THE LARGEST SPORTFISHING WEBSITE



built around authentic content and engaged community.

BD OUTDOORS.COM

WHY BD

A trusted gateway to serious saltwater anglers.

BD Outdoors began as a forum-based fishing community in 2003 and has grown into a content, engagement and community platform for anglers who invest in gear, boats, travel and time on the water.

Partners tap into a high-intent audience while BD educates in the environments where those products are actually used.

TRUSTED BY LEADING OUTDOOR BRANDS

YETI · PENN · GRUNDÉNS · SHIMANO · COSTA · DEXTER OUTDOORS · AFTCO · Rapala®



2003
Built in

870K+
passionate fishermen

#1
sportfishing website

AUDIENCE

The right people, in the right mindset.

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



Affluent

Truck Owners

Boat Owners & Buyers

Gear Heads

Travelers

30% of visitors have a household income over $150,000

Core geography: California, the Pacific Northwest, the Northeast, Florida, Mexico and Alaska.

INFLUENCE

Audience scale that converts attention into action.

From custom content programs, full brand integration, to high impact takeovers – BD delivers programs that generate results.

3M
page views / month

560K
website visits / month

200K+
unique visitors / month

650K+
social followers

220K+
BD Outdoors members

123K+
opt-in email subscribers



YOUTUBE

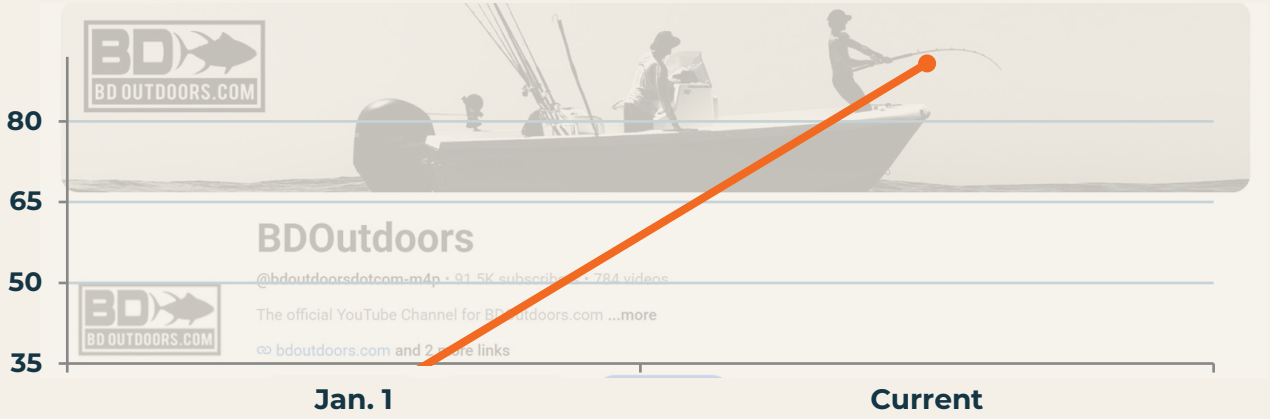
Channel Growth

Since January 1, 2026, BD Outdoors has grown its YouTube audience by more than 250%, adding 64.5K subscribers and reaching 107K+.

+250%

SUBSCRIBER GROWTH IN 2026

26.7K → 107K+ Subscriber count, in thousands



A video channel built around real fishing utility

The strongest videos pair fishing tips with practical species-specific education, giving partners a natural place inside content anglers actively search for and share.

107K+
current subscribers

+80.3K
net new subscribers

783
videos live on channel

+250%
audience scale since baseline

BDOUTDOORS.COM

CAPABILITIES

One platform. Full-funnel marketing.

