



Marlin

WE ARE BIG GAME

BIG FISH - BIG BOATS - BIG MONEY

The Marlin Group is the world's largest big-game fishing network.

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In our 5th decade of magazine publishing



1980s



1990s



2000s



2010s



2020s

#1

Global player and market leader

Iconic brand

Authoritative voice

Editorial expertise

Endemic brand partners

Passionate, affluent readers

287

issues published since 1981

+500

pages per year of captivating stories

Marlin as multichannel media brand

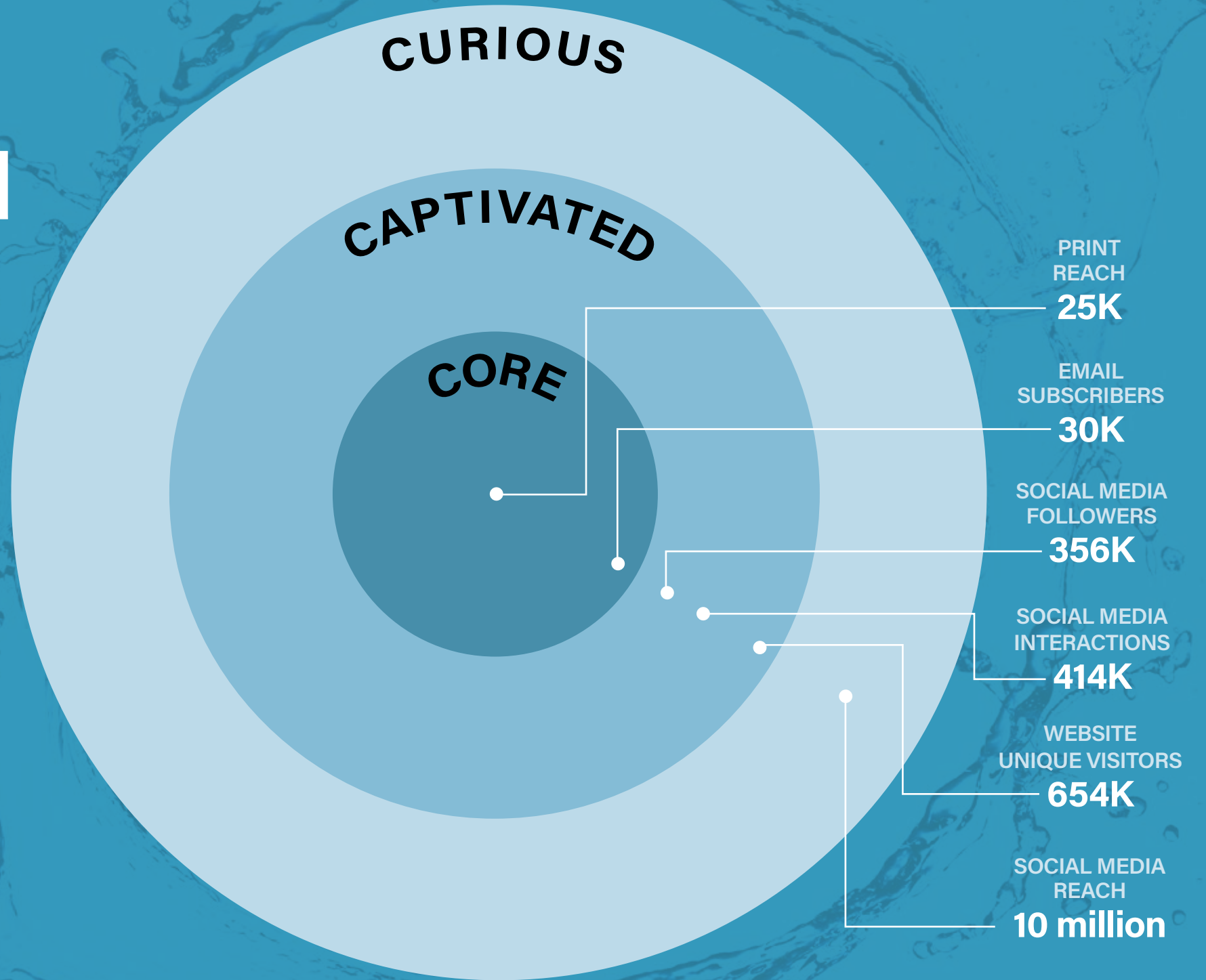
Core Strengths



Growth Opportunities



The Marlin Group
is closely engaged
with more than
1 MILLION
big-game boat
owners, anglers,
captains & mates
annually



New Marlin Magazine

From...

magazine
periodical
advertisers
subscribers
audience
thematic issues
dense read

To...

- ▶ journal
- ▶ collectible
- ▶ brand partners
- ▶ members
- ▶ community
- ▶ balanced issues
- ▶ light read

As of January 2025...

- ▶ higher-quality paper for cover and body
- ▶ expanded format: significantly wider trim size
- ▶ redesigned departments and features
- ▶ Ad positioning configured for optimized reading experience



