



# 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

