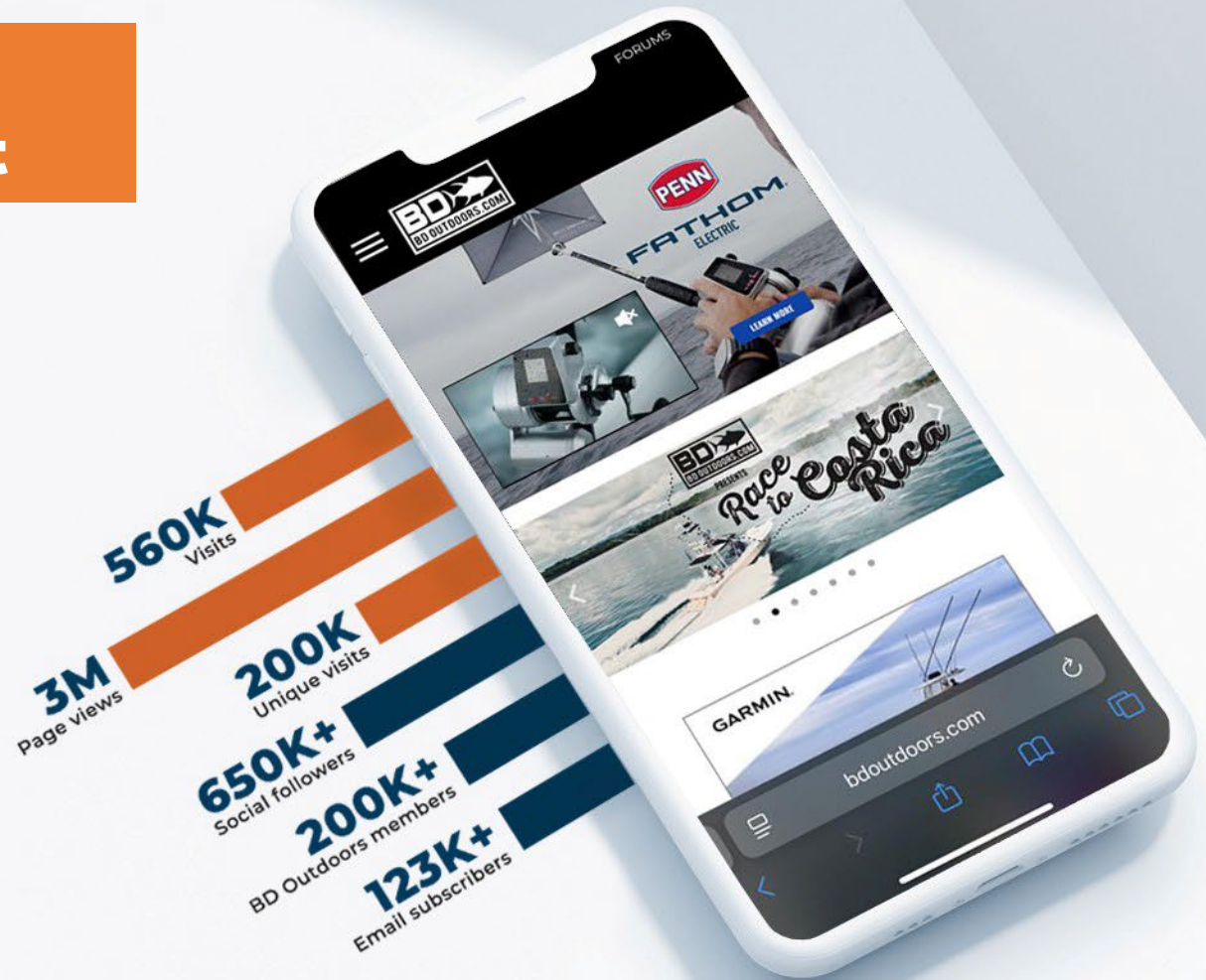


2026 CONTENT



Drive high audience and engagement to great content

- Benefit from having contextual alignment to the content our community demands. Our community consists of hardcore anglers of all walks of life. Our brand is the largest website on the planet because we deliver authentic content and experiences.
- Where genuine, we will integrate a brand into the content itself as long as the message maintains relevance and is not deemed overtly promotional.
- Our aim is to drive high audience and engagement to great content – In reaching that goal, our brand partners will achieve the awareness and CTR they demand for their investments.