2025: optimized publication schedule

6x bimonthly issues

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

Annual Special Edition

- Launching December 2025

Digital Edition to subscribers 1st Sunday of the cover month

Print Edition to subscribers 2nd week of the cover month



2026 Annual Issue: Best of Big Game

An editorial mix unlike anything seen
before in the big-game industry

2025 IN REVIEW

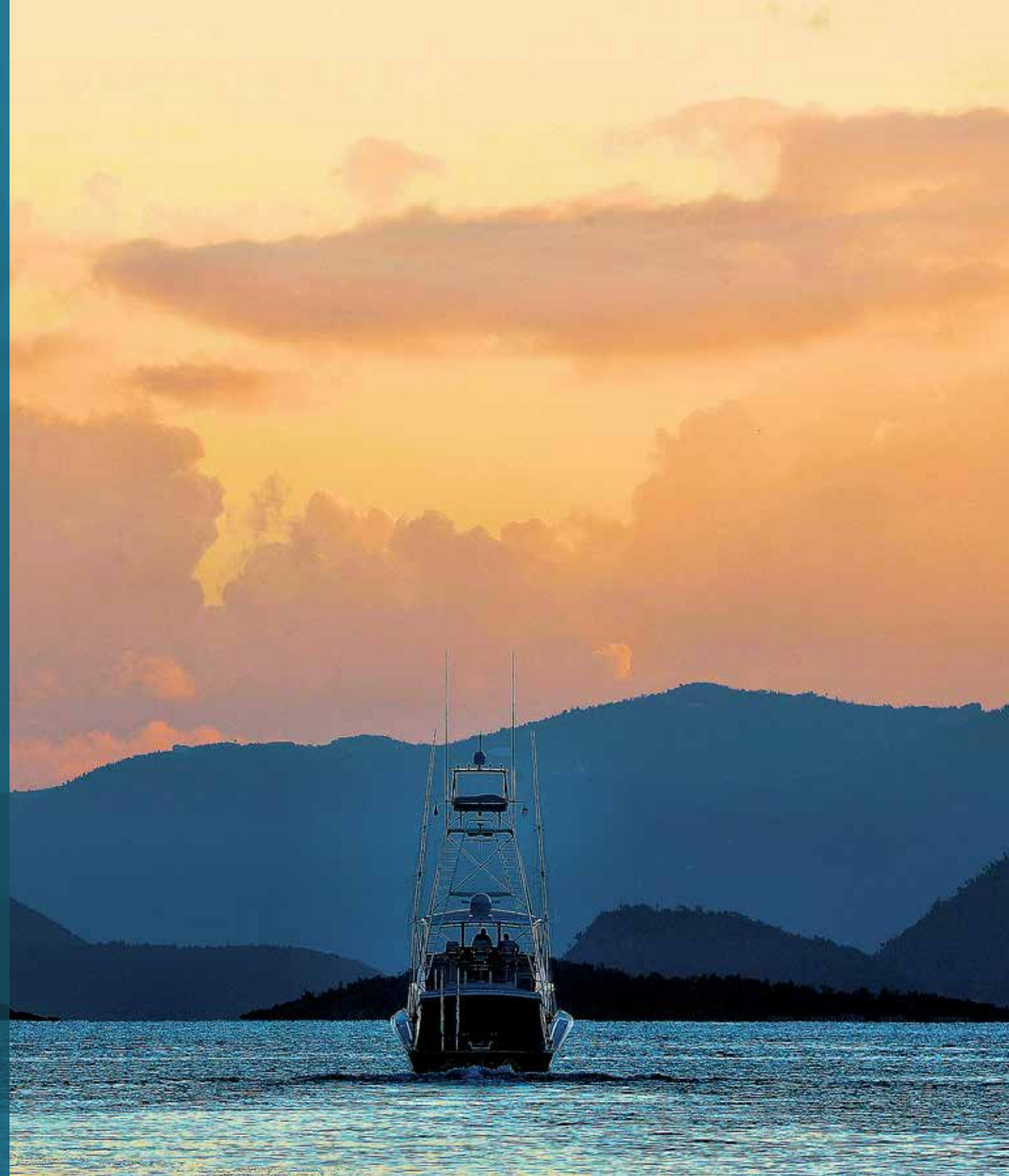
2025's biggest moments, top catches, and top honors celebrating the best of big-game fishing.

EDITOR'S CHOICE: 2026 DESTINATIONS

Discover our Editor's Choice picks and other top locales, with expert insights and insider access to the best charters, marinas, lodging, and local flavor at each destination - guiding you to your best fishing year yet.

EDITOR'S CHOICE: 2026 TOURNAMENTS

Explore a global lineup of elite events, from iconic big-money show-downs to rising contenders on the tournament scene. Includes expert strategies and local knowledge from top captains, crews, and regional pros - everything you need to plan your 2026 tournament schedule.