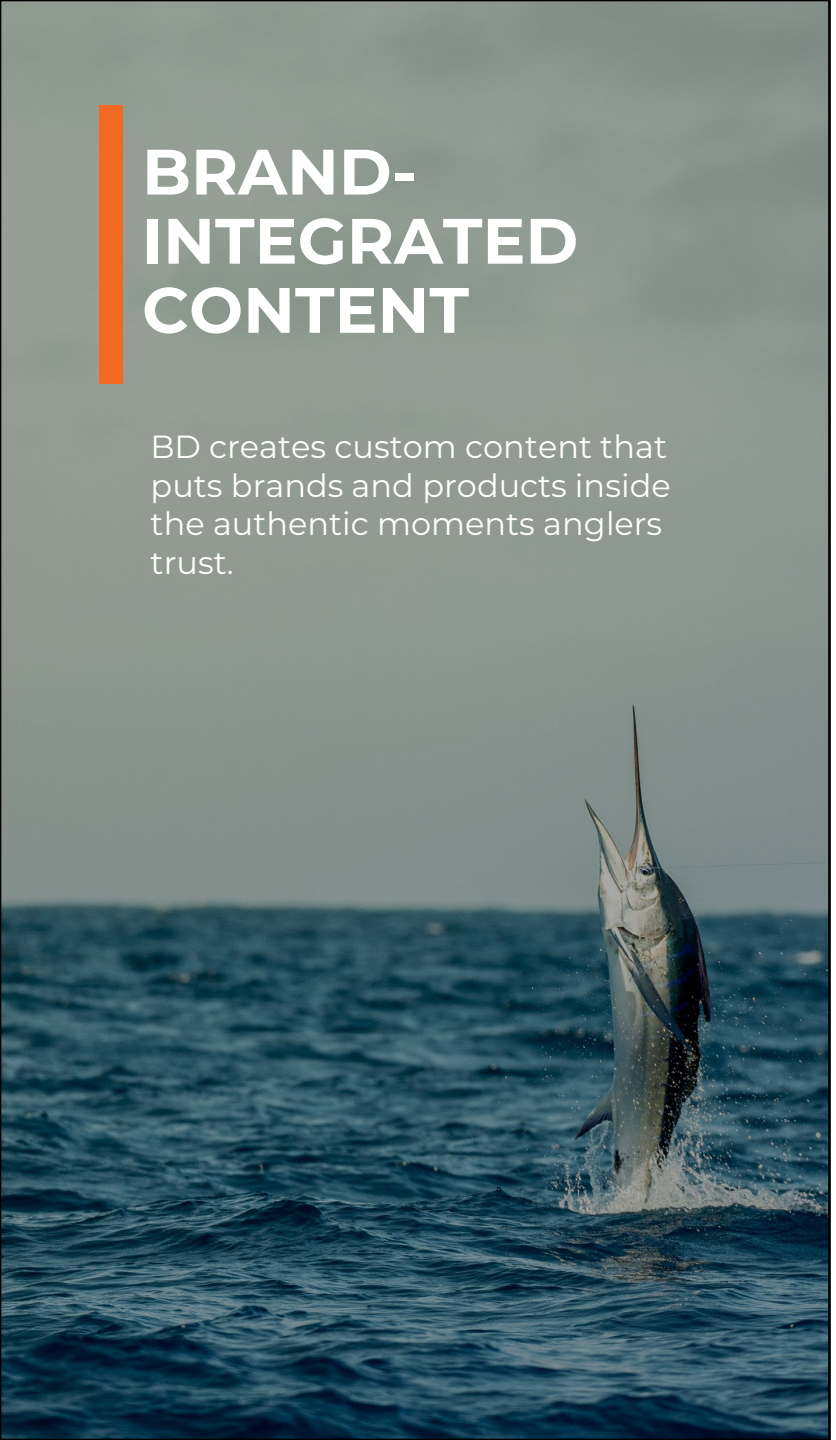
BD builds custom programs around the angler journey and the channels that create measurable engagement.

01	**Awareness**	Rich media takeovers Display and Social reach
02	**Engagement**	Authentic video, editorial and brand integrations
03	**Conversion**	Dedicated email and newsletters
04	**Community**	Forums, giveaways, tournaments and CRM growth



BRAND-INTEGRATED CONTENT

BD creates custom content that puts brands and products inside the authentic moments anglers trust.



A multi-channel content engine for brands

From concept and production to distribution and reusable assets, BD turns sponsor objectives into stories that continue working after launch.

CONTENT TOPICS

How-to video series • Product education • Catch-to-cook • Destination features • Gear reviews

HOW THE PROGRAM WORKS

01 Build the story
Creative concept, target species, location, talent and product use are built around the brand objective.

02 Capture real usage
BD films and writes around authentic fishing scenarios, product education and expert instruction.

03 Distribute everywhere
Published across YouTube, BDOutdoors.com, social, direct marketing, and relevant community channels.