Cabo to Cascades

2026 brings a NEW video series following the travels along the West Coast from South to North as the BD Outdoors team takes on the Pacific coast in **Cabo to Cascades**. Beginning in Cabo with marlin and yellowfin tuna, the crew travels north through Baja, California, Oregon, and Washington, chasing everything from billfish, inshore halibut, and white seabass, to bluefin tuna and albacore – covering all the major species and environments. This miniseries captures the adventure, diversity, and excitement of fishing along one of the world's most dynamic coastlines and resonates with avid anglers and boaters.

Brand Integration Sponsorship Includes:

- Full 6-episode miniseries package (Cabo, Cedros, San Diego, Channel Islands, Bay Area, Westport)

OR

- Specific location episodes
- Includes full promotion across all channels, as well as a folder of imagery assets and social cuts, delivered to client for use in perpetuity.*

Basic Training



This comprehensive guide and video series provides anglers with the essential skills needed to succeed on the water, whether introducing newcomers to the sport or offering a refresher for seasoned veterans.

Topics Include:

- Choosing the right gear
- Knot-tying
- Bait making and handling
- On-the-water techniques
- Fish processing
- Understanding hooks, sizes, and bends
- Best practices for rigging bait
- And more

The featured brand or product will be subtly integrated into the training series, making it feel authentic to the end-user while positioning it as essential to the angler's journey.

Brand integration sponsorship topics and quantity of articles or video to be pre-determined based on sponsor budget

- Includes full promotion across all channels, as well as a folder of imagery assets and social cuts, delivered to client for use in perpetuity.

Day In The Life



Day in the Life offers an inside look at the demanding yet rewarding days on the water of four West Coast captains and deckhands. Each episode captures their unique experiences throughout the season, as well as insights into their plans for the off-season.

From pre-dawn rigging to long hours on the water and ending at the fillet table, the series naturally showcases how the right apparel and gear support them through the challenges of changing conditions.

Brand integration sponsorship includes an exclusive sponsorship for one video story of the series covering a day in the life of one captain, charter, or deckhand

- Includes full promotion across all channels, as well as a folder of imagery assets and social cuts, delivered to client for use in perpetuity.



Jig Masters

This series explores two of the fastest-growing and most dynamic techniques in saltwater fishing: Slow Pitch Jigging and Speed Jigging. Viewers will gain an in-depth understanding of each approach, with clear breakdowns of the skills, strategies, and tools needed to master these methods and achieve proven results.

Key topics include:

- The differences between Slow Pitch and Speed Jigging
- Selecting the right gear
- Choosing proper setups and sizes
- Mastering effective techniques, and more

The featured brand or product will be authentically integrated throughout the content.

Brand integration sponsorship includes an exclusive sponsorship for the full series or sponsorship for a pre-determined quantity of articles or videos

- Includes full promotion across all channels, as well as a folder of imagery assets and social cuts, delivered to client for use in perpetuity.

Shorebound



Surf-fishing remains one of the most accessible and engaging forms of angling today. The *Shorebound* Series provides a comprehensive look at the sport, ranging from in-studio tutorials on gear and rigging to dynamic, on-the-beach action alongside expert West Coast anglers. Designed to both educate and inspire, the series demonstrates why a fishing rod can be an essential part of any beach experience.

The featured brand or product will be seamlessly integrated throughout the series, ensuring its presence feels natural, authentic, and relevant to the audience.

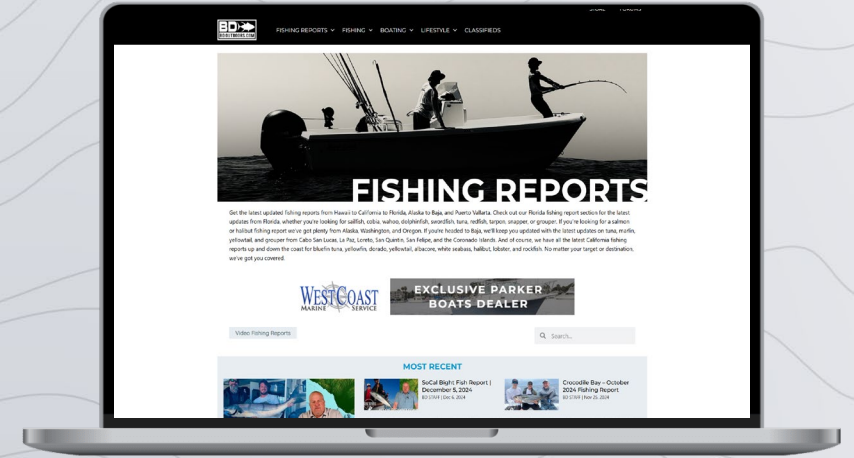
Brand integration sponsorship options include an exclusive sponsorship for the full series or sponsorship for a pre-determined quantity of articles or videos

- Includes full promotion across all channels, as well as a folder of imagery assets and social cuts, delivered to client for use in perpetuity.