A premium collector's edition for the world's most passionate anglers

COMING DECEMBER 2025

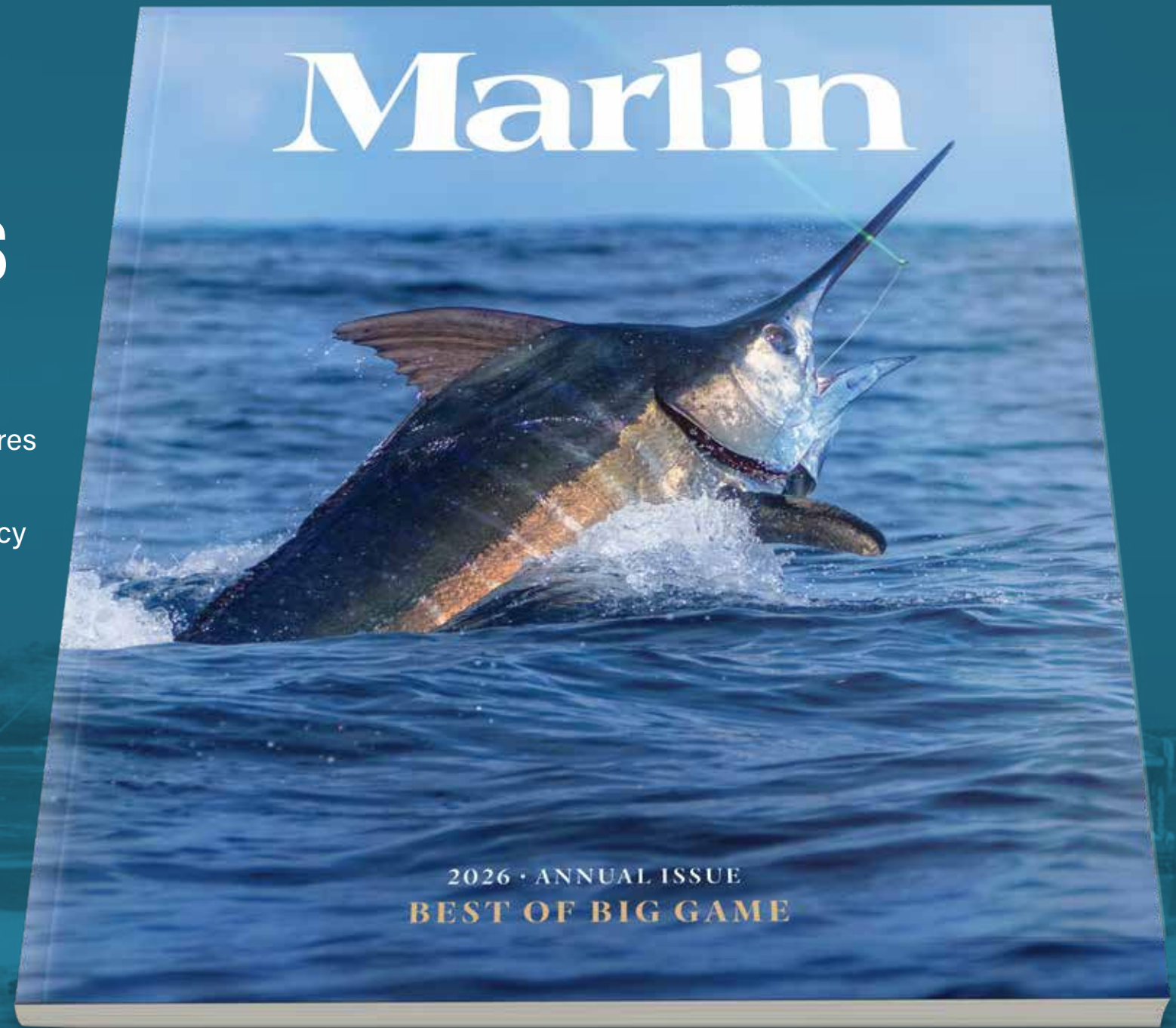
+200 pages guaranteed, heavy cover stock, designed to impress
Celebrates the sport's top moments while guiding next year's adventures

BONUS DISTRIBUTION

+10,000 extra print & digital copies via tournament, travel, and advocacy partners

PARTNERSHIP OPPORTUNITIES

- **PREMIUM PACKAGES:** favored placement in the issue plus digital bundles
- **DESTINATION & TOURNAMENT GUIDES:** Fixed-format editorial packages tailored for resorts, marinas, and events
- **DIGITAL EXTENSIONS:** Web, video, email, and social media integration for maximum reach and engagement



Visually stunning, balanced and inspirational

28 JOURNAL FEATURES PER YEAR

Compelling personalities



Finest sport-fishing boats



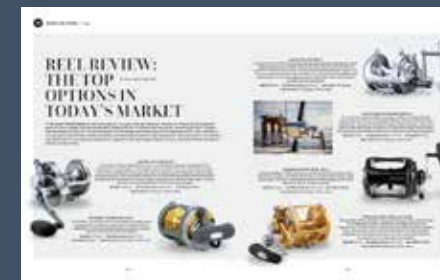
Advanced big-game techniques



Hottest big-game destinations



Latest gear and equipment



Informational and service-oriented



1 Fueling the passion of anglers

2 Showcasing pictures of anglers, billfish, boats, destinations

3 Service boxes —e.g., catch reports, QR codes

4 Acknowledging partners/sponsors

Digital editions amplify the power of print on any device

Engaged Audiences:

+50%
open rate

131
pages
viewed per
user per
issue

6:50
avg. engagement
time per issue

49%
mobile views

Early Access: Paid subscribers to receive digital editions on the first Sunday of the cover month



Email driving rapid growth within the Marlin community

Growing Audiences:

+13%

year over year

List size

+50%

open rate

+4K

website referrals, monthly

+17%

since Jan. 2024

Constant contact: Weekly delivery to the most engaged consumers



Email engages The Core across all activities

Products

Brands

Schedule

Editorial Email

Marlin Magazine
Marlin Tournaments
Marlin Advocacy
Marlin Expeditions

Weekly, Thursday afternoon
Monthly, last Friday of the month
Monthly, first Friday of the month
Monthly, third Friday of the month

Sponsored Email
Single Brand

Marlin Partners

Capped at 3 times per week
(Available Monday/Tuesday/Wednesday)
Exceptions are made during peak events, such as
tournaments and boat shows.

Sponsored Email
Multiple Brands

Marlin Partners

Capped at 1 time per week
(Available as a replacement for other Single
Brand emails Monday/Tuesday/Wednesday)

Best Practice: Maximum of 20 emails per month to optimize engagement

Marlin has a global reach of 10 million through its social media network

Youthful audience • Growing female participation • International exposure



Instagram



Followers: **120,000**
Reach: **3,257,700**
Interactions: **256,771**
Gender: **84%** Male
16% Female
Ages: **54%** 25-44
31% 45-64
Location: **59%** US
41% Intl.



Facebook



Followers: **225,000**
Reach: **7,438,700**
Interactions: **159,000**
Gender: **81%** Male
19% Female
Ages: **56%** 25-44
41% 45-64
Location: **49%** US
51% Intl.



YouTube



Subscribers: **120,000**
Gender: **94%** Male
5% Female
Ages: **49%** 25-44
41% 45-64
Location: **49%** US
51% Intl.