04 Deliver assets
Sponsors receive cutdowns, stills and a client asset folder for future marketing use.

BEST FOR **Education • Consideration • Launch storytelling • Evergreen SEO**

RICH MEDIA

High-impact placements for top-of-funnel demand.

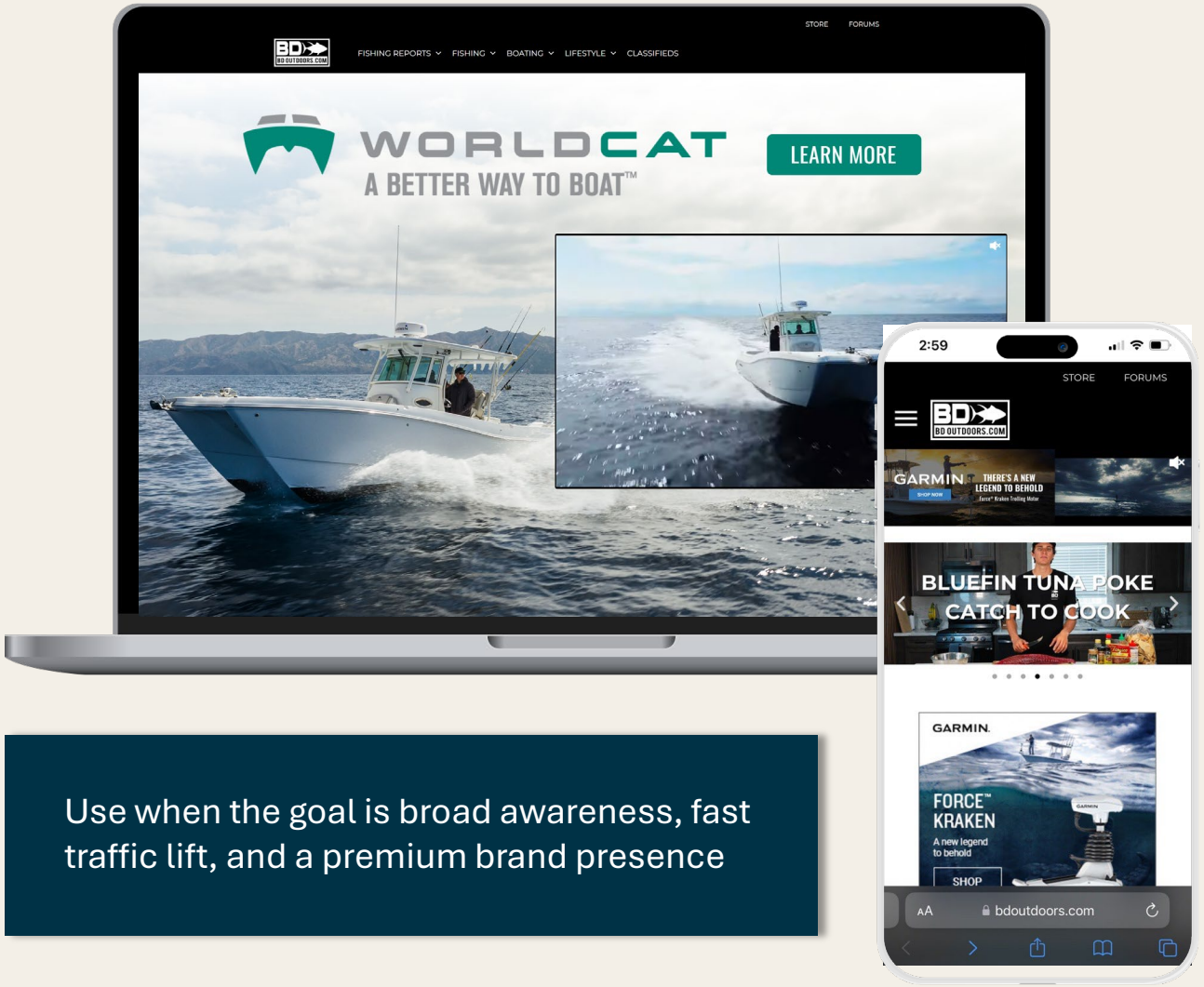
Large-scale rich media and standard display banners with geo-targeting, A/B creative testing and promotion-focused flighting.

0.6%-1.0%+

average rich media CTR

0.03%

average banner CTR



SAMPLE UNITS

- Grundens Eclipse
- Shimano Super Banner
- Dexter Flip Scroller
- YETI Interscroller
- PENN Cinema
- Rapala 3D Banner

Use when the goal is broad awareness, fast traffic lift, and a premium brand presence

DIRECT MARKETING

Targeted inbox marketing that drives traffic.

