

# THE LARGEST SPORTFISHING WEBSITE

↳ *IN THE WORLD*



# WHO WE ARE.

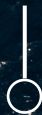
Leaders in authentic content, engagement and community. Our audience is our lifeblood. Stemming from diverse backgrounds and across the US, our audience consists of over 608,000 passionate fishermen from all walks of life who have made BD Outdoors their online home since its inception as a forum in 2003. United by a shared love for the sport, our members form a tight-knit community, exchanging insights, experiences, and camaraderie that go beyond geographical boundaries.

Our partners benefit from our platform by tapping into the most robust community of boating and fishing fanatics online.

*Affluent*



*Truck Owners*



*Boat Owners  
& Buyers*



*Gear Heads*



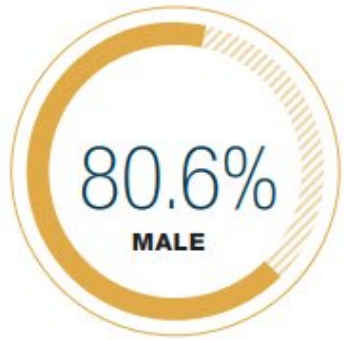
*Travelers*



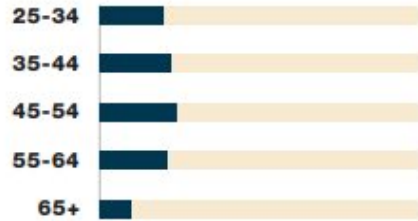
# OUR REACH.

Adventurers that travel in packs and invest in their gear, knowledge, and experiences that matter

# DEMOGRAPHICS



## Age



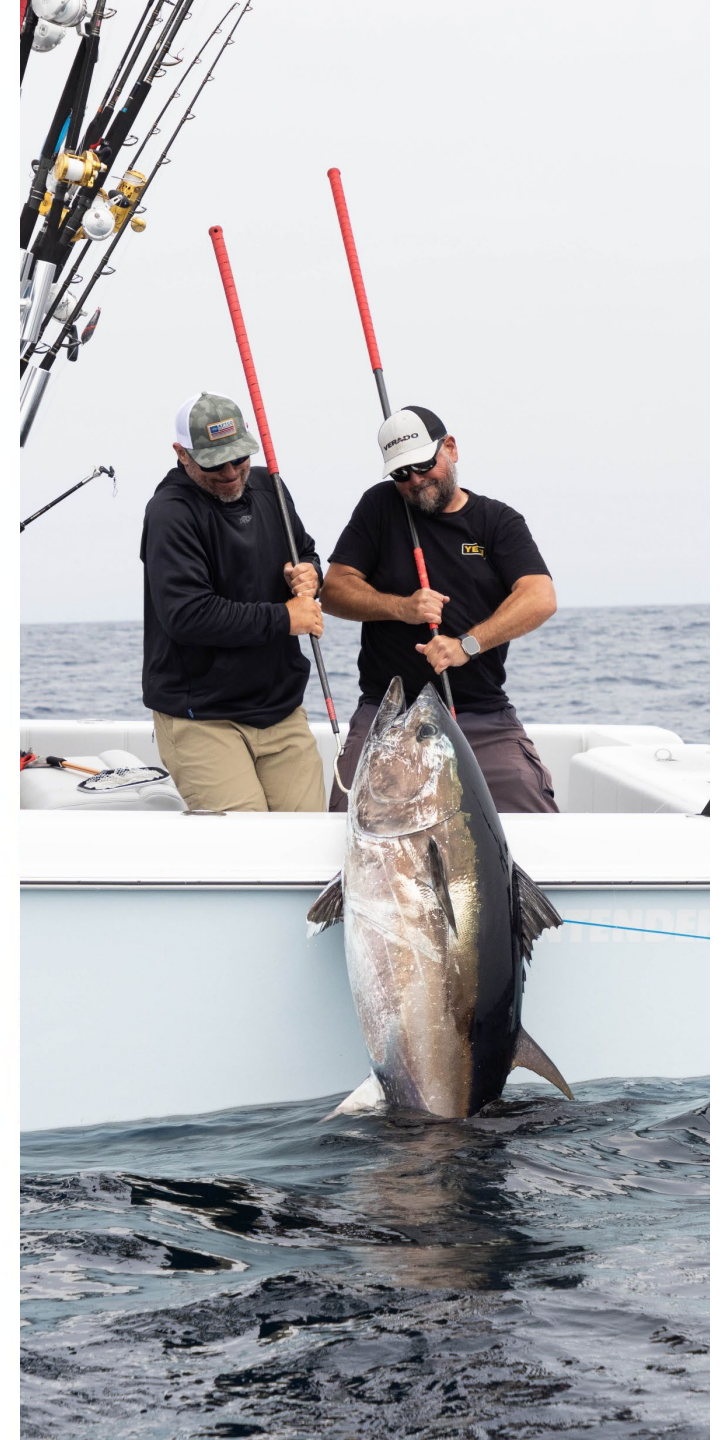
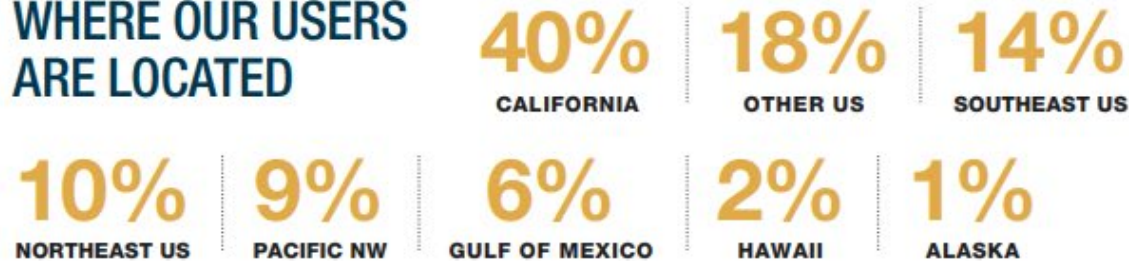
30 percent of visitors have a household income of over

