

# Marlin

WE ARE BIG GAME

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



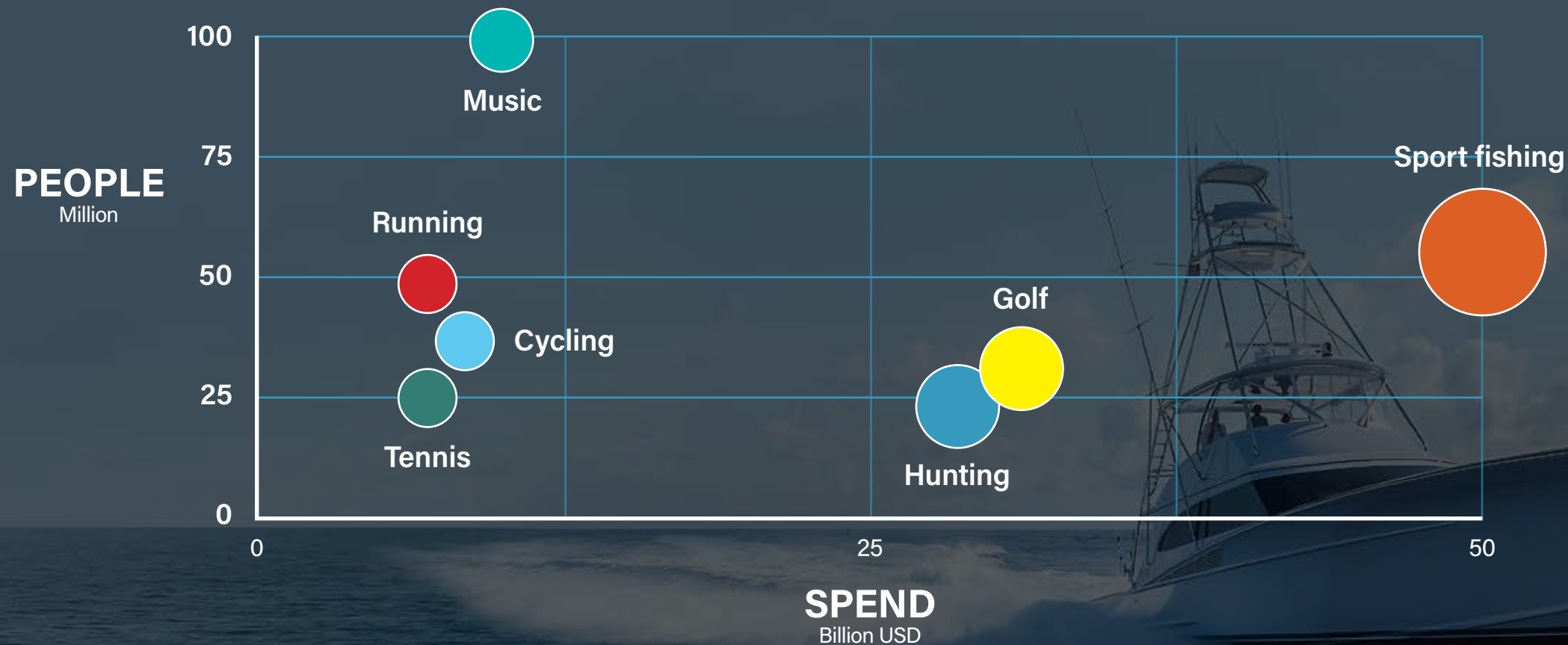
2026 MEDIA KIT

# 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.*

# 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 delivers elite, high-spending offshore enthusiasts

## Affluent

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



## Accomplished

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

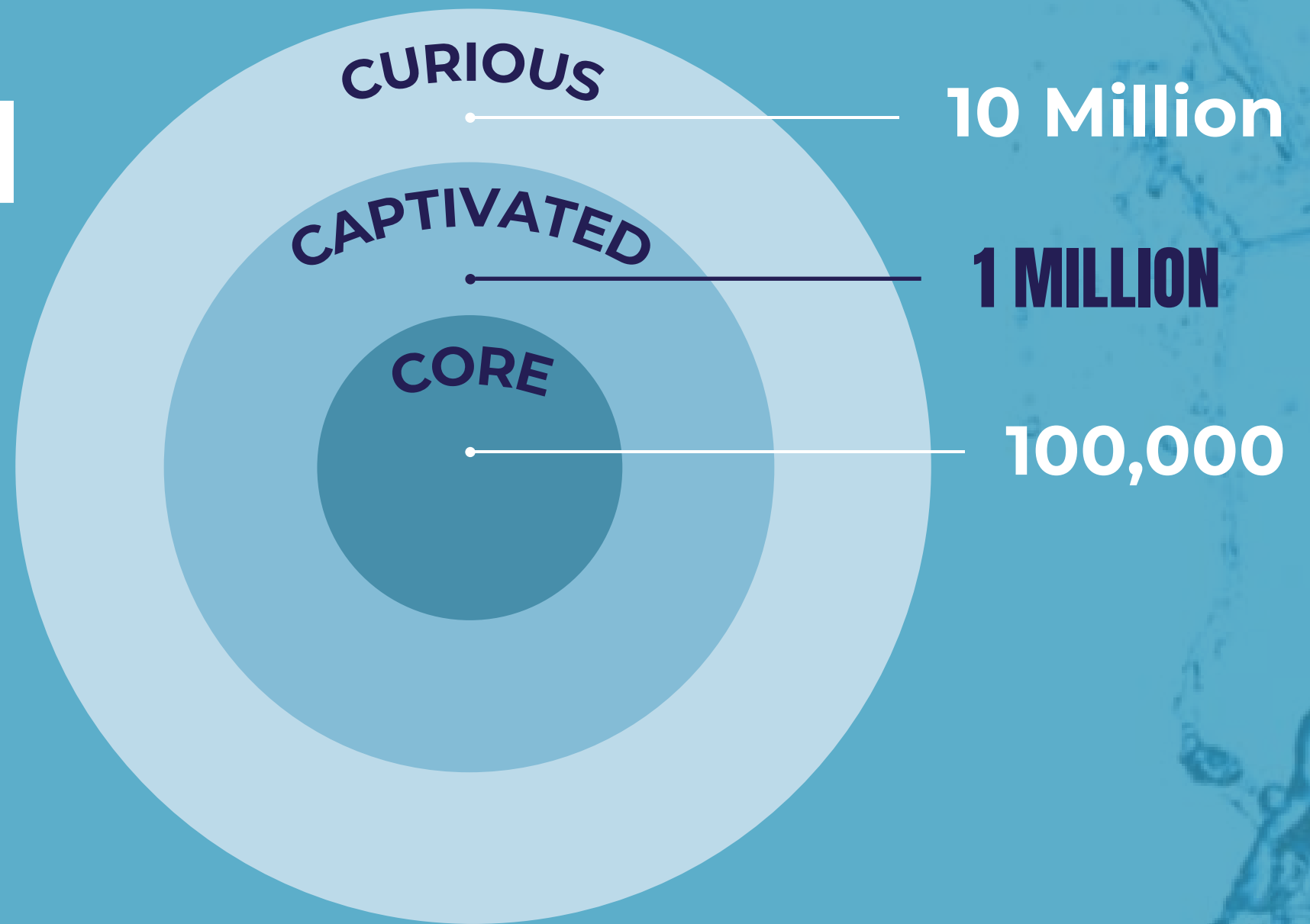


## Active

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



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





# Marlin Magazine

**25K**  
Magazine Circulation

**65K**  
Magazine Reach

**20K**  
Magazine Paid Circulation

# Annual Guide

**97K**  
Annual Guide Reach

**41K**  
Annual Guide Circulation

**22K**  
Annual Guide Paid Circulation