Fish Reports Sponsor

In 2025, BD launched a new fish report, the Long-Range Report, for increased fish report coverage to include additional areas of interest on the West Coast. This fish report has grown to perform as well as our familiar long-standing reports. 2026 will bring a NEW Inshore report to the lineup, appealing to all ages.

Sponsorship includes subtle brand integration into the report videos via product placement or authentically mentioning the product and use where applicable.



[View Fish Reports](#)



- Published biweekly Jul to Dec
- Covers the fishing aboard 5-10 day long range party boat trips
- Provides tips on gear and what to expect when heading out

NEW Inshore Report

- Published biweekly
- Covers inshore fishing at the islands and local bays of SoCal
- Offers recommendations on best baits, tackle, gear etc.



- Published May to Oct
- Covers local SoCal party boat trips
- Updates on upcoming bites, notable catches, and tackle/gear tips



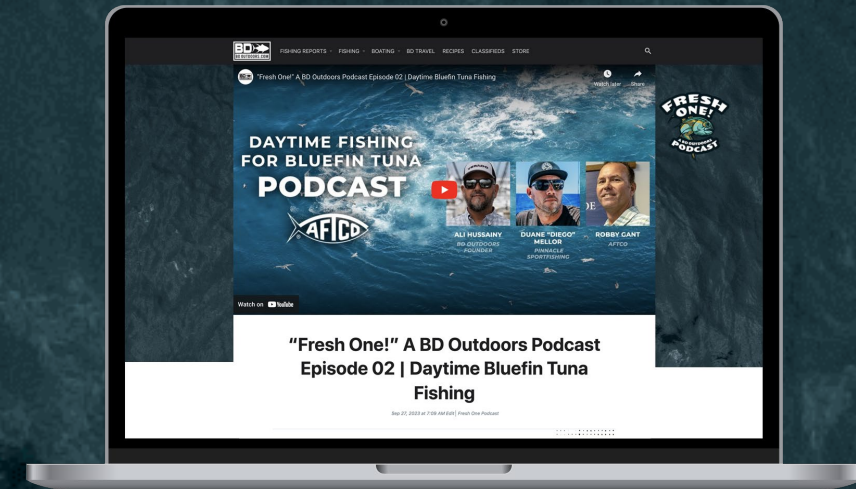
- Published weekly all year
- Covers private boat reports
- Highlights upcoming bites, notable catches, tackle/gear tips

Podcast Sponsorship

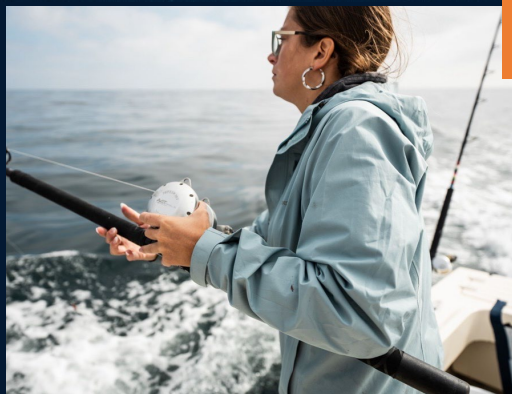
Be part of the conversation and sponsor BD's returning 'Fresh One!' podcast that explores the latest trends, innovations, and techniques that shape the industry, providing a behind-the-scenes look at the people and events that make it all happen.

Sponsorship Level	Gold	Silver	Bronze
Product mention within episode	X	X	X
Product placement within episode filming	X	X	X
Ad read mid-episode	X	X	
Podcast brought to you by	X		
Logo inclusion in promotional assets	X		
Product inclusion in social cut	X		

Podcast distributed on BD site and across all social media channels including Youtube, Spotify, and Apple Music.



SAMPLE PODCAST EPISODE



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