92%

ARE FROM THE UNITED STATES

\$150,000

## WHERE OUR USERS ARE LOCATED





# IT'S ABOUT INFLUENCE.


*Some of our stats*

**3M**



Page Views Per Month

**560K**




Website Visits Per Month

**200k+**



Unique Visitors Per Month

**650K+**




Social Media Followers

**200k+**



BD Outdoors Members

**123k+**



Opt-In Email Subscribers



# MOVING THE NEEDLE.

BD Outdoors offers proven, custom-tailored marketing solutions for our partners.

From custom content programs, full brand integration, to high impact takeovers on the largest sportfishing platform on the planet – BD delivers programs that generate results.



Authentic Brand Integrations and Custom Story-Telling



Complete Video Solutions From Production to Promotion



Social Activations and Engagement



High Impact Rich Media Solutions



Targeted Inbox Marketing Offering 100% Share of Voice



CRM or Social Growth Brand Integrated Contests



Community Building

# BRAND PARTNERS

The most potent and trending outdoor lifestyle brands rely on BD Outdoors crossing into many categories from fishing, lifestyle, travel, boats, electronics and many more



# Authentic Brand Integration

## CREATE AUTHENTICITY

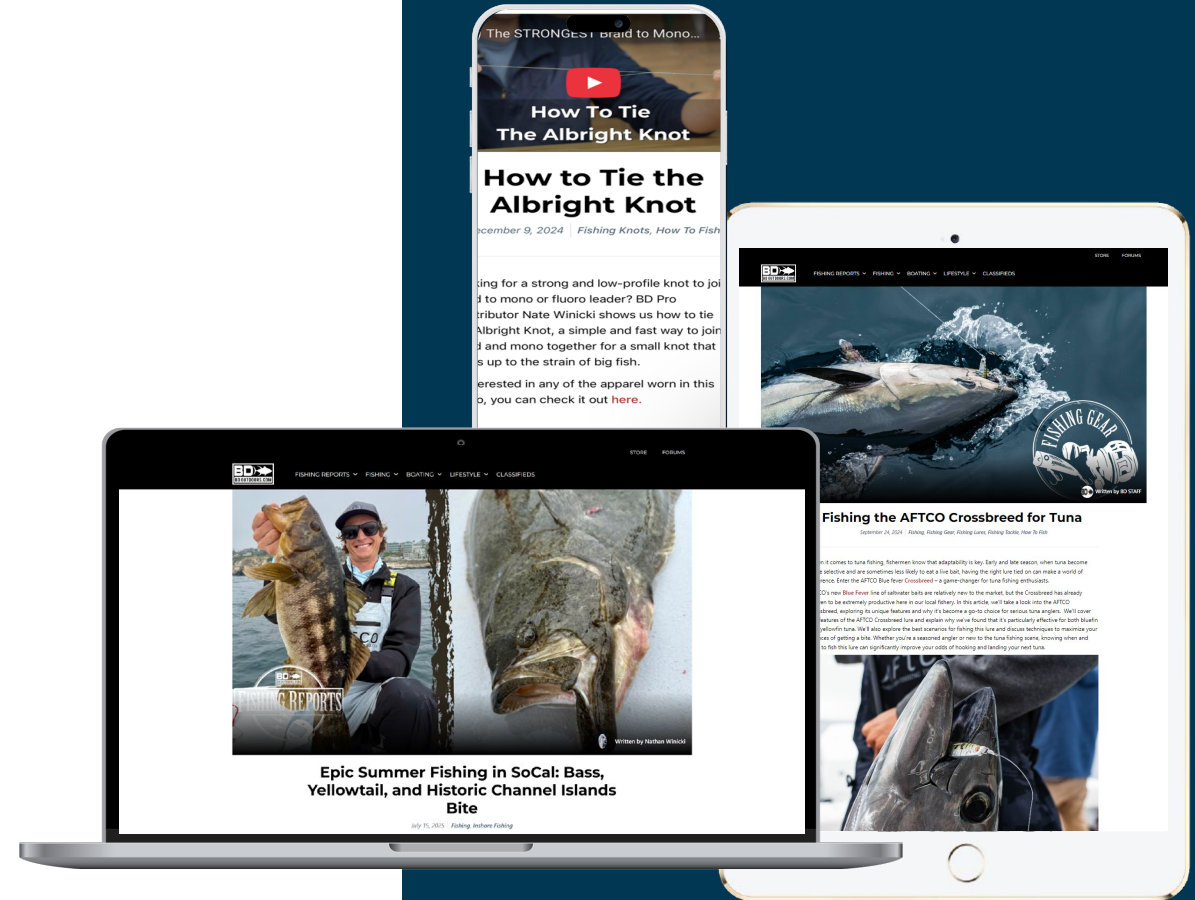
BD Outdoors to authentically and seamlessly integrate the brand and/or product into real-world West Coast fishing environments. Content to cover key brand attributes and showcase capabilities.

Content ranges from gear reviews and fillet videos, to educational how-to's and fishing edits.

Deliverables include either a short-form or long-video, a social teaser, and BD editorial to live as evergreen content.

See additional content deck for specific 2026 opportunities.

*Includes full promotion across all channels as well as a folder of imagery assets delivered to client for use in perpetuity.*



**VIEW CONTENT HERE**

# High Impact Rich Media

## INCREASE AWARENESS

BD Outdoors offers two types of digital advertising to drive top of the funnel traffic; Rich Media, and traditional Display Banners. Both options offer geo-targeting.