# Digital Media

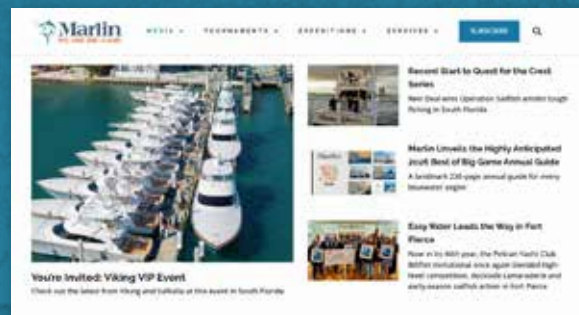
**414K**  
Social Media Interactions

**375K**  
Social Media Followers

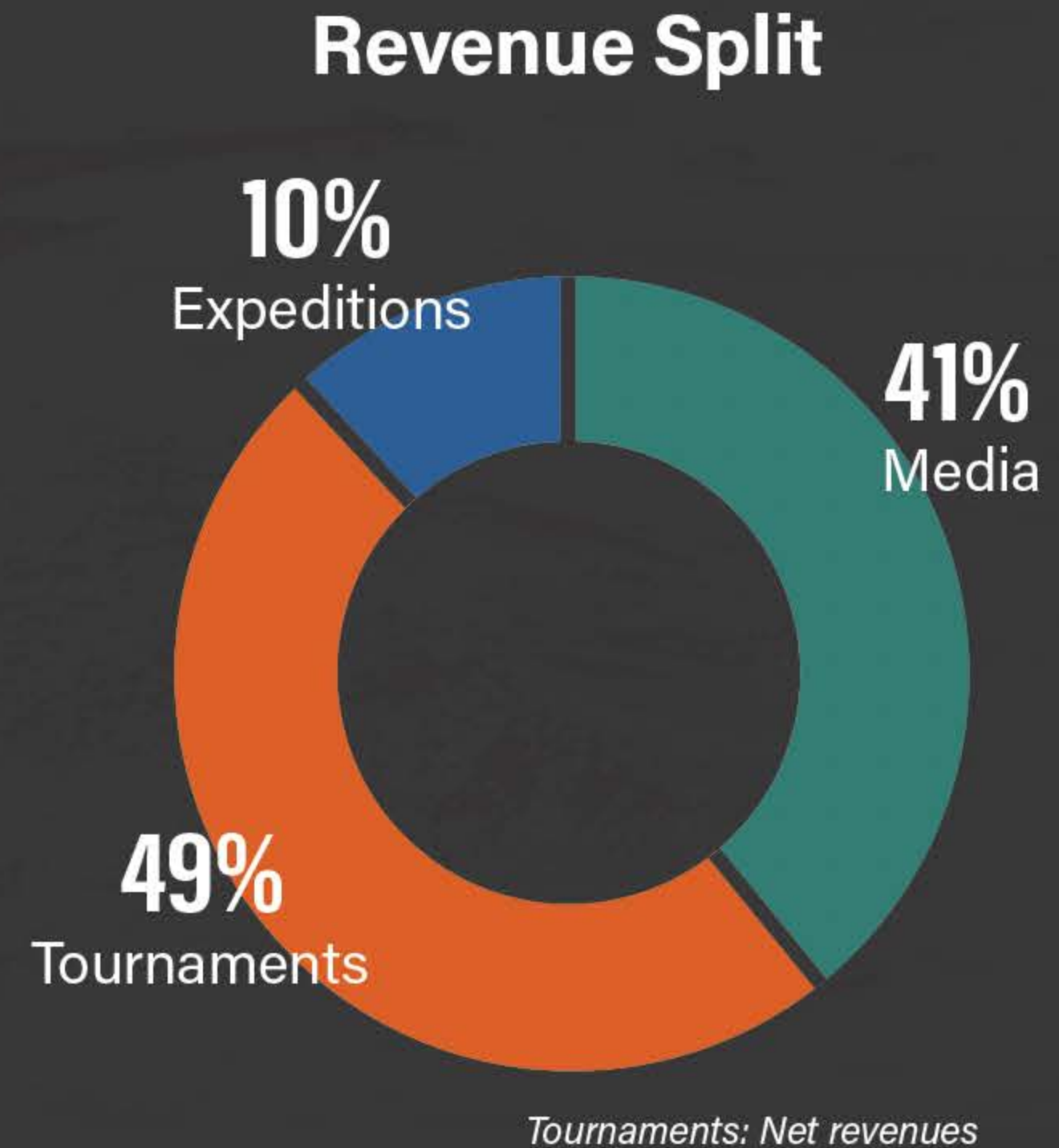
**10 MILLION**  
Social Media Reach

**654K**  
Website Unique Viewers

**34K**  
Email Subscribers



# The Marlin Group: strong, growing & diversified



# Key brand partners in every category



WILLIS CUSTOM YACHTS  
Release  
JARRETT BAY BOATWORKS  
viking yachts  
J/BOATS

Boats

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

Brokerage

YETI  
MEATER  
Tito's  
Goslings  
SiriusXM  
Handmade VODKA  
Big Green Egg

Lifestyle

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

Destinations

SPOTZERO  
AFICO  
FURUNO  
COSTA  
PELAGIC

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

- **Print – 7x**
- **Digital**
  - Sponsored emails
  - Email inclusions
  - Banner ads
  - Social media promotions