Dedicated emails and monthly recap newsletters put messaging in front of anglers already looking for stories, tips and products.

123K

email and newsletter reach

23%

above average open rate

Email promotion gives campaigns a clear path from impression to click.

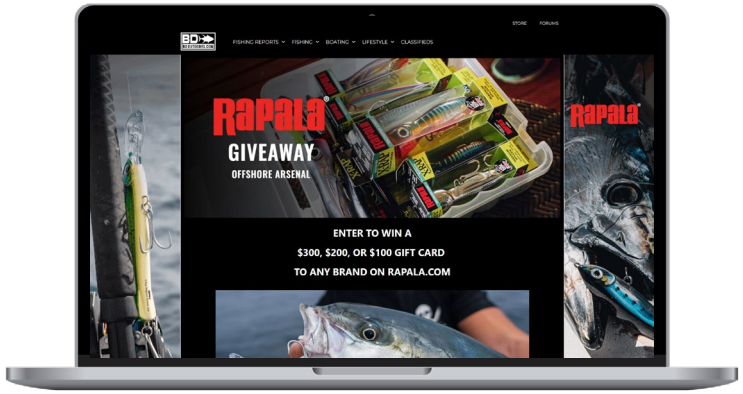




BRAND-INTEGRATED GIVEAWAYS

Add to Your CRM or Gain Social Followers.

Convert awareness into an owned, engaged, and trackable audience.



Email Acquisition Giveaway

Brand owned landing page with 100% share of voice. Options for email acquisition and/or phone number opt-ins. Entries handed off for use in own CRM. Full promotion across all BD owned channels included.

Average 2k+ to 8k+ entries based on past work

Social Follower Giveaway

Branded giveaway to drive organic follows and engagement, growing the brand's social presence with relevant followers.



SOCIAL ACTIVATION

Put your brand in front of 800k+ anglers

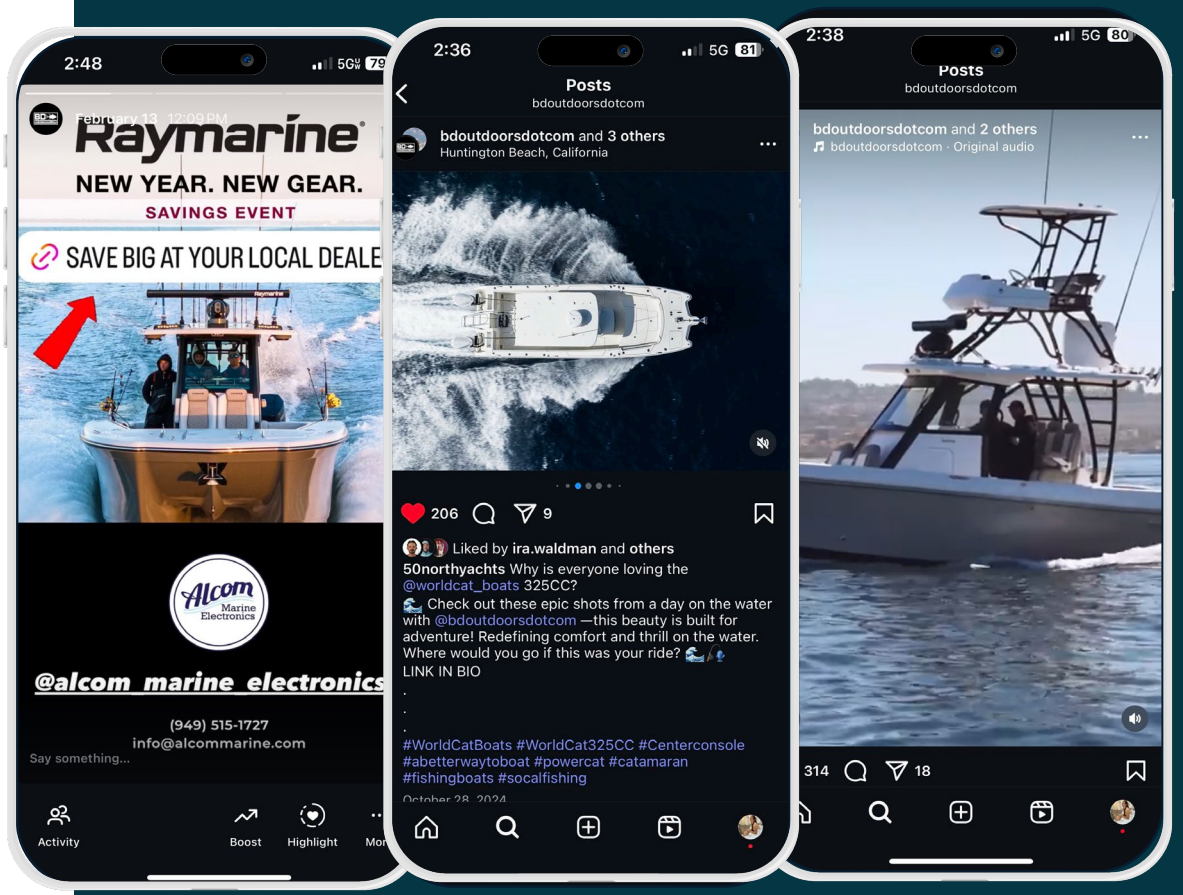
Showcase your brand across BD Outdoors' Instagram, Facebook, TikTok, and YouTube Shorts, integrated into an avid, passionate fishing community.