### RICH MEDIA:

- Large scale takeover ad units
- Always on approach – leverage A/B split creative and promotions

### AVERAGE RICH MEDIA CTR\*

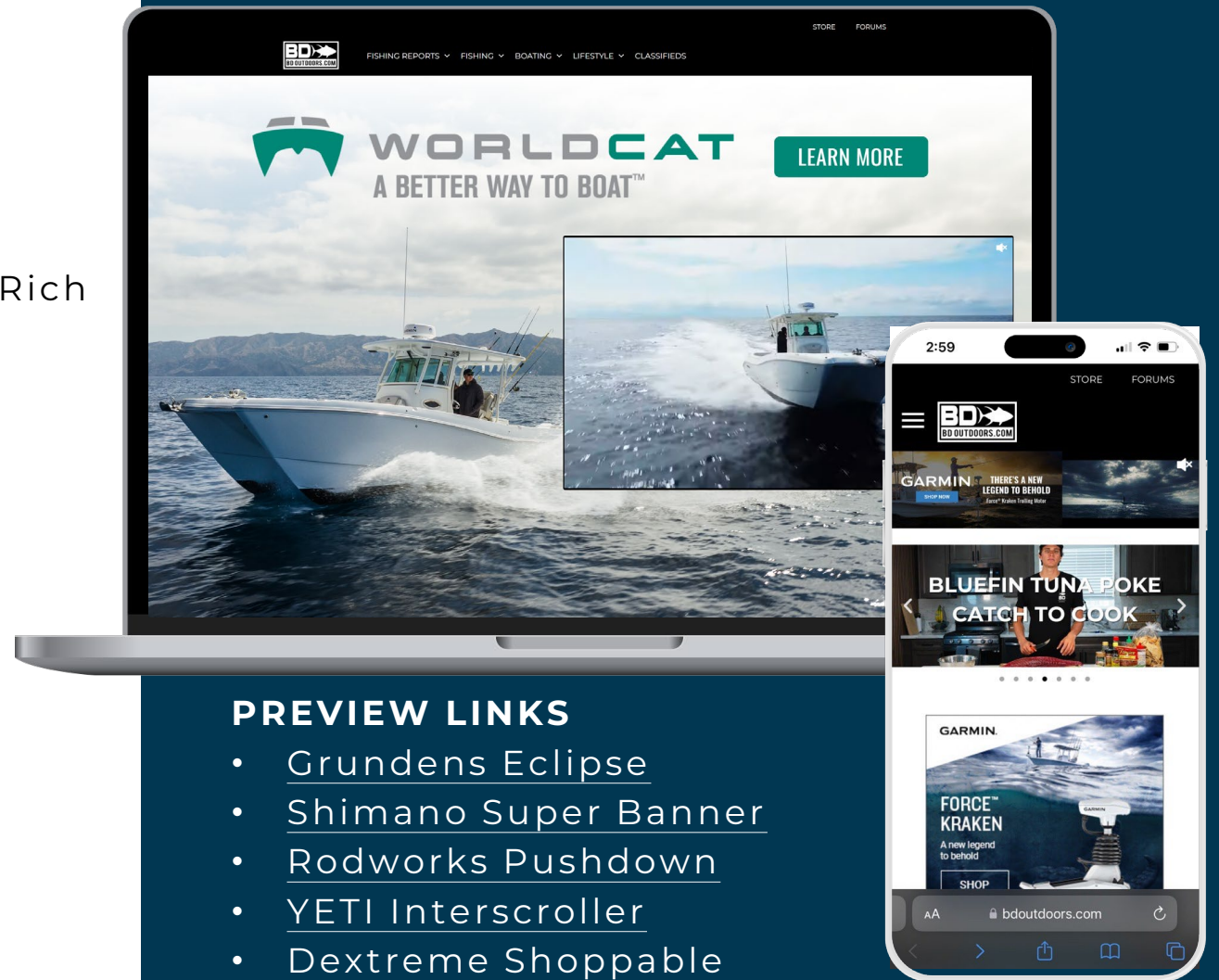
0.6% ranging to 1.0%+

### DISPLAY BANNERS

- Standard ad unit sizes of 728x90, 320x50, 300x250, 300x600

### AVERAGE BANNER CTR\*

\*0.03% (Compared to industry avg of 0.1%)