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



# The Marlin Group Team



**Myles Blatt**  
Director of Marlin Expeditions



**Michelle Gaylord**  
Atlantic Tournament Director



**Kat Haack**  
Sponsor Fulfillment



**Lacey Hagler**  
Pacific Tournament Director



**Keeley Hemmel**  
Director of Marketing



**Corey Hillman**  
Digital Producer



**Ashley Humphrey**  
Marketing Coordinator



**Ariana Knowles-Shaughnessy**  
Sales Manager



**Natasha Lloyd**  
Publisher Emeritus



**Chris McGlinchy**  
Art Director



**Dave Morel**  
Publisher



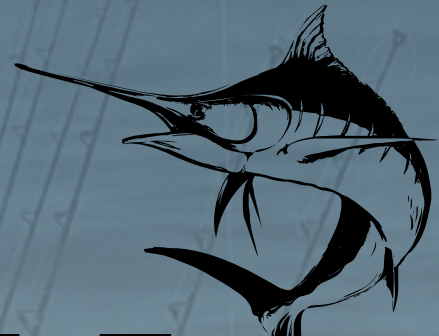
**David Ritchie**  
CEO



**Jack Vitek**  
Editor-in-Chief



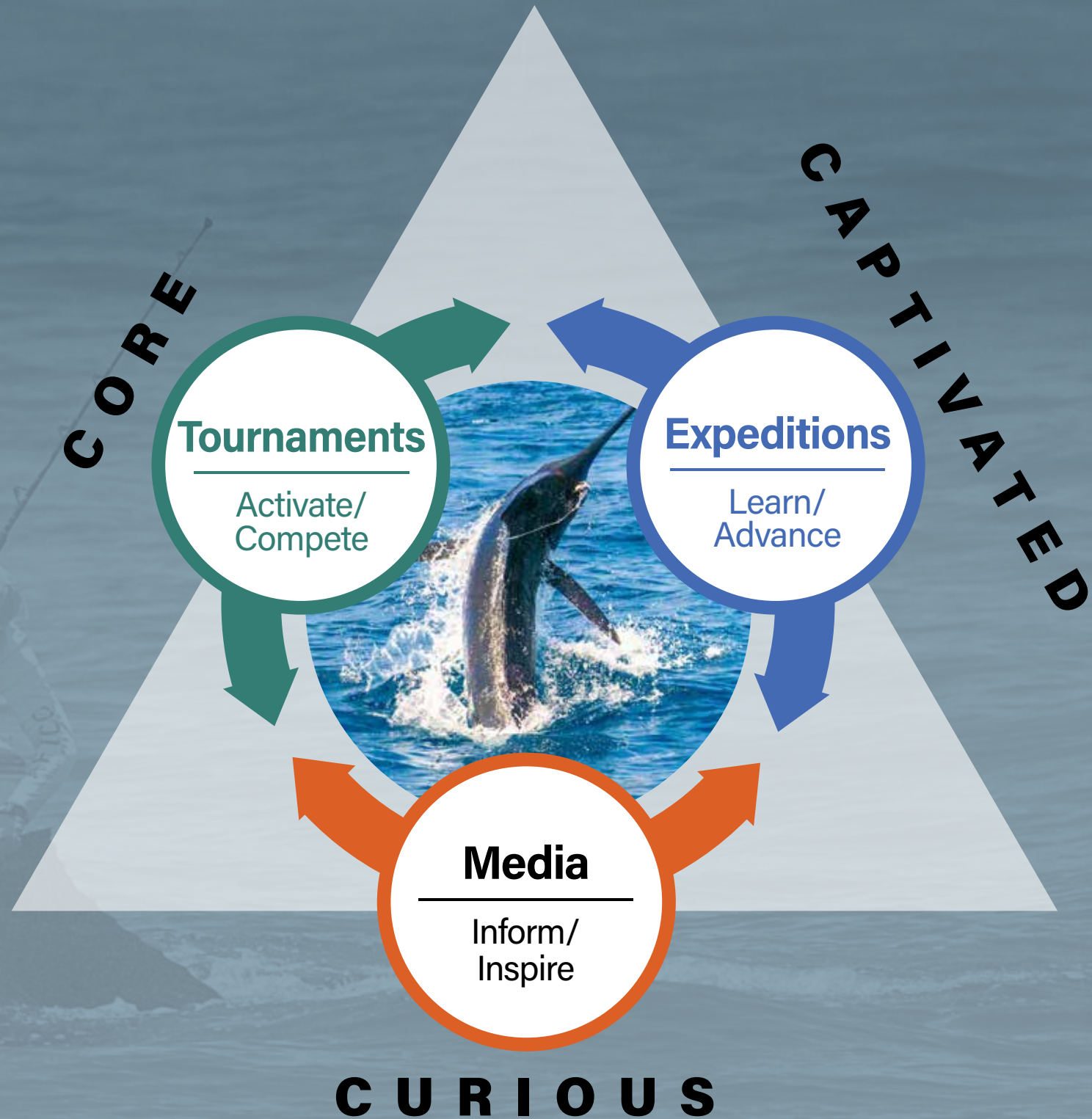
**Matt White**  
Sales Manager



# Marlin

WE ARE BIG GAME

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





# 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



# Visually stunning, balanced and inspirational

28 JOURNAL FEATURES PER YEAR

## Compelling personalities



## Finest sport-fishing boats



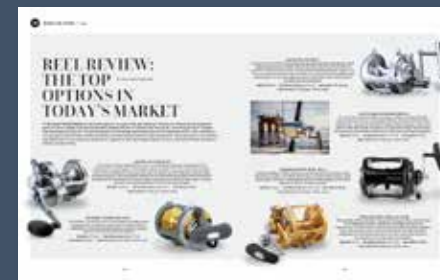
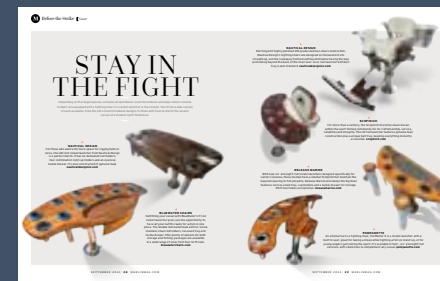
## Advanced big-game techniques



## 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



# 2026: optimized publication schedule

## 6x bimonthly issues

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

## Best of Big Game Guide

- December 2026

**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 Guide

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

## **2026 IN REVIEW**

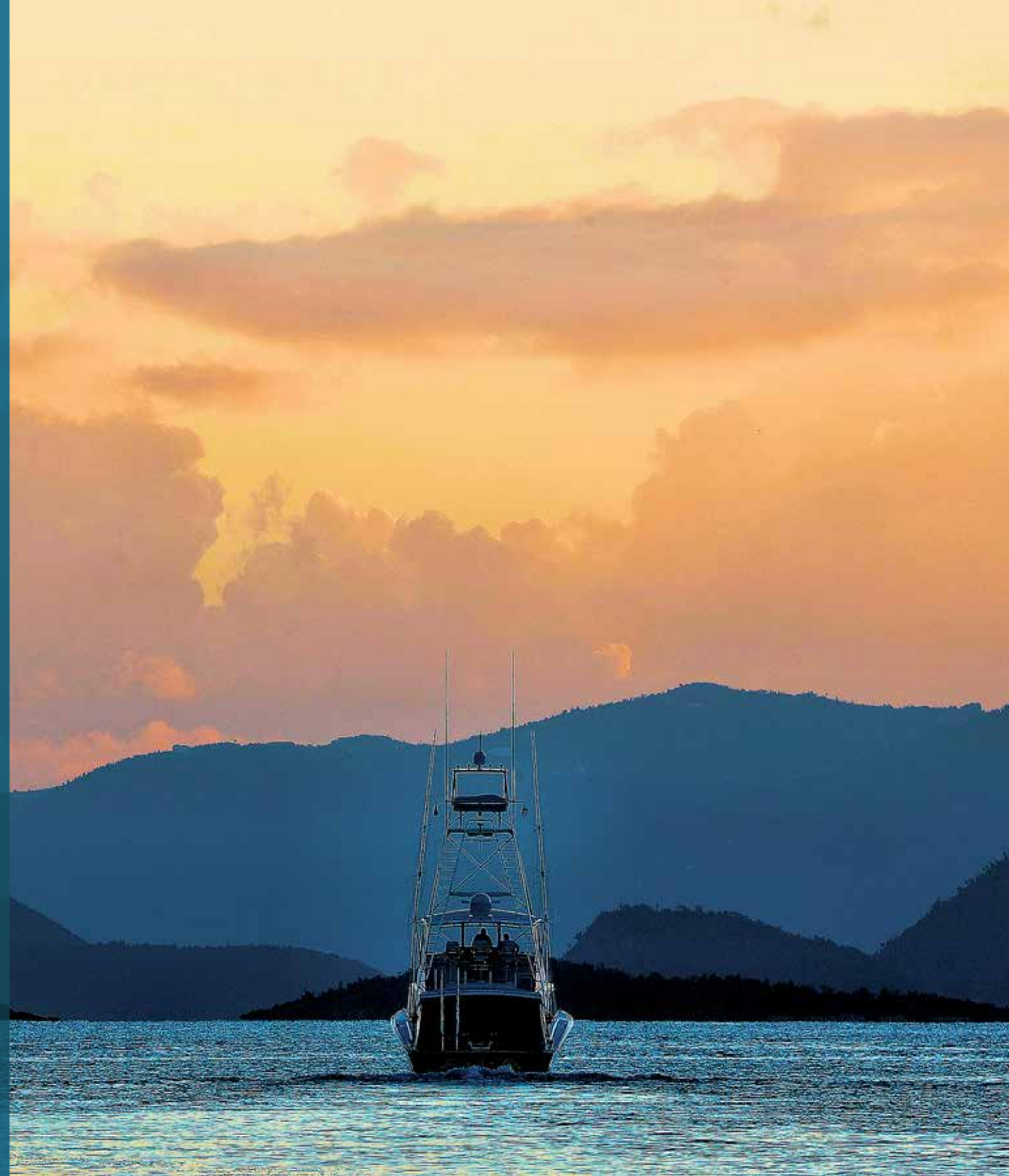
2025's biggest moments, top catches, and top honors celebrating the best of big-game fishing.