Put the power of Marlin's social media ecosystem to work

Brands

Marlin Magazine

Marlin Expeditions

Marlin Tournaments

- Bermuda Triple Crown
- Offshore World Championship
- Los Cabos Billfish Tournament
- Scrub Island Billfish Series
- Hawaii Marlin Tournament Series
- Marlin Global Challenge



Platforms

 **Instagram**

 **Facebook**

 **YouTube**



Products

Marlin Magazine

- Editorial posts
- Promoted posts

Marlin Expeditions

- Editorial posts
- Promoted posts

Marlin Tournaments

- Editorial posts
- Promoted posts
- Sponsor activations
- Partner collaborations



Content

- Editorial posts
- Reels
- Videos
- Carousel
- Short-form text
- Long-form text
- Livestreaming



Posting Plan

Marlin Magazine

- Post 3-5 times/week

Marlin Expeditions

- Save the dates
- Pre- and post-coverage

Marlin Tournaments

- Pre- and post-coverage
- Live tournament coverage
- Sponsor activations and collaborations
- Recap



Marlin delivers elite, high-spending offshore enthusiasts

Affluent

Net worth	\$2.6 million
Household income	\$405,000
Own two or more boats	80%
Length of largest boat	50+



Accomplished

Average age	50
Male/female	95% / 5%
College educated	90%
Property owners	87%



Active

Participated in offshore fishing	76%
Years fishing in salt water	30
Competed in or attended fishing tournaments	64%
Number of days spent offshore per month	7



Key brand partners in every category



WILLIS CUSTOM YACHTS
Release
JARRETT BAY BOATWORKS
viking yachts

Boats

ALLIED
GALATI YACHT SALES
HMY Yacht Sales
Bluewater YACHT SALES
MERRITT'S BOAT & ENGINE WORKS

Brokerage

YETI
MEATER
Tito's
Goslings
Handmade VODKA
SiriusXM
TRAEGER

Lifestyle

Casa Vieja LODGE
LOS CABOS
LOS SUEÑOS
BERMUDA
Ocean City
essential COSTA RICA

Destinations

SHIMANO
AFICO
FURUNO
PELAGIC
COSTA

Gear

Brand Partnerships

- **Print – 7x**
- **Digital**
 - Sponsored emails
 - Email inclusions
 - Banner ads
 - Social media promotions
- **Tournament sponsorship**
- **Special projects**
 - *Marlin Lady Anglers Team (2024)*



“In every issue for 40 years because it works!”



Brand Partnerships

- Print – 7x
- Custom video production
- Tournament sponsorship
- Digital
 - Sponsored emails
 - Email inclusions
 - Banner ads
 - Social media promotions



“Our partnership with *Marlin* puts heads in beds, period.”



Brand Partnerships



“Marlin helps us attack new segments, with authenticity.”

- **Print – 7x**
- **Digital**
 - Sponsored emails
 - Email inclusions
 - Banner ads
 - Social media promotions
- **Special projects**
 - *Marlin* Lady Anglers Team (2024)

The Marlin Group is the world's largest big-game fishing network.

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Operator of 15 tournaments at the world's most prestigious big-game destinations



Prolific fishing throughout the year

Annual Catch Report

- +210 teams with +1,250 anglers and crew
- 2,145 billfish caught with 98.5% released

- Blue marlin: **818**
- Sailfish: **691**
- Striped marlin: **597**
- White marlin: **40**
- Black marlin: **3**
- Spearfish: **3**

Central America ▶ April

Atlantic ▶ July

Caribbean ▶ September

Baja ▶ October

Pacific ▶ March - September

- 10.1 average billfish per team
- Top catch: 1,268-pound blue marlin



A life-changing experience for boat owners, anglers, captains and mates

Tournament achievements are accessible to all, from **The Curious** to **The Core**

Three ways to fish:

- Fish your own boat with your own crew
- Charter locally through vetted charter operations
- Secure invitation by winning a qualifying tournament

Max single payout: **\$621,188 to *Fender Bender*** at Bermuda Triple Crown

Target payout in 2025: **+\$8 million!**



The ultimate target community for our brand partners

Buying power:

- Average HHI of +\$2M
- 80% own two or more boats

The flagships of the fleet:

- Average boat length: 65 feet
- Average boat value: +\$3m
- One-third built within past five years
- Brands represented:
 - Bayliss, Duffy, F&S, Garlington, Jarrett Bay, Jim Smith, Merritt, Paul Mann, Ricky Scarborough, Rybovich, Spencer, Viking, Weaver, Winter
 - Powered by CAT, MTU, MAN and Cummins

Economic impact for destinations:

- Example—Bermuda: Estimated at \$23M in 2024



Reach The Core and The Captivated to create brand ambassadors

Each tournament offers on-site activations:

- +1,250 professional anglers, captains and mates
- +210 tournament-winning teams from around the globe

Brand ambassadors, who champion positive experiences throughout their sphere of influence



Social media collaborations amplify those activations to achieve scale



Bermuda Triple Crown 2024

Products offered:

- Sponsored posts
- Sponsor tags
- Sponsor activations
- Collaborations with participants and sponsors

Results:

- **6.8 million** accounts reached
- **77K** accounts engaged
- **46%** growth in total followers



Instagram

Highest-Performing Reel:

Big Deal's weigh-in

 **855k**
Plays

 **17.8k**
Shares

 **29.9k**
Likes

 **974**
Saves



Facebook

Highest-Performing Reel:

UnWined's weigh-in of 1,268-pounder

 **1.7M**
Views

 **1.7M**
Reach

 **104k**
Likes

 **1,500**
Comments

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Fish the world's best locations during peak seasons

Marlin Expeditions locations

-  Blue Marlin
-  White Marlin
-  Striped Marlin
-  Black Marlin
-  Sailfish
-  Spearfish
-  Bluefin Tuna

**Kona,
Hawaii**



**Cabo San
Lucas,
Mexico**



**Los Sueños,
Costa Rica**



**Galapagos
Islands,
Ecuador**



**Tropic Star
Lodge,
Panama**



**Casa Vieja
Lodge,
Guatemala**



**Dominican
Republic**



**Nova Scotia,
Canada**



**Cape Verde,
West Africa**



**Great
Barrier Reef,
Australia**



Expert instruction, fully curated experiences

Marlin Expeditions is a premier provider of curated big-game-fishing adventures in some of the world's most renowned fishing destinations. We specialize in memorable and rewarding experiences that blend camaraderie with world-class sport fishing, expert instruction and luxury accommodations to deliver unforgettable expeditions for anglers of all skill levels.