### PREVIEW LINKS

- [Grundens Eclipse](#)
- [Shimano Super Banner](#)
- [Rodworks Pushdown](#)
- [YETI Interscroller](#)
- [Dextreme Shoppable](#)
- [World Cat Cinema](#)
- [Rapala Spin Cube](#)

# Targeted Inbox Marketing

## DRIVE WEB TRAFFIC

BD Outdoors to bring viewership and engagement to your brand through dedicated emails, Monthly Recap newsletters, and direct messages. Our direct marketing performs on a top tier level with an above average open rate and authentic voice leading to great brand performance and content viewing.

### EBLAST/ NEWSLETTER REACH

123K

### AVERAGE OPEN RATE

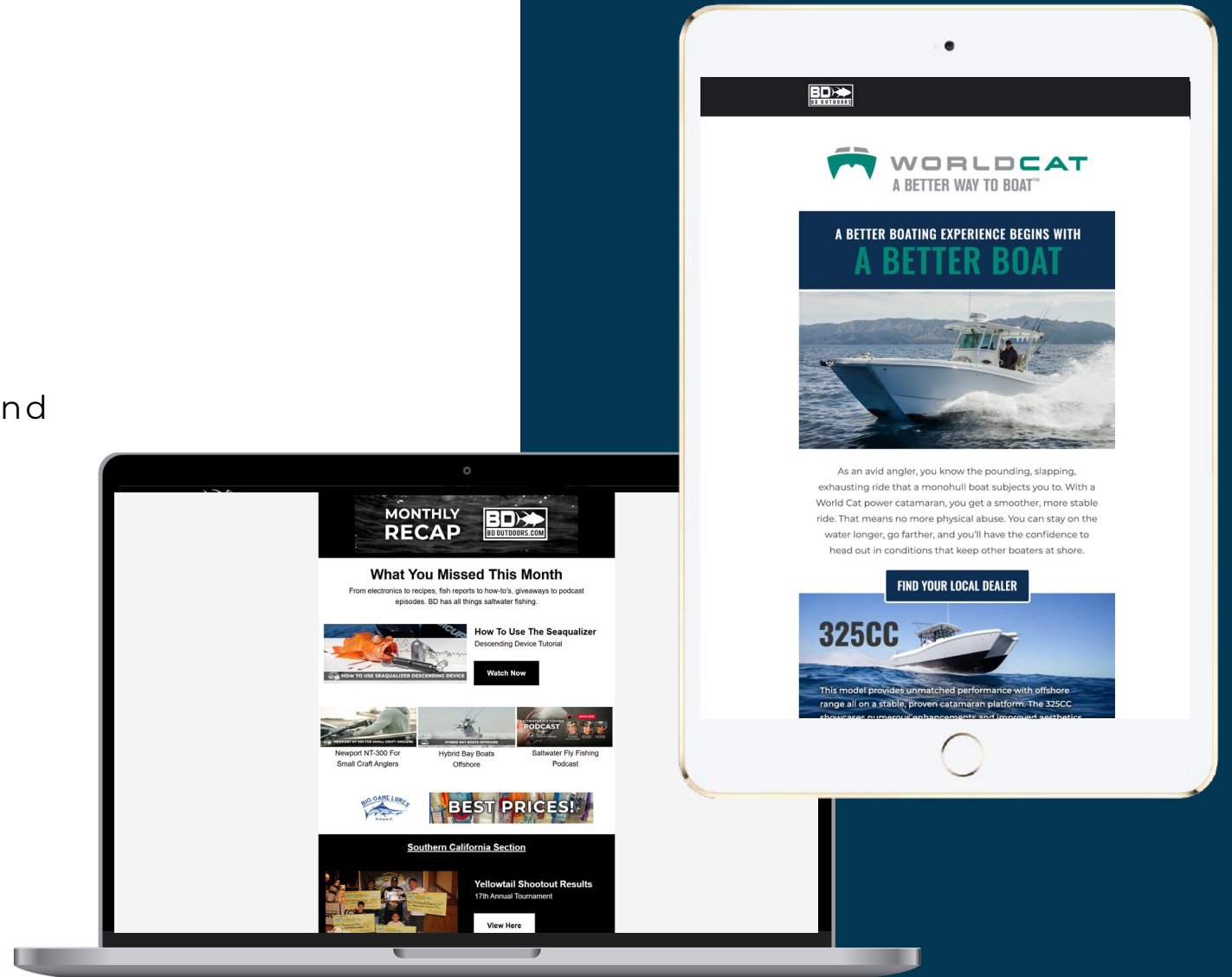
23%