## **EDITOR'S CHOICE: 2027 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: 2027 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 2026

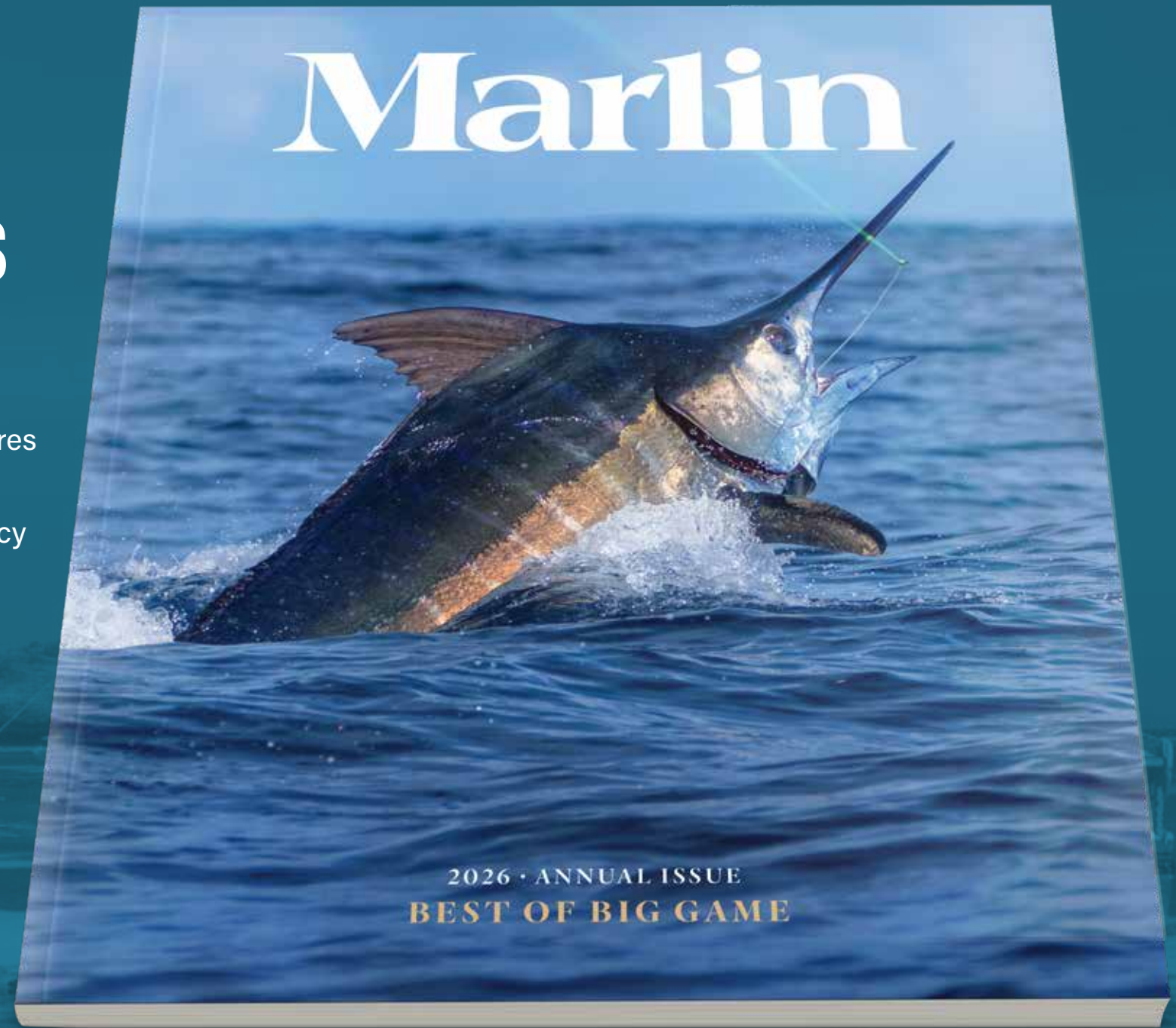
+200 pages guaranteed, heavy cover stock, designed to impress  
Celebrates the sport's top moments while guiding next year's adventures