OUR MISSION

To deliver the ultimate offshore-fishing and learning experience.

What Sets Us Apart

- **Proven Expertise:** Our professional staff offers side-by-side coaching in real-world fishing conditions.
- **+30% Repeat Clients:** Our anglers keep coming back for more—more adventure, more learning, more fishing and more connection with like-minded individuals.
- **Fully Curated Travel Packages:** We remove the stress of trip planning by selecting the best destinations during peak fishing seasons and pairing them with five-star accommodations and dining.
- **Small-Group Experiences:** We prioritize safety, teaching flexibility, and authentic adventure, allowing you to fully immerse yourself in the process.
- **Commitment to Conservation:** We emphasize conservation and responsible fishing practices, including tag-and-release billfishing.



A 20-year legacy of once-in-a-lifetime experiences

"Great instructors, very good at reinforcing the knowledge."

"Gave us the confidence we needed to prevail."

"Amazing experience...helped achieve my personal best as an angler."

"Whether you're new to billfishing or experienced, this trip is for everyone."

"I cannot say enough good things about the instructors or the experience."

"If you are thinking about going but are by yourself, as I was, just go."

"Best bang for your fishing buck on the planet."

"More than just learning to fish—it's an adventure! I never expected to learn so much or meet so many great friends."



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Issues and causes currently in focus at The Marlin Group



- Encouraging the catch & release of billfish
- Rallying support for satellite tagging of marlin
- Lobbying against unnecessary speed restrictions
- Advancing the participation of women in the sport

Using the Marlin platform to bring exposure to key Advocacy issues

MARLIN ADVOCACY | 2024

Fishing for Science:

How the evolution of tagging has advanced our understanding of billfish

This year's White Marlin Open was nothing short of spectacular, with 318 boats vying for a staggering \$8.59 million prize pool. Thousands of spectators packed the scales daily, while thousands more watched the dramatic weigh-ins unfold on social media. Amid the excitement of big wins and high-stakes competition, one thrilling story was almost overshadowed.

On Thursday, August 8, 2024, during Day Four of the tournament, angler Charlie Duerr aboard the Sea Hag boated a



MARLIN ADVOCACY | 2024

Trust the Process:

A Transformative Ladies-Only Fishing Expedition

Being a female in this industry comes with some discretion, good self-control, and a lot of humility, and I've found that the angling landscape has drastically changed over the years. Women are now one of the fastest-growing demographics in offshore fishing, and I find myself encountering more and more of them. They still have to navigate some of the same hurdles that I did, but it's refreshing to see that some of them just want to be seen as any other angler—not as an anomaly or a glass-ceiling breaker, but as another team member. In order for women to be included in the competitive-fishing world, they need to feel comfortable and be open to learning. And although it is true that some people aren't teachable, I've found that if you let down your guard, those unteachable moments can become flashes of self-confidence and enthusiasm.



MARLIN ADVOCACY | 2024

Bipartisan Legislation Seeks to Balance Right Whale Protection and Economic Impact



MARLIN ADVOCACY | 2024

White Marlin Tagged off Morocco Recaptured during White Marlin Open

Recapture Marks First Trans-Atlantic Migration of White Marlin for The Billfish Foundation

On Thursday, August 8, 2024, during Day Four of the tournament, angler Charlie Duerr aboard the Sea Hag boated a historic 36 Atlantic journey. Originally tagged off Morocco, by experiencing death or the North Atlantic, this white marlin had embarked on a trans-Atlantic migration. The Billfish Foundation, in partnership with the U.S. Department of the Interior, Bureau of Oceanic and Atmospheric Administration, is proud to announce that this white marlin was recaptured during the White Marlin Open. The recapture marks the first trans-Atlantic migration of a white marlin tagged off Morocco. The white marlin was tagged off Morocco in 2018 and was recaptured during the White Marlin Open. The white marlin was tagged off Morocco in 2018 and was recaptured during the White Marlin Open. The white marlin was tagged off Morocco in 2018 and was recaptured during the White Marlin Open.



MARLIN ADVOCACY | 2024

Act Now to Oppose Right Whale Speed Restrictions

Big Changes Could Be on the Horizon

There are many issues which could have a significant impact on the future of sport fishing—a significant one is the proposed changes to the North Atlantic right whale vessel-speed-reduction rule. In mid-December 2023, US Reps. Mary Gelleri Polino, Henry Gonzalez, Henry Cuellar and Brendan Boyle wrote NOAA Fisheries assistant administrator Janet Con. urging her to suspend further action on the proposed changes. The proposed changes could have a significant impact on the future of sport fishing—a significant one is the proposed changes to the North Atlantic right whale vessel-speed-reduction rule. In mid-December 2023, US Reps. Mary Gelleri Polino, Henry Gonzalez, Henry Cuellar and Brendan Boyle wrote NOAA Fisheries assistant administrator Janet Con. urging her to suspend further action on the proposed changes.



