

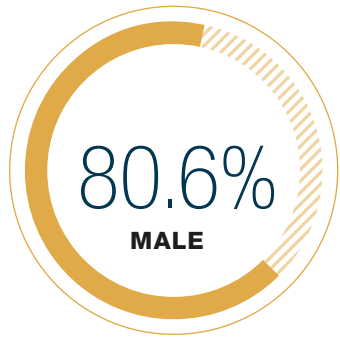


THE LARGEST SPORTFISHING WEBSITE

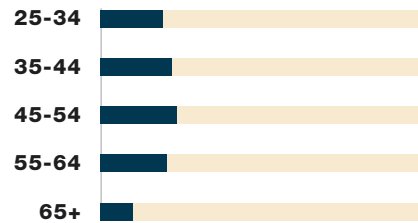
Audience Data



DEMOGRAPHICS



Age



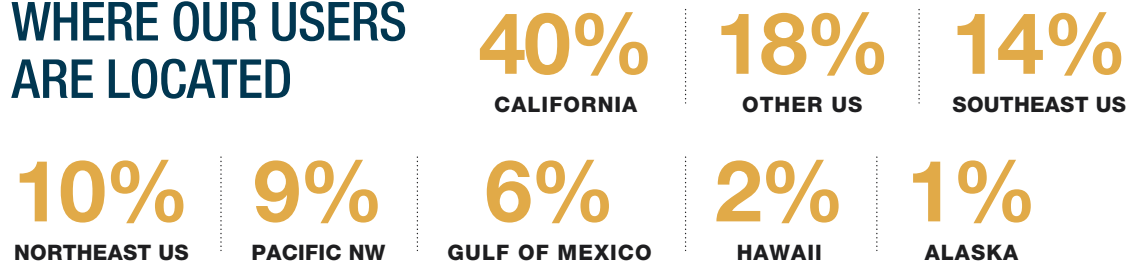
30 percent of visitors have a household income of over

92%

ARE FROM THE UNITED STATES

\$150,000

WHERE OUR USERS ARE LOCATED



INFLUENCE

5:24

IS THE AVERAGE SESSION LENGTH COMPARED TO THE INDUSTRY STANDARD OF 2-3 MINUTES

560,000

VISITS PER MONTH

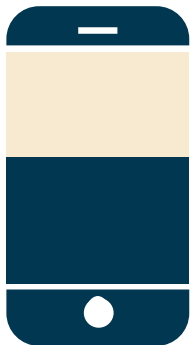
THREE MILLION

PAGE VIEWS PER MONTH

200K

OF UNIQUE VISITORS PER MONTH

6.5 PAGES PER SESSION



68%

OF SITE TRAFFIC IS MOBILE

608K

SOCIAL MEDIA FOLLOWERS

198K

BD OUTDOORS FORUM MEMBERS

118K OPT-IN EMAIL SUBSCRIBERS





THANK YOU!