## 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



# 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





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



THE  
PACIFIC  
CUP



HAWAII MARLIN  
TOURNAMENT  
SERIES



LOS CABOS  
BILLFISH  
TOURNAMENT



MARLIN TOURNAMENTS



BERMUDA  
TRIPLE CROWN  
BILLFISH  
CHAMPIONSHIP



Marlin  
GLOBAL  
CHALLENGE



Scrub Island  
BILLFISH  
SERIES



OFFSHORE  
WORLD  
CHAMPIONSHIP

# 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



MARLIN TOURNAMENTS



# 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: \$643,450 to *Overproof* at Bermuda Triple Crown**

**Target payout in 2025: \$10 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 \$24M in 2026



# 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





# 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



MARLIN EXPEDITIONS

# 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."*



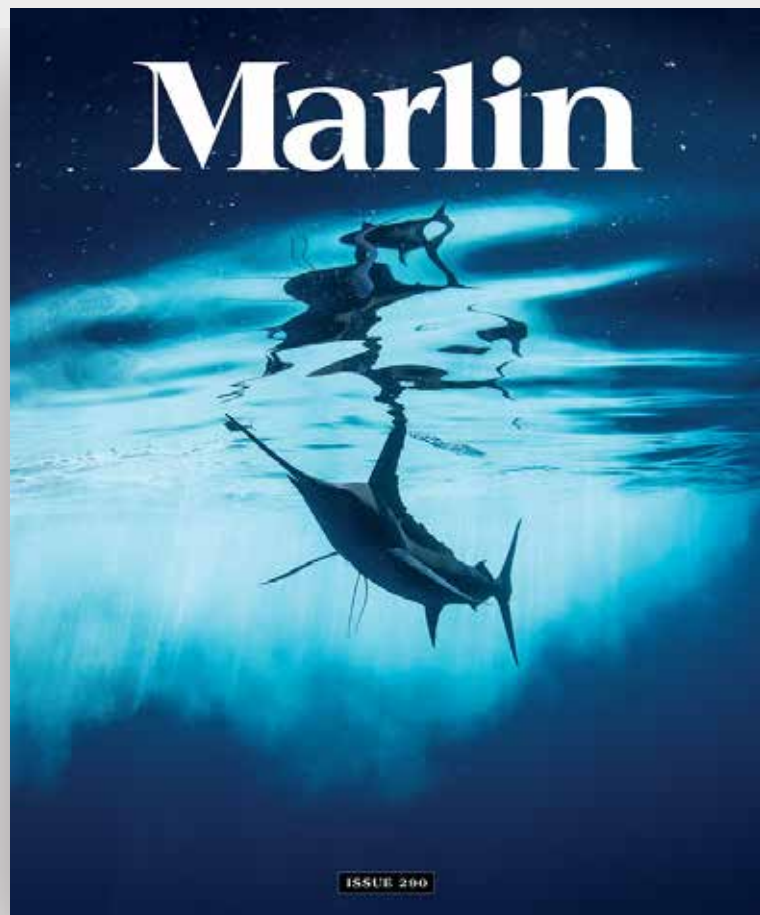
# Marlin

WE ARE BIG GAME

## Rates, specifications & guidelines



# Print Advertising



Ask about our fishing tournaments, events, podcast, and sponsorship opportunities.



**MARLIN MEDIA:** MAGAZINE

## MARINE DISPLAY RATES

FOUR COLOR		SPECIAL POSITIONS	
	1X		1X
Spread	\$16,500	Cover 2	\$13,400
Full Page	\$8,250	Cover 3	\$8,500
1/2 Page (behind the well)	\$4,250	Cover 4	\$12,350

## MARKETPLACE | CHARTER BOATS | RESORTS

FOUR COLOR		1X
Full Page		\$5,150
1/2 Page Horizontal		\$2,675
1/3 Page		\$2,060
1/4 Page		\$1,650
1/6 Page		\$1,030
1/12 Page		\$515

## BROKERAGE RATES

FOUR COLOR		1X	7X
Spread		\$9,750	\$7,500
Full Page		\$5,800	\$4,450
1/2 Page Horizontal		\$3,520	\$2,700
1/4 Page		\$2,150	\$1,840

\*All rates are gross



## Issue closing & delivery dates

	<b>Ad Space Close</b>	<b>Materials Due</b>	<b>Issue Delivery</b>
January/February '26	12/1/25	12/4/25	1/12/26
March/April '26	1/27/26	1/30/26	3/9/26
May/June '26	3/31/26	4/3/26	5/12/26
July/August '26	6/3/26	6/6/26	7/13/26
September/October '26	8/4/26	8/7/26	9/14/26
November/December '26	9/15/26	9/18/26	10/26/26
Best Of Big Game Annual	11/10/26	11/31/26	12/21/26



# Advertising specifications

**Trim Size:** 9" x 10.875" (new for 2025)

**Binding:** Perfect Bound, Jog to Foot

**Required Format:** PDF files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at [www.swop.org](http://www.swop.org).

**For all bleed ads:** Build file to trim size and add 0.125" bleed on all four sides. Ensure crop marks are 0.125" outside of the bleed, or do not include.

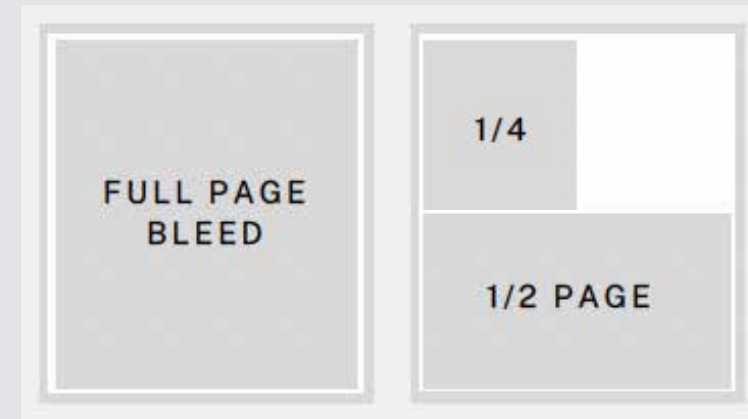
**Formats Not Allowed:** No Canva files will be accepted.

*Allow 0.25" safety area within trim on all four sides (no live matter)*

**Spread ads:** Supply in a single document

Supplied materials that do not comply with specifications will be corrected and the advertiser billed for the required production.

	Ad Unit	Non-Bleed	Bleed	Trim
MARKETPLACE DISPLAY	Full Page	--	9.25" x 11.125"	9" x 10.875"
	2-Page Spread	--	18.25" x 11.125"	18" x 10.875"
	1/2 Page Horizontal	7.875" x 4.75"		
	1/4 Page Square	3.833" x 4.75"		



# Material requirements for in-house design services

*Additional charges will apply.*

**Photos:** Supplied images should be high-resolution (300 dpi) in CMYK. B/W images must be high-resolution (300 dpi) gray scale. Images supplied in RGB will be converted to CMYK.

**Logos:** Vector, EPS or .AI files are preferred. Type must be converted to outlines unless the fonts are provided. JPEGs should be 300 dpi.

**Native files supplied for corrections/adjustments must be accompanied by the fonts and links used in those files.**

*Email [marketing@marlinmag.com](mailto:marketing@marlinmag.com) for additional information.*

## Ad Material Submissions

**Ad files should be delivered via our Ad Portal at [ads.marlinmag.com](http://ads.marlinmag.com).**

- *We do not accept ads via email.*
- Electronic files are stored for one year only, unless otherwise requested in writing.