MARLIN ADVOCACY | 2024

Eyes on the Prize: Marlin Lady Angler Team Helps Trailblaze a Path for Women in Tournament Fishing



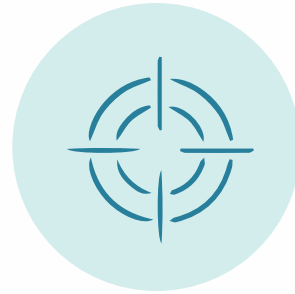
Pedagic, Viking Yacht Company and Akzo Nobel along with Marlin are proud to kickoff another season supporting the Marlin Lady Angler. The goal of Marlin's Lady Angler Team is to help create more awareness of female anglers in various competitive fishing tournaments around the world. Pedagic, Viking Yacht Company and Akzo Nobel are proud to kickoff another season supporting the Marlin Lady Angler. The goal of Marlin's Lady Angler Team is to help create more awareness of female anglers in various competitive fishing tournaments around the world. Pedagic, Viking Yacht Company and Akzo Nobel are proud to kickoff another season supporting the Marlin Lady Angler. The goal of Marlin's Lady Angler Team is to help create more awareness of female anglers in various competitive fishing tournaments around the world.

only a passionate angler but several are also prominent members of the marine industry as well, ranging from boatbuilding and sales created dramatically over the last decade. To meet that growing demand for quality products, Pedagic has stepped up with a full line of hardware for Viking Yachts is also sponsoring the team. Fishing aboard newly built 80-foot Viking Surf.

