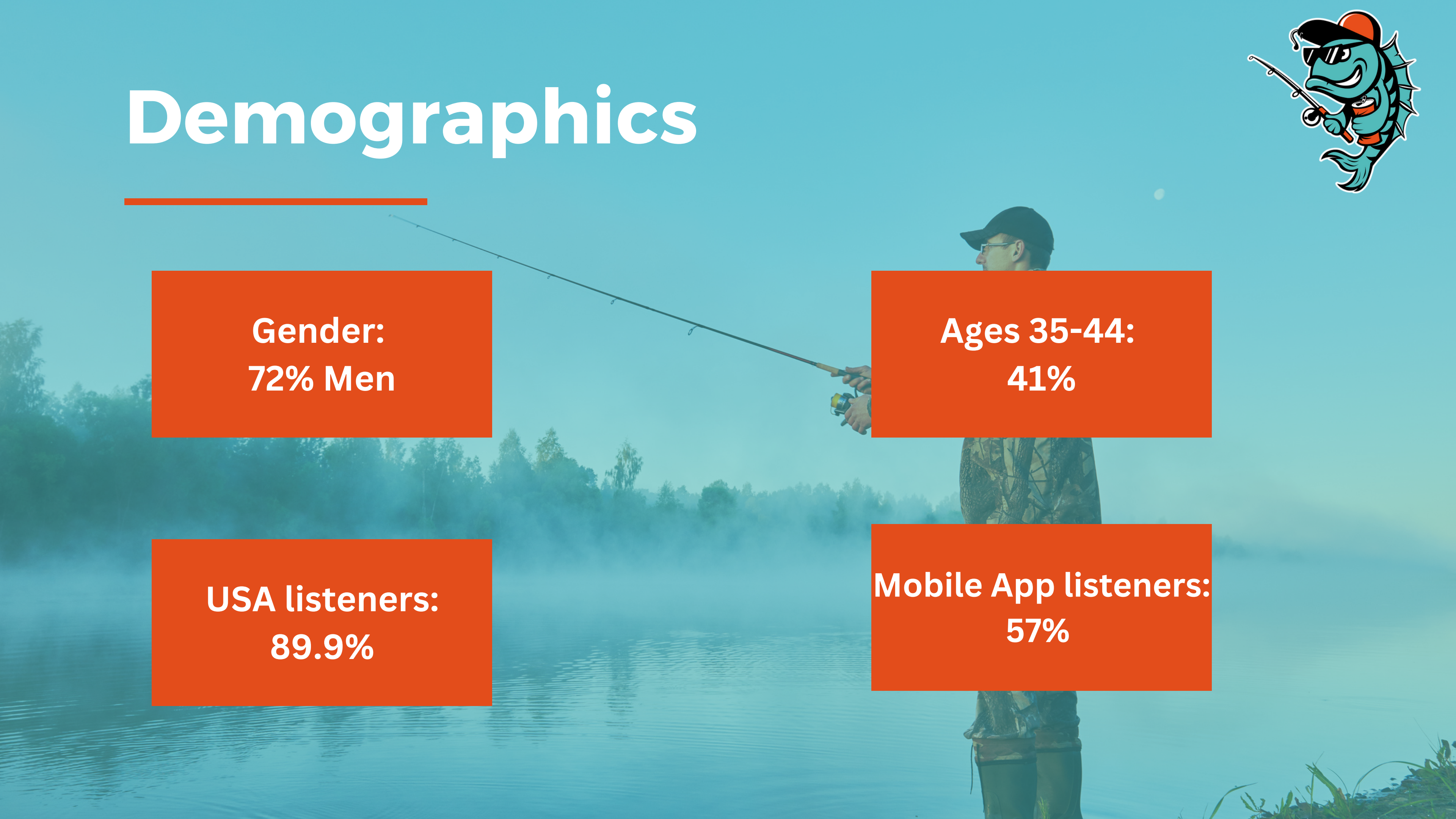
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**Gender:**  
**72% Men**