# Digital rates

VIDEO	RATE	INFO
Video Launch Package	\$6,425	Your Video Hosted on MarlinMag.com + Promotion - 1x eNews Inclusion, Facebook Native Video Ads and 25,000 ROS Banners
DISPLAY ADS	RATE	INFO
728 x 90 Leaderboard (Above the Fold)	\$25 CPM	Run of Site; Guaranteed Above the Fold Placement
300 x 250 Medium Rectangle (Above the Fold)	\$30 CPM	Run of Site; Guaranteed Above the Fold Placement
300 x 600 Large Skyscraper (Static)	\$35 CPM	Run of Site
970 x 250 Leaderboard	\$55 CPM	Run of Site; Guaranteed Above the Fold Placement
300 x 250 Medium Rectangle	\$25 CPM	Run of Site; Guaranteed Above the Fold Placement
HIGH IMPACT UNITS	RATE	INFO
Native Video Ad (Outstream)	\$50 CPM	Appears Naturally Throughout Pages as User Moves Around Website
Video Pre-Roll	\$75 CPM	Video Ad Appearing Before Videos on Website
Pushdown Unit: 970 x 90	\$55 CPM	Appears Between Nav Bar and Edit Content. Expands down to 970 x 250
ROS Interstitial: 640 x 480 (Static)	\$100 CPM	Appears Between Pages as User Moves Around Website
Homepage Interstitial: 640 x 480 (Static)	\$100 CPM	Appears Before User is Directed to Homepage
Homepage Takeover	\$1,000/week	Price is per Week. Includes Exclusive Sponsorship of All Homepage Ad Units
SPONSORSHIPS	RATE	INFO
Online Contest / Sweepstakes	\$17,250	Details upon request
Contextual Targeted Display Ads	\$35 - \$45	Price is per Week. Includes Exclusive Sponsorship of All Homepage Ad Units
EMAIL	RATE	INFO
Custom Email	\$150 CPM	Your exclusive message. Geo-targeting is available
Editorial eNewsletter Display Ad	\$38 CPM	728 x 90 or 300 x 250. Price is per email
Editorial eNewsletter Sponsored Inclusion	\$50 CPM	Includes Image, Header and Description; Natural Integration into eNews
SOCIAL	RATE	INFO
Facebook/Instagram Carousel Ads	\$50 CPM	Use of Multiple Images/Links Within One Ad; Appear on User's Feed from Brand.
Sponsored Facebook/Instagram Post	\$75 CPM	Post Appears on Brand's Timeline (Reach not Guaranteed)
Facebook/Instagram Native Video Ad	\$55 CPM	Sponsorship Incorporated Organically; 3rd Party Videos Not Permitted
Instagram Takeover	\$100 CPM	Includes 5x Sponsored Posts (1x per day) + Stories (Monday-Friday)
Instagram Story or Reel Ads	\$100 CPM	Ads running Within Stories/Reels on Brand's Instagram Page

\*All above rates are gross.



# Website and email specifications

**Marlin guidelines are consistent with the Interactive Advertising Bureau specifications ([www.iab.net](http://www.iab.net)).**

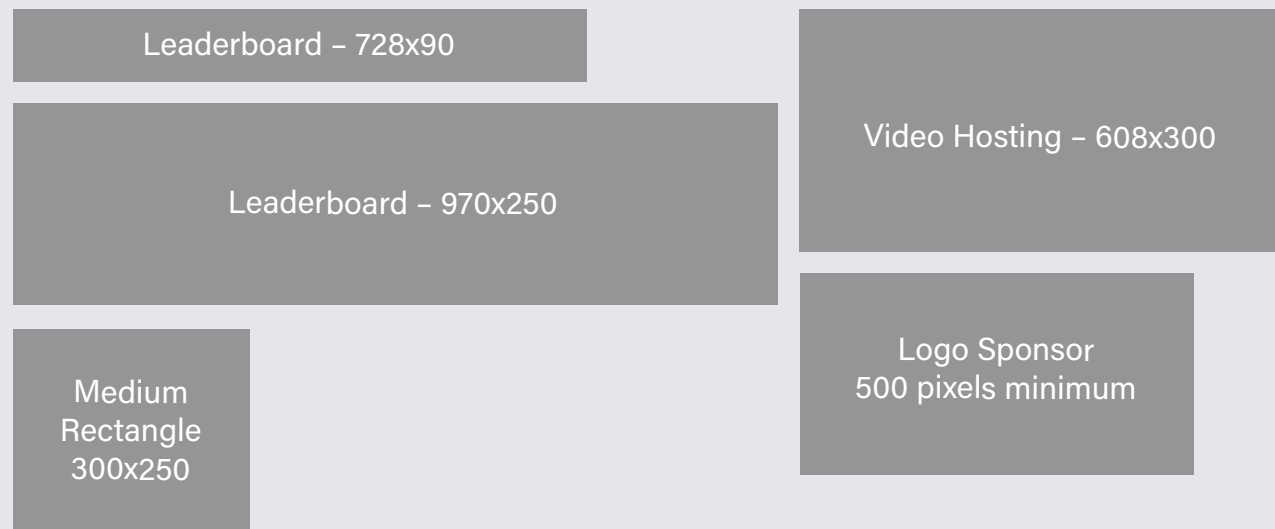
- DoubleClick for Publishers (DFP) is used to serve all advertisements.
- There is a 24-hour turnaround time for all IOs and Creative changes; three days is required for Rich Media.
- All ad units must launch a new browser window when clicked.
- Audio needs to be user-initiated with a clearly recognizable on-off button.

**Approved commonly used third-party ad tags:**

- DoubleClick Campaign Manager (DCM)
- Flashtalking
- Sizmek
- Innovid

**A full list of approved third-party vendors and technical specifications for rich media can be found at [marlinmag.com/digitalspecs](http://marlinmag.com/digitalspecs).**

Ad Unit	Dimension	Full Size	File Type
Leaderboard	728x90 pixels	72 dpi, 40 kb max	GIF, JPG, HTML
Leaderboard	970x250 pixels	72 dpi, 40 kb max	GIF, JPG, HTML
Medium Rectangle	300x250 pixels	72 dpi, 40 kb max	GIF, JPG, HTML
Sponsored Email	HTML preferred, layered PSD file accepted		
Video Hosting	608x300 pixels	40 mb max	FLV, AVI, MOV
Logo Sponsorship	500 pixels wide min.	30 kb max	GIF, JPG



# Editorial newsletters

Our weekly editorial newsletter delivers expert editorial content and industry trends, providing our marketing partners with the opportunity to deliver their message alongside relevant content.

## BANNER ADS

**List Size:** 24,000

### Ad opportunities include:

- 728x90 Leaderboard  
(Above/Below the Fold)
- 300x250 medium Rectangle  
(Above/Below the Fold)

**File Type:** JPG, static GIF ONLY

**Max initial file size:** 40K

### Third-Party Serving:

Click Command Only

## SPONSORED INCLUSION

### Inclusions Include:

- Image 1000x500
- Headline 12 words/  
60 characters
- Description 25 words/  
140 characters
- URL
- Inclusion copy should sound more editorial in nature rather than like an advertisement. Write in third person; keep copy short.

728x90





**Cabo San Lucas Shines at the 2024 Los Cabos Billfish Tournament**

Cabo San Lucas, Mexico, shines at the 2024 Los Cabos Billfish Tournament. The event, held from October 10-12, 2024, was a major success for the local fishing community. The tournament, held in the heart of the fishing industry, was a success for all involved.



**Fishing for Science: History and Evolution of Satellite Tagging**


Discover the evolution of satellite tagging, from early efforts to tag and track marine mammals to the use of satellite tags (STTs) for fish. Learn how satellite tags have revolutionized marine research and the valuable data collected from recreational anglers. The Atlantic Ocean and the International Center for Marine and Coastal Science (ICMCS) are leading the way in satellite tagging research. Explore the history of tagging and its role in modern marine biology, fisheries management, and the impact of climate change.



**Southern Charm and Team Harvey Win Big in 2024 Mongo Offshore Challenge**


The Mongo Offshore Challenge wrapped up its 10th season on September 10, 2024, featuring thrilling competition across the Atlantic and Gulf of Mexico. Led by 2020, the association fishing tournament featured on-line media and on-site coverage for anglers, fans, and staff. With \$100,000 in prizes, the tournament showcased both recreational and tournament anglers.

300x250




**Electronics Maintenance and Checklists for Boats**

The best way to ensure your boat's electronics are in top shape is to perform regular maintenance. This article provides a checklist of essential tasks to keep your boat's electronics running smoothly and safely.