Advancing the Advocacy platform in 2025



Forming strategic partnerships with like-minded agencies



New Advocacy department in Marlin Magazine



New monthly Advocacy email series



Expanded Advocacy coverage on web and social media

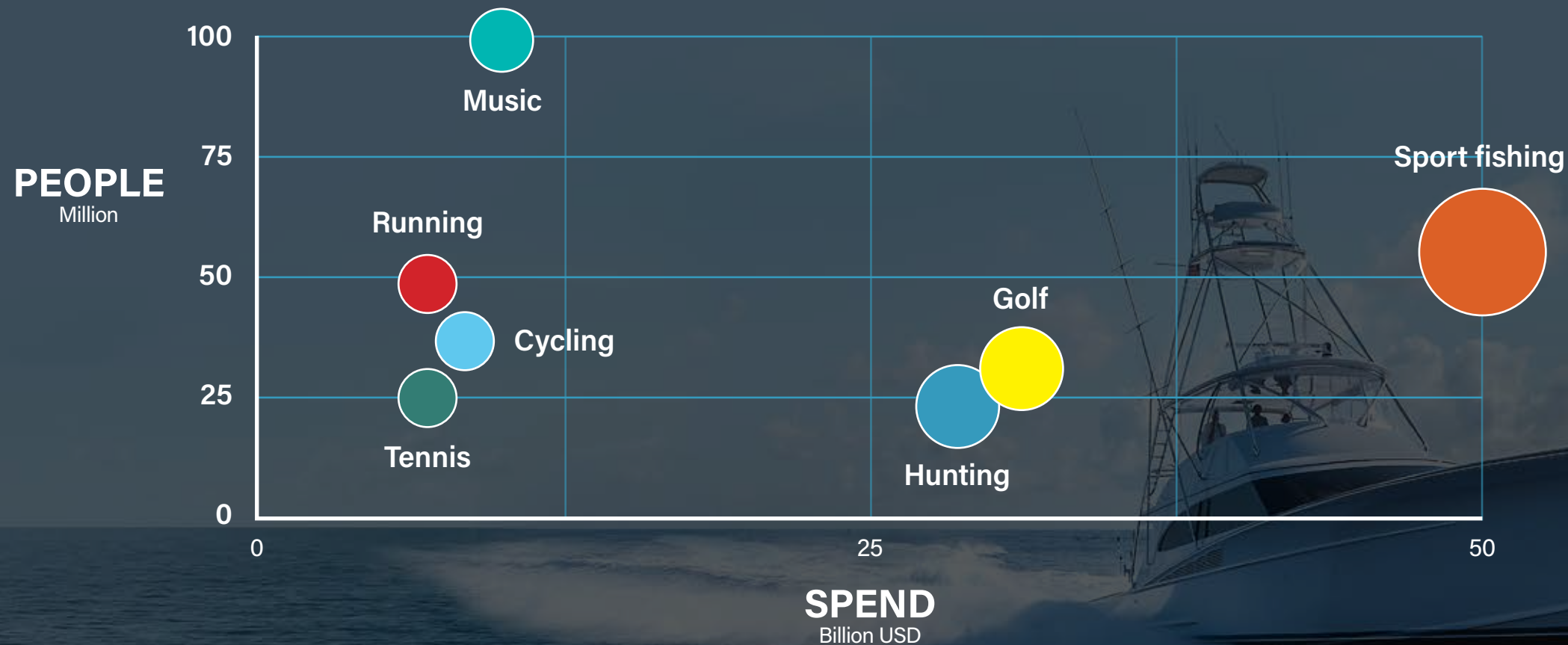


Sport fishing: largest passion activity in US

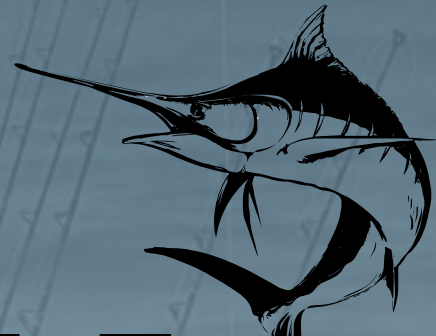
**\$50
BILLION**
US TOTAL
MARKET SIZE

**55
MILLION**
ANGLERS IN
THE US

**1
BILLION**
TOTAL ANNUAL
OUTINGS



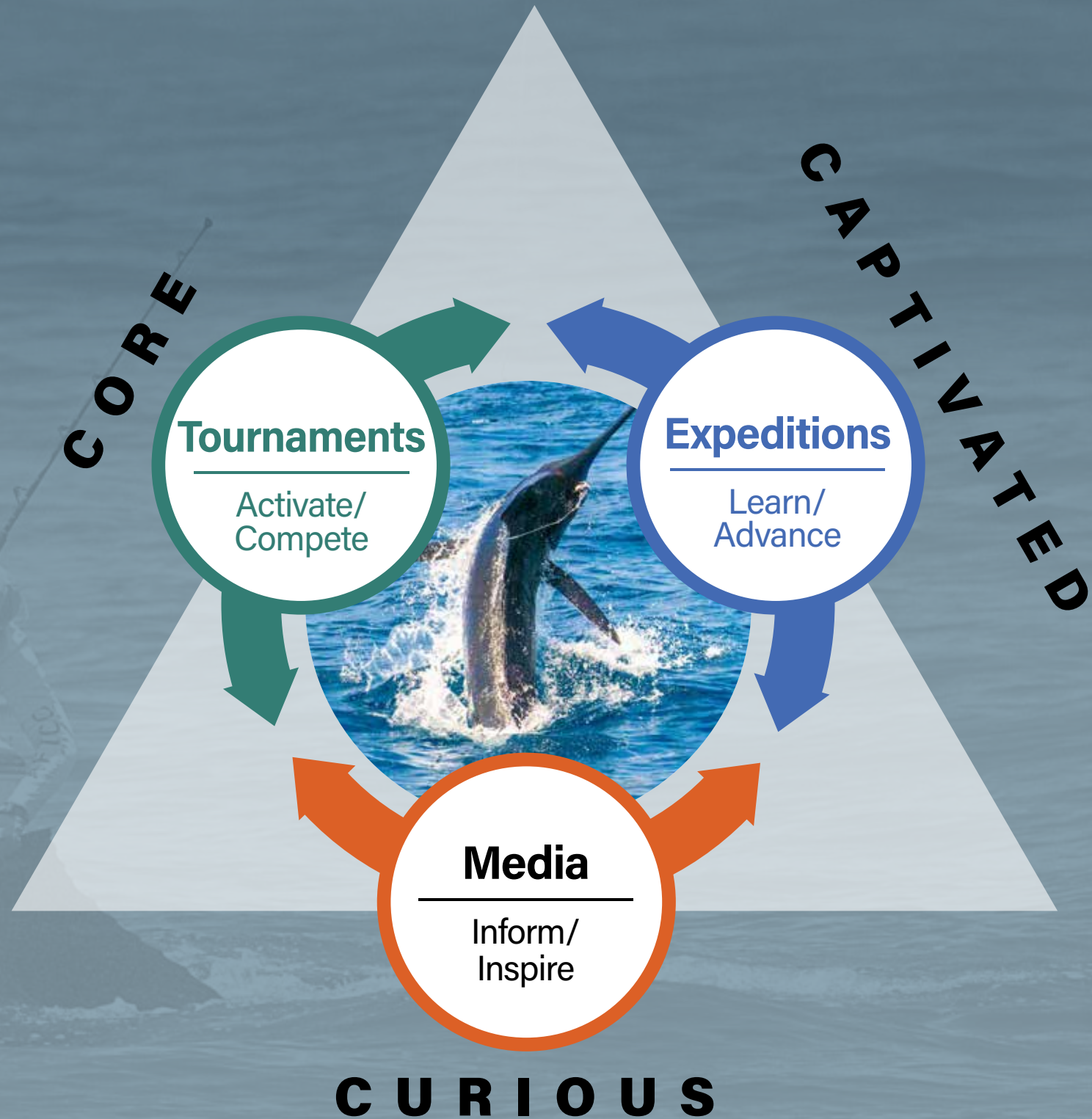
The "Masters on the ocean," marlin fishing represents the pinnacle of sport-fishing pursuits.