**Ages 35-44:**  
**41%**

**USA listeners:**  
**89.9%**

**Mobile App listeners:**  
**57%**





# OUR METRICS

## TOTAL FOLLOWERS

29,000



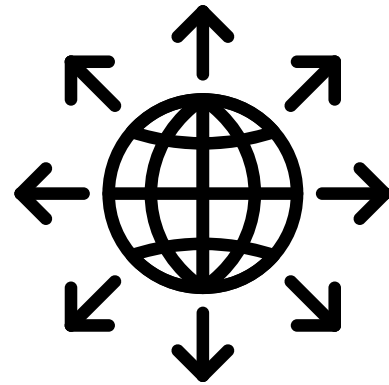
## TOTAL VIDEO VIEWS

52,675



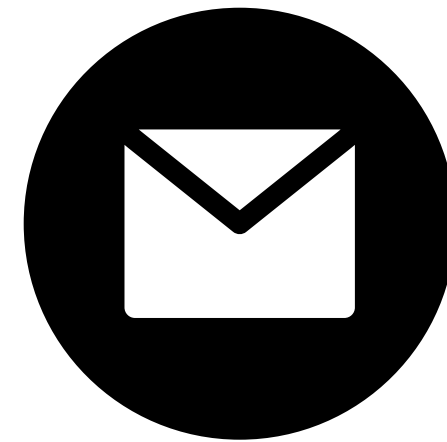
## TOTAL MONTHLY REACH

73,362



## EMAIL LIST

500+

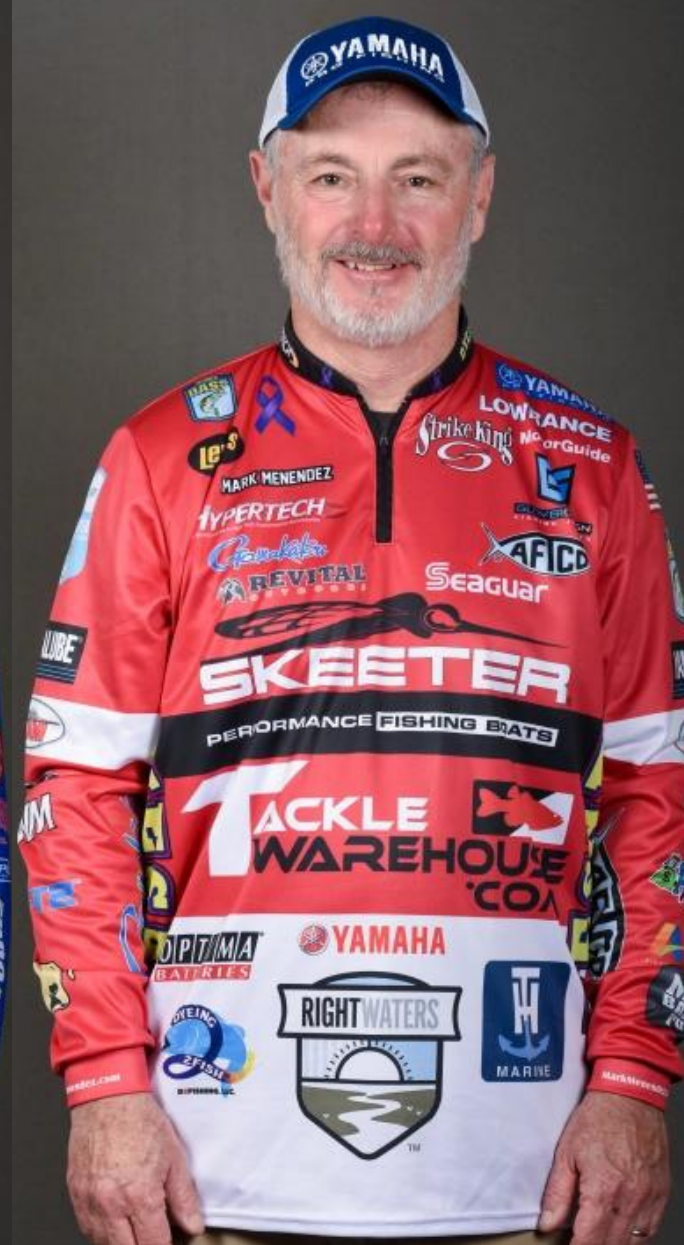


# Podcast Guests



**LUKE  
PALMER**

8 Top 20s,  
including third  
place at the 2020  
NOCO Bassmaster  
Elite



**MARK  
MENDEZ**

Has won three B.A.S.S.  
events, including an  
Elite tournament,  
Bassmaster Southern  
Open and Top 100  
tournament