**Daytime Swordfish Fishing Tactics**

Learn the best techniques for catching swordfish during the day. This article covers everything from bait selection to hook setting, ensuring you're ready for the ultimate swordfish hunt.



**Your Inclusion Headline Goes Here**

Your inclusion description goes here. The character count for your inclusion should not exceed 140 characters. Write in 3rd person. Keep copy short and to the point.

Marlin logo



# Sponsored newsletters

Sponsored newsletters provide exclusive access to our engaged audience of passionate enthusiasts, for the promotion of special offers, events or product launches.

- **Single-brand** emails offer 100% share of voice for your brand, in one of two template styles.
- **Multibrand** emails offer noncompetitive brands the opportunity to share CPM expense for a highly efficient email campaign.

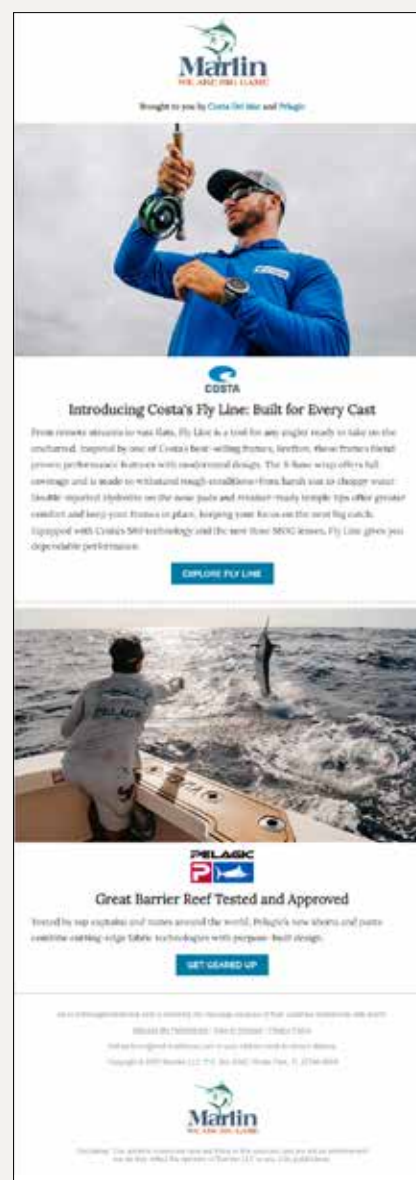
**List Size:** 20,000

**Targeting capabilities:**

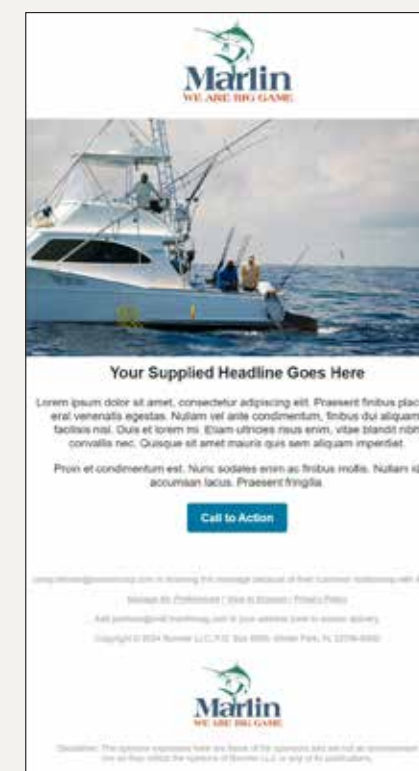
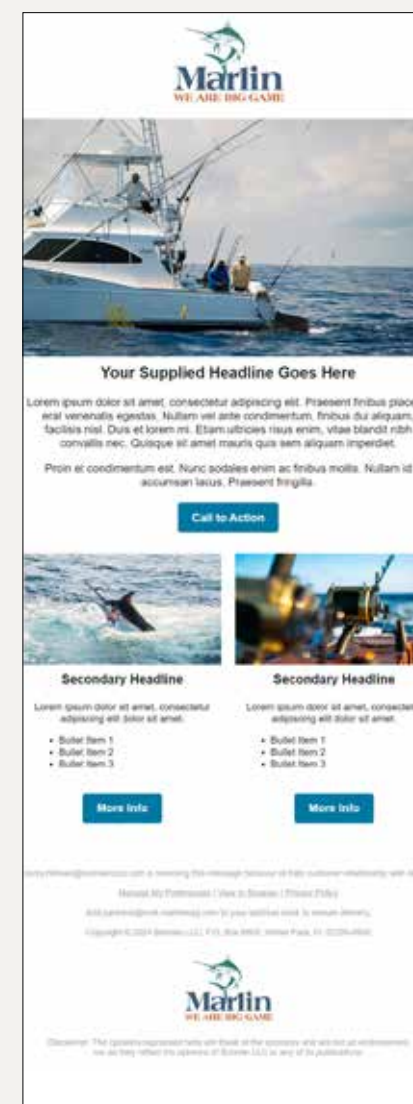
Geo—Target by state or ZIP code.

Affinity—Target by content consumption habits (*boats, gear, electronics and more*).

## Multibrand sample template



## Single-brand sample templates



# Sponsorship packages



**BERMUDA  
TRIPLE CROWN  
BILLFISH  
CHAMPIONSHIP**

## Bronze - \$3,000

(+\$2,000 in retail product)

### Includes

Logo recognition in "Thank You" ad in one issue of *Marlin*

- Sponsor logo on website
- 300x250 BTF banner ad in rotation
- 728x90 BTF banner ad in rotation



**OFFSHORE  
WORLD  
CHAMPIONSHIP**

## Silver - \$6,000

(+\$3,000 in retail product)

### Includes

Logo recognition in "Thank You" ad in one issue of *Marlin*

- Sponsor logo on website
- 300x250 BTF banner ad in rotation
- 160x600 BTF banner ad in rotation
- Social—Instagram post
- Social—Facebook page post ads



**LOS CABOS  
BILLFISH  
TOURNAMENT**

### ON-SITE

- One sponsor pass to all private functions
- Product and promotional literature distributed in captain's bags
- Logo inclusion on event banners and t-shirts
- Product inclusion in slideshow/video



**SCRUB ISLAND  
BILLFISH SERIES**

### ON-SITE

- Two sponsor passes to all private functions
- Product and promotional literature distributed in captain's bags
- Logo inclusion on event banners and T-shirts
- Product inclusion in slideshow/video
- Table provided at registration and kickoff party to promote and sell product



**HAWAII MARLIN  
TOURNAMENT  
SERIES**

## Gold - \$10,000

(+\$4,000 in retail product)

### Includes

Logo recognition in "Thank You" ad in one issue of *Marlin*

- Sponsor logo on website
- 300x250 ATF banner ad in rotation
- 160x600 ATF banner ad in rotation
- Social—Instagram post
- Social—Facebook page post ads
- Social—Instagram reel
- Social—Facebook video
- 1x single-brand sponsored email

### ON-SITE

- Three sponsor passes to all private functions
- Product and promotional literature distributed in captain's bags
- Logo inclusion on event banners and T-shirts
- Product inclusion in slideshow/video
- Table provided at registration, kickoff party and awards banquet to promote and sell product
- Logo inclusion on event banners, release cards and captain's bags
- Additional social media coverage guaranteed

## Platinum - \$15,000

(+\$5,000 in retail product)