750K+
social followers

200K+
forum members

PROMOTE

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



CHANNEL SPONSORSHIP

Own the categories that matter most.

Channel sponsorship keeps the brand visible while anglers are actively researching, planning and engaging.

WHAT THE SPONSOR OWNS

01	**Channel header**	Brand presence at the top of the selected forum or content channel.
02	**Site skin**	Premium visual ownership around the page experience.
03	**First ad spot**	Priority placement before competing messages enter the flow.

Available as an exclusive takeover or share-of-voice package.

CHANNEL OPTIONS

Forum channels

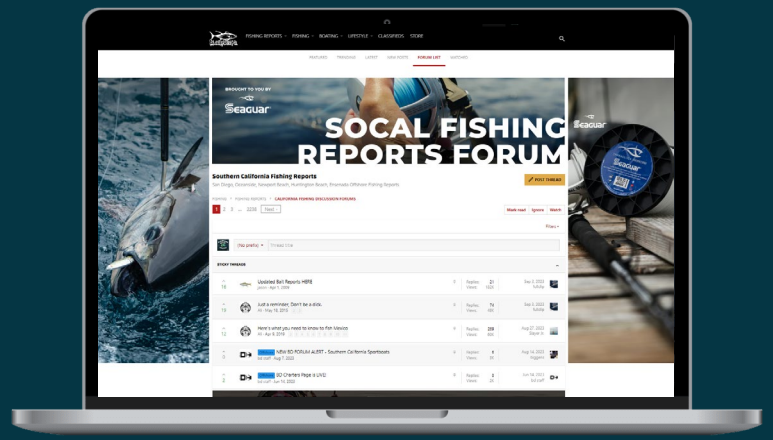
Category discussion hubs for reports, tactics, gear questions, boat ownership and trip planning.

Best for community credibility.

Content channels

Editorial and video environments covering reports, how-to strategy, gear reviews and product education.

Best for product discovery and education.



RACE TO PROGRAM

Turn a high-value giveaway into a destination content platform.

BD's annual Race To contest promotes a world-class fishing destination and the sponsor products used there through pre-trip marketing, a hosted winner experience, and a post-trip content rollout.

THOUSANDS
email entries for CRM

8 MONTHS
pre + post promotion

800K+
minimum added impressions

PROGRAM STRUCTURE

PRE-TRIP PROMOTION

Contest page, email/DM, social, forum, and rich-media advertising over 6 months.

HOSTED TRIP

Winner + guest join the BD crew at a world-class destination with sponsor product integration.

POST-TRIP CONTENT + PROMOTION

Feature film, sizzle, social shorts, article, and brand-ready photo/video assets.



SPONSOR PACKAGE

Category exclusivity • entrant email list • logo/product integration • final trip sizzle • stills + video folder for full marketing use

YELLOWTAIL SHOOTOUT

Be part of the community.

Reach serious West Coast anglers through event visibility, pre-event promotion and post-event coverage. Yellowtail Shootout is the largest tournament on the West Coast and hosts 250+ avid private boat anglers from all over Southern California competing to catch the biggest yellowtail in the waters off the San Diego coast.