### DM REACH

35K

### AVERAGE CLICK THRU RATE

1.5%



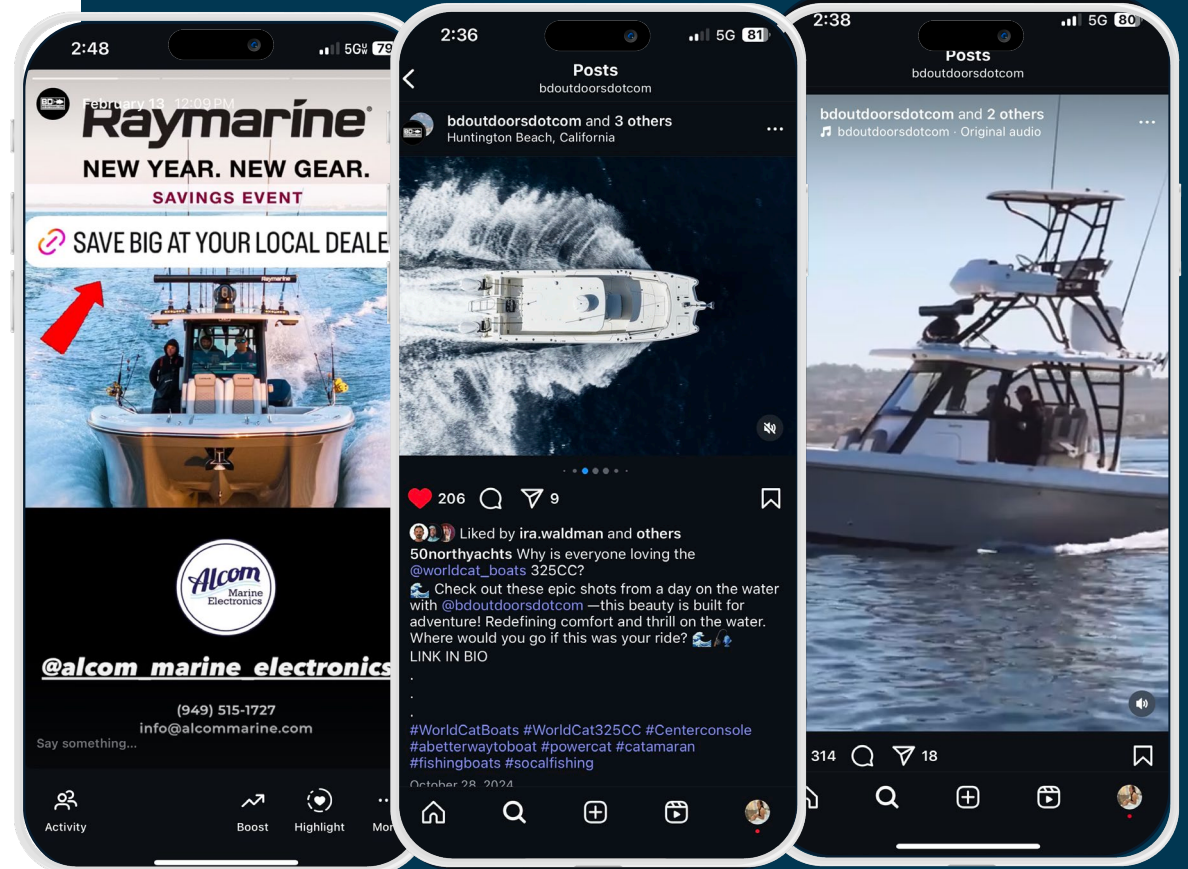
# Social Activation

## BUILD YOUR AWARENESS & FOLLOWERS

Take advantage of BD Outdoor's 650k+ social followers across Instagram, Facebook, TikTok, and YouTube Shorts and 200k+ forum members to showcase your brand and integrate it into an avid and passionate fishing community.

Promote:

- Discounts
- Co-op Dealers
- New content / stories
- New products
- Epic fishing
- And more



# Channel Sponsorship

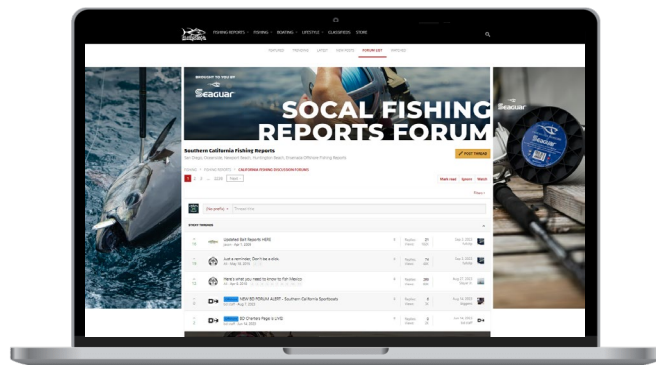
## INCREASE AWARENESS

### FORUM CHANNEL ASSETS SPONSOR

The forums provide a place for anglers and boaters to discuss recent outings, techniques, best gear, trip planning.

Channel sponsor can be share of voice percentage or exclusive takeover

Includes channel header, siteskin, and first ad spot



### CONTENT CHANNEL ASSETS SPONSOR

Written and video articles from top industry experts covering reports, tips, strategies, gear reviews and more.

Channel sponsor can be share of voice percentage or exclusive takeover

Includes channel header, siteskin, and first ad spot



# Brand Integrated Contests

## BUILD YOUR CRM OR FOLLOWERS

BD Outdoors offers different types of giveaways to help build your audience and positive association:

### 1. Email acquisition

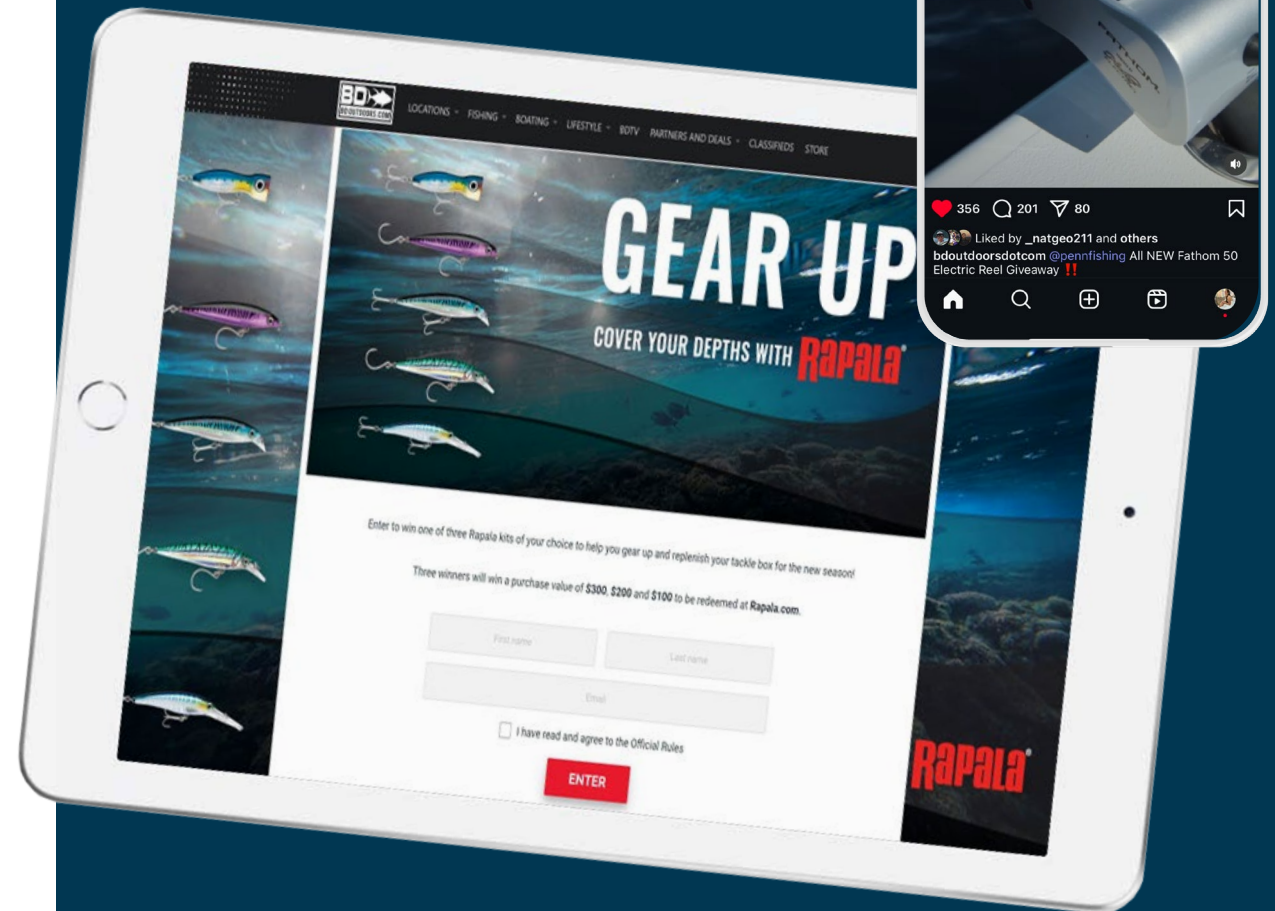
- 100% SOV brand integrated contest with a custom landing page experience
- Includes all promotion via digital advertising, social support, .com support, and direct marketing

### 2. Social following

- Contest run solely on social to encourage follower growth

### 3. Annual 6-month “Race To” Sweepstakes

- Designed to promote an epic fishing destination and gear needed



# Community Building

## BE PART OF THE COMMUNITY

BD Outdoors is hosting **TWO** fishing tournaments in 2026 for sponsorship:



The **3<sup>rd</sup> Annual Bay Bass Classic** is a catch-record-release Spotted Bay Bass Tournament in San Diego hosting over 150+ anglers of all ages! Saltwater bass fishing in SoCal represents the most accessible fishing for all ages and acts as a right of passage for everyone from kids, to kayakers, shore fishermen, to private boat owners.

*2026 Dates: April TBD*



The **19<sup>th</sup> Annual Yellowtail Shootout** is the largest tournament on the West Coast and hosts 250+ avid private boat anglers each year hoping to catch the biggest yellowtail in the waters off the San Diego coast.

*2026 Dates: June 26<sup>th</sup> – 28<sup>th</sup>*

*Sponsorship levels range from presenting sponsor and placing winner cash sponsor, all the way down to product sponsor. See additional decks for more details.*



# CONTACT US

Experience the premier brands' solution for reaching and winning with today's angler.

[VISIT BDOMEDIA.COM](https://www.bdomedia.com)



[VISIT BDOUTDOORS.COM](https://www.bdoutdoors.com)