### Includes

Logo recognition in "Thank You" ad in one issue of *Marlin*

- Prominent sponsor logo on website
- 728x90 ATF banner ad in rotation
- 320x50 ATF banner ads in rotation
- Social—Instagram post
- Social—Facebook page post ads
- Social—Instagram reel
- Social—Facebook video
- 1x single-brand sponsored email

### ON-SITE

- Four sponsor passes to all private functions
- Product and promotional literature distributed in captain's bags
- Logo inclusion on event banners and T-shirts
- Product inclusion in slideshow/video
- Table provided at registration, kickoff party and awards banquet to promote and sell product
- Logo inclusion on event banners, release cards and captain's bags
- Additional social media coverage guaranteed
- Sponsor-provided pop-up banner displayed at registration/awards reception



**MARLIN TOURNAMENTS**

# Sponsorship packages

New for 2025, the Marlin Global Challenge invites teams from across the globe to battle for the biggest tournament-caught blue marlin of the year, with a winner-takes-all jackpot and global bragging rights that could change the game for the winning team. The winner will be honored as an Achievement of the Year in a special annual edition of *Marlin* and will be invited to compete in the 2026 Offshore World Championship.



MARLIN TOURNAMENTS

## Gold - \$5,000

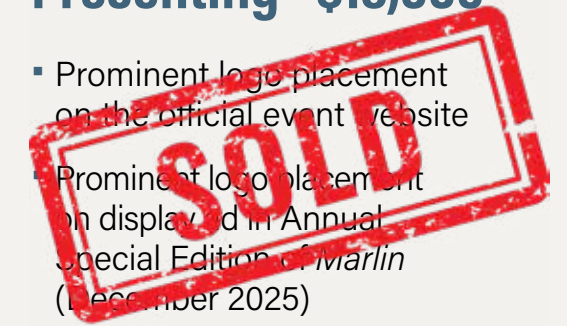
- Logo placement on the official event website
- Logo placement on display ad in Annual Special Edition of *Marlin* (December 2025)
- Sponsor name mentioned in all social media posts related to the tournament (min. two organic posts per month)
- 300x250, 728x90 banner ad in rotation with other sponsors on tournament website
- 160 x 600 ATF banner ad in rotation with other sponsors on tournament scorekeeper website

## Platinum - \$10,000

- Logo placement on the official event website
- Logo placement on display ad in Annual Special Edition of *Marlin* (December 2025)
- Sponsor name mentioned in all social media posts related to the tournament (min. two organic posts per month)
- 300x250, 728x90 banner ads in rotation with other sponsors on tournament website
- 160 x 600 ATF banner ad in rotation with other sponsors on tournament scorekeeper website
- Logo placement on video recap — December 2025
- 1x Sponsored Inclusion plus 300x250 banner ad in editorial newsletter

## Presenting - \$15,000

- Prominent logo placement on the official event website
- Prominent logo placement on display ad in Annual Special Edition of *Marlin* (December 2025)
- Sponsor name mentioned in all social media posts related to the tournament (min. two organic posts per month)
- 300x250, 728x90 banner ads in rotation with other sponsors on tournament website
- 160x600 ATF banner ad in rotation with other sponsors on tournament scorekeeper website
- Prominent logo placement on video recap — December 2025
- 2x sponsored inclusions plus 300x250 banner ads in editorial newsletter
- 2x single-brand custom newsletters



# Sponsorship packages

We welcome collaborations with journalists, photographers, videographers, outdoor-media outlets and director-approved influencers.

## *Opportunities include:*

- Press trips and hosted media experiences
- Feature articles and editorial partnerships
- Social media collaborations and partnerships



MARLIN EXPEDITIONS

## Gold - \$5,000

- Sponsor logo incorporated on website
- 728x90, 300x250 banner ads in rotation
- Product provided by sponsor and gifted to each participant
- Product provided by sponsor and promoted at each class location
- Editorial newsletter inclusion + 300x250 banner ad featured in editorial newsletter

## Platinum - \$10,000

- Sponsor logo incorporated on website
- 728x90, 300x250 banner ads in rotation
- Product provided by sponsor and gifted to each participant
- Product provided by sponsor and promoted at each class location
- Editorial newsletter inclusion + 300x250 banner ad featured in editorial newsletter
- Instagram—mention and tags on all posts and reels
- Facebook—mention and tags on all posts and videos

## Presenting - \$15,000

- Sponsor logo in prominent location on website
- 728x90, 300x250 banner ads in rotation
- Product provided by sponsor and gifted to each participant
- Product provided by sponsor and promoted at each class location
- Editorial newsletter inclusion + 300x250 banner ad featured in editorial newsletter (x2)
- Instagram—mention and tags on all posts and reels
- Facebook—mention and tags on all posts and videos
- 2x single-brand sponsored emails
- Logo featured in Marlin Expeditions full-page display ad in each issue of *Marlin*

# Key contacts

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# Terms & conditions

- 1. Agreement to Terms:** By submitting an advertisement for publication, advertiser and advertiser's agency (collectively "Advertiser" herein) accept these terms. No other conditions apply unless agreed to in writing by Publisher.
- 2. Ad Approval & Publisher's Rights:** All advertisements are subject to Publisher's approval. Publisher may reject or cancel any ad, insertion order, space reservation or position commitment at any time. If an ad is not published for any reason, Publisher's liability is limited to the cost of the ad paid by Advertiser.
- 3. Changes & Cancellations:** Publisher may update advertising terms & conditions (except for rates) without prior notice. Rate changes will be communicated in advance unless a signed contract states otherwise. If Advertiser cancels a space reservation (for reasons other than a rate change), any applied discounts will be adjusted based on actual volume used.
- 4. Deadlines & Responsibilities:** After the ad submission deadline or digital campaign close date, no cancellations or changes will be accepted. Advertisers who fail to provide materials by the deadline will still be charged in full for the reserved space. Additional fees may be incurred for late submissions. Late submissions will not be eligible for revisions. If we do not receive new materials, the most recent ad of the same size scheduled will be picked up.
- 5. Ad Placement:** Ad placement is at Publisher's discretion unless a specific position has been confirmed in writing.
- 6. Delays & Nondelivery:** Publisher is not responsible for delays or missed publications caused by circumstances beyond Publisher's control, such as natural disasters, government actions, labor strikes, material shortages or transportation disruptions. Any claims regarding missed delivery must be made within one year of scheduled publication.
- 7. Payment & Legal Responsibility:** Advertiser (and any agency if applicable) is responsible for all advertising costs. If legal action is required to collect unpaid fees, Advertiser is responsible for reasonable attorney fees and related expenses. Any disputes will be handled exclusively in Orange County, Florida.
- 8. Content Rights & Legal Compliance:** Advertiser represents and warrants that Advertiser has full rights to all content in submitted advertisements. If an ad includes names, images or testimonials of individuals, Advertiser warrants that proper written consent has been obtained. Advertiser agrees to indemnify Publisher from any claims related to copyright or trademark infringement, misappropriation, defamation, privacy violations, moral rights or plagiarism.
- 9. Ownership of Creative Work:** Any creative work produced by Publisher remains the property of the Publisher.
- 10. Payment Terms:** Until credit is approved, all ads must be prepaid.



# Marlin

WE ARE BIG GAME

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