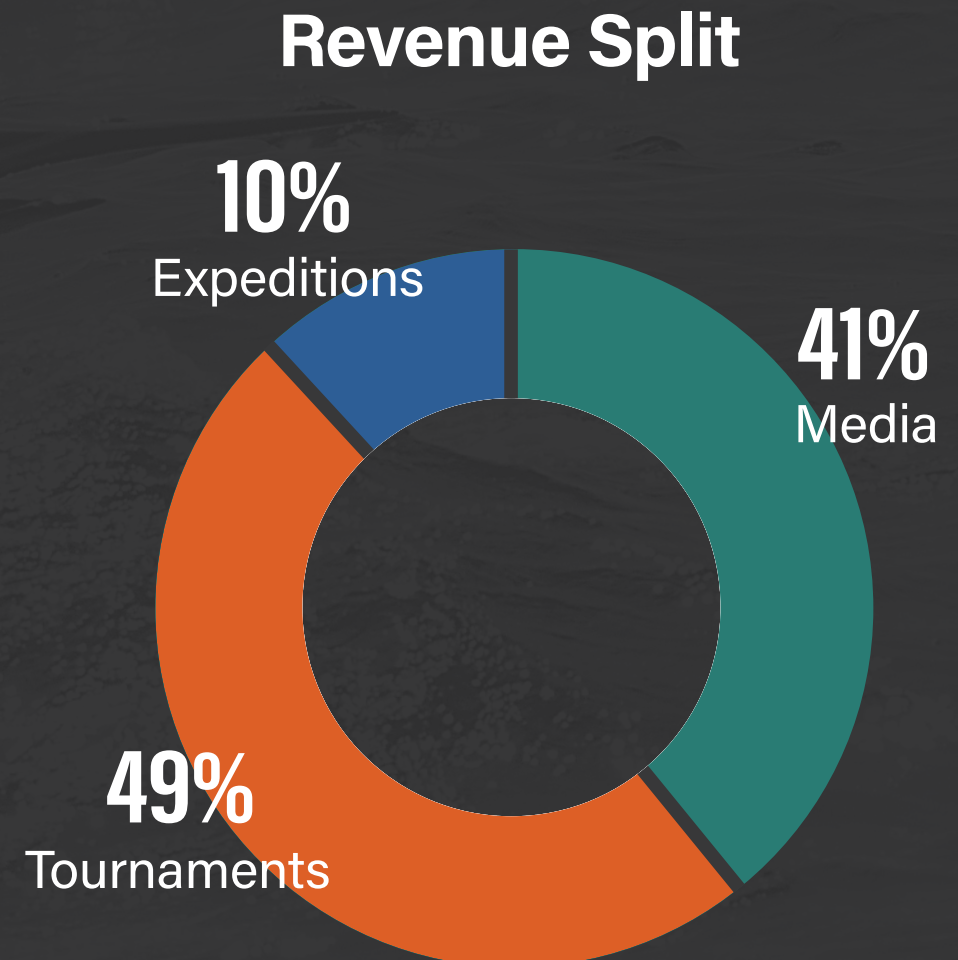
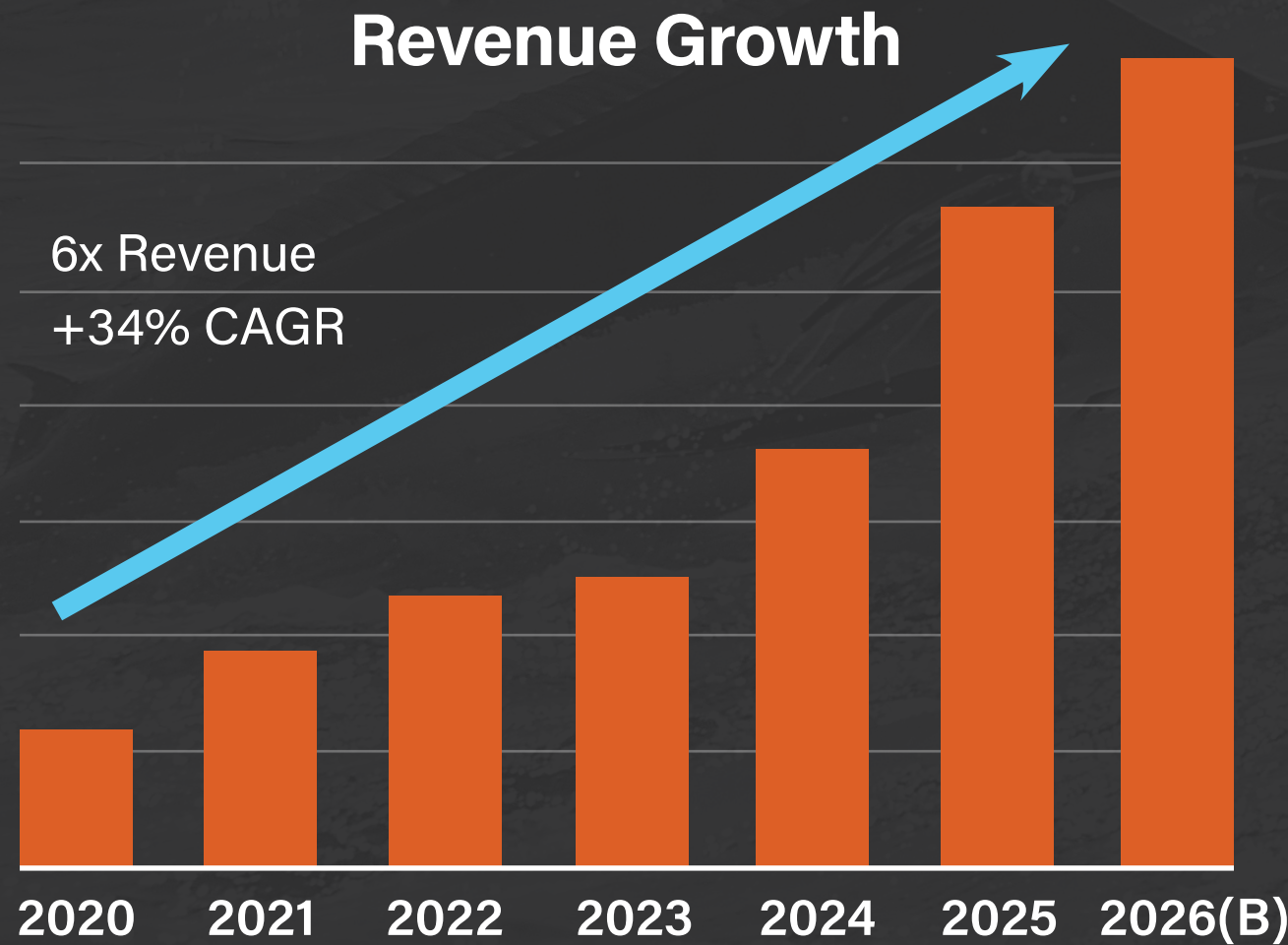
Marlin

WE ARE BIG GAME

Guiding anglers
on their journey from
Curious to Captivated
to **Core** since 1982



The Marlin Group: strong, growing & diversified



Tournaments: Net revenues



Our Mission

We fuel passion for big-game fishing

Our Way of Thinking

Agile and Entrepreneurial
Collaborative and Integrated
Inquisitive and Caring

Our Way of Working

We are Proactive
We go the Extra Mile
We are Best-in-Class
We are Here to Win

www.marlinmag.com

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