**GARRETT  
PARQUETTE**

5 Top 25 finishes  
including second in  
2019 Toyota  
Bassmaster Texas  
Fest



**JEFF  
GUSTAFSON**

11 Top 20 finishes,  
including a win at the  
2021 Bassmaster Elite  
at Tennessee River.





# YOUTUBE GROWTH

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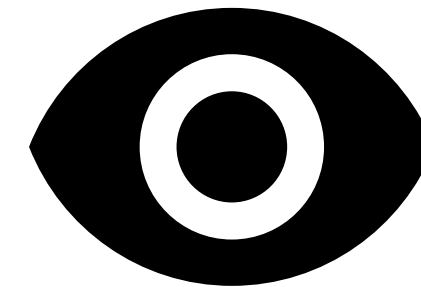
**SUBSCRIBERS**

**65**



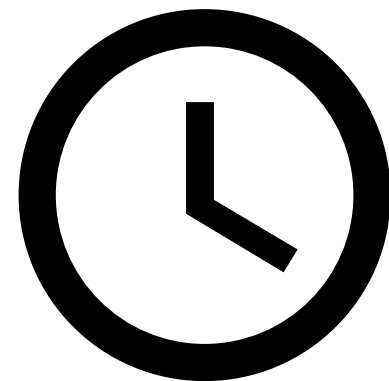
**YOUTUBE VIEWS**

**23,500**



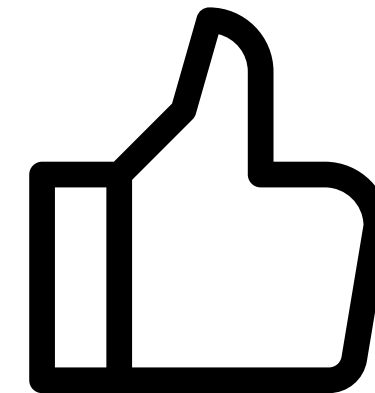
**WATCH TIME**

**156.2 Hours**



**VIDEO LIKES**

**308**







# Fishing Fanatics Podcast - Jeff Gustafson



**9,727**  
Views



**429**  
Likes

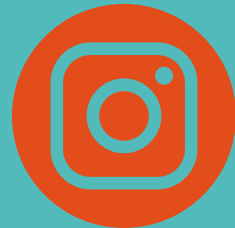
**18.46 hours**  
Total Watch Time



# Social Media Channels



Username: @FishingFanatics0  
Followers: 10,891



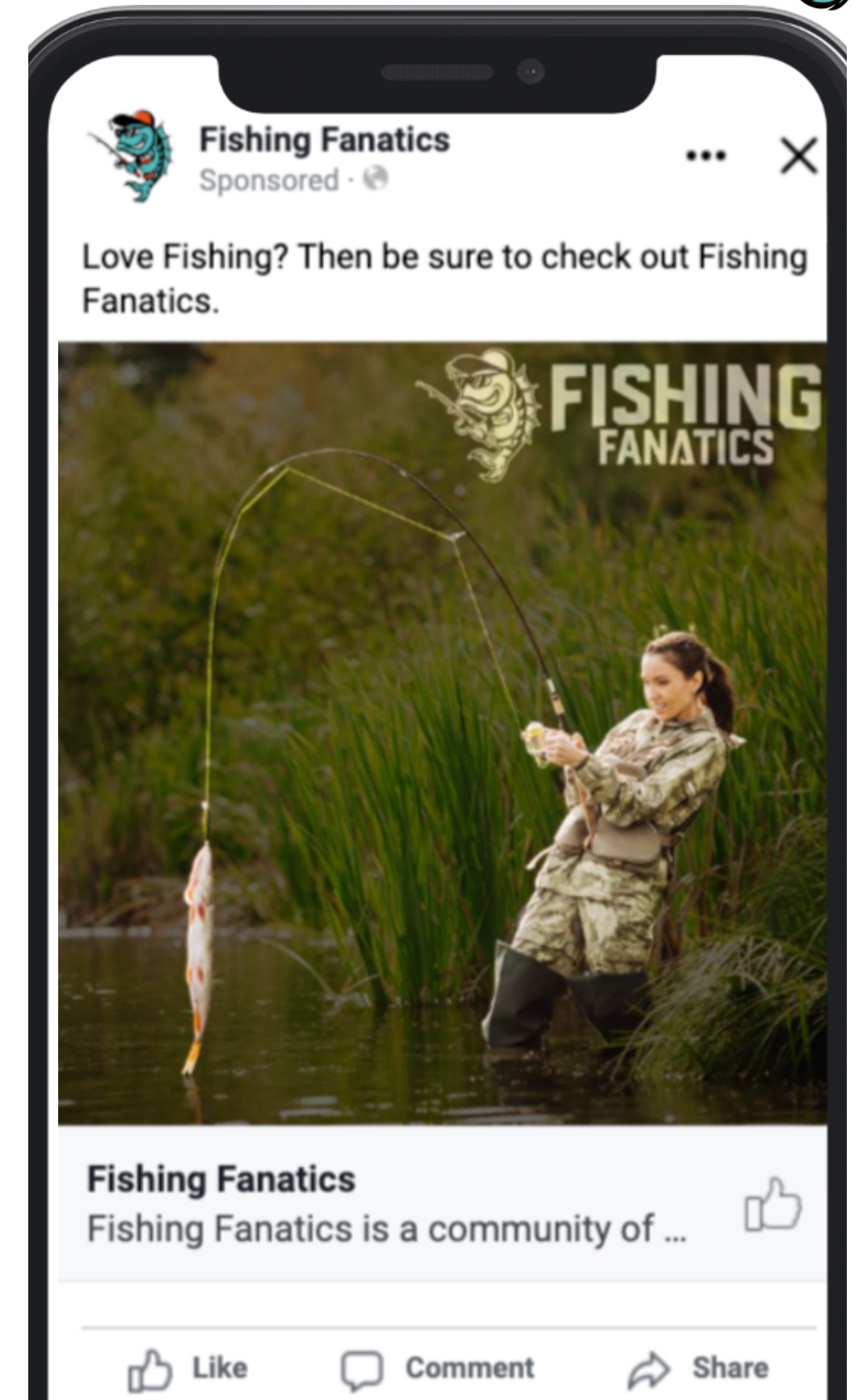
Username: @\_fishingfanatics  
Followers: 336



Username: @Fishingfanatics0  
Followers: 17,500



Username: @Fishfanatics8  
Followers: 173



# Advertising Opportunities



Logo on every full-length episode, clips, and promotional graphic for the season. Customized CTA in the description of each episode.

**\*Limited to 4 per season\***

**Basic Season Sponsorship**

**Investment: \$500**

Everything in the basic season Sponsorship. Ad Read in every full episode. Featured CTA on every new podcast email. Banner ad on [FishinFanatics.com](http://FishinFanatics.com)

**\*Limited to 3 per season\***

**Advance Season Sponsorship**

**Investment: \$1250**

Everything that is included in the Basic and advanced. Your brand has the exclusive rights to be our show's only sponsor for the season. Customized promotions are available under this program.

**\*Limited to 1 per season\***

**Solo Season Sponsorship**

**Investment: \$2500**

One recorded podcast episode talking about your company. 50% of your investment will be used to promote your episode on YouTube. One Email to our subscribers. One blog post and Banner Ad on [FishinFanatics.com](http://FishinFanatics.com).

**\*Limited to 1 per season\***

**Promoted Podcast Episode**

**Investment: \$500**