EVENT SNAPSHOT

20th
Annual Yellowtail Shootout

250+
private boat anglers

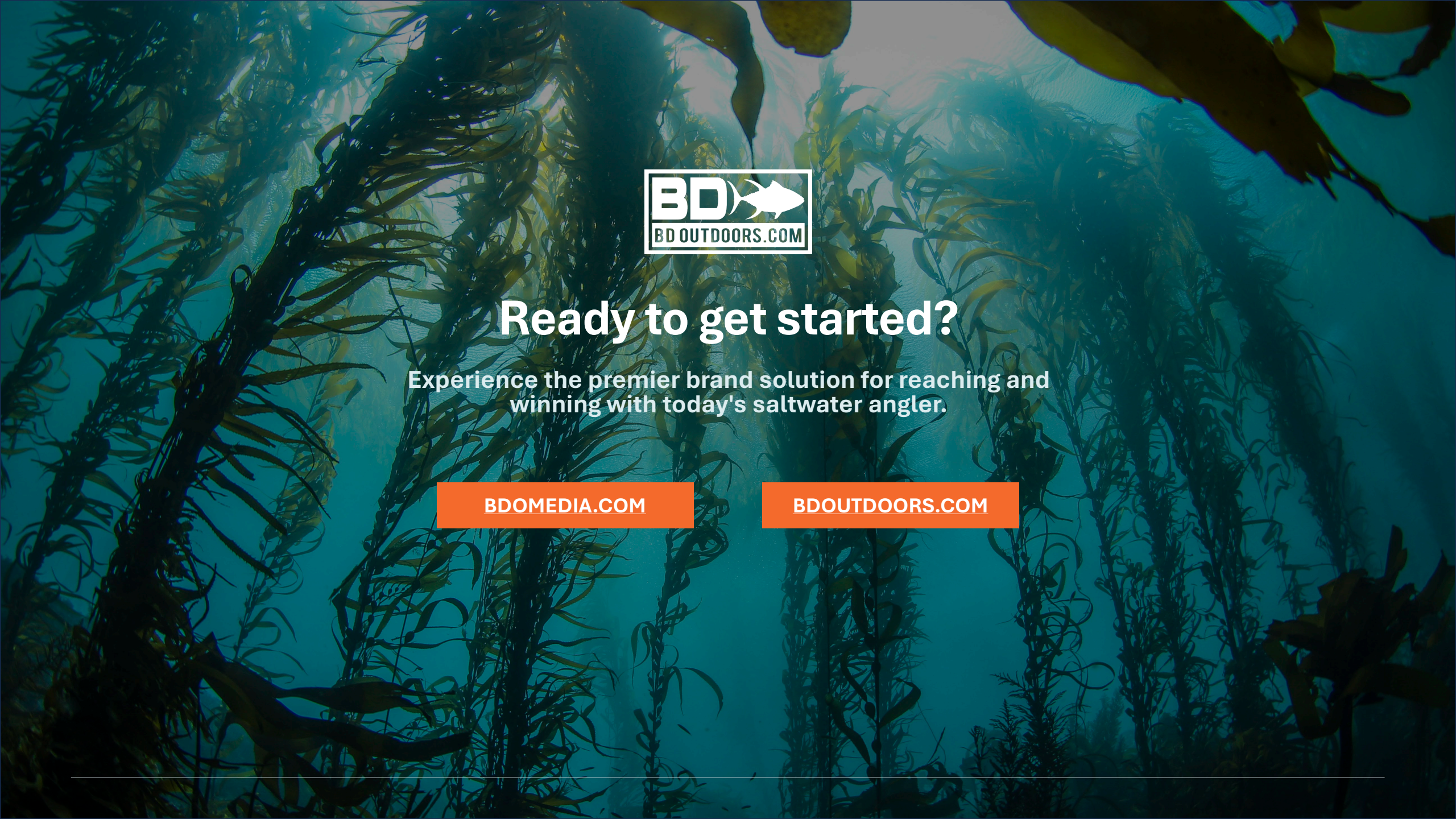
JUN 25-27
2027 tournament dates

SPONSORSHIP OPTIONS

Winning places cash sponsor / product sponsor / raffle prizes and goodie bag sponsors

Additional tournament-specific details can be provided in the dedicated event deck.





Ready to get started?

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

BDOMEDIA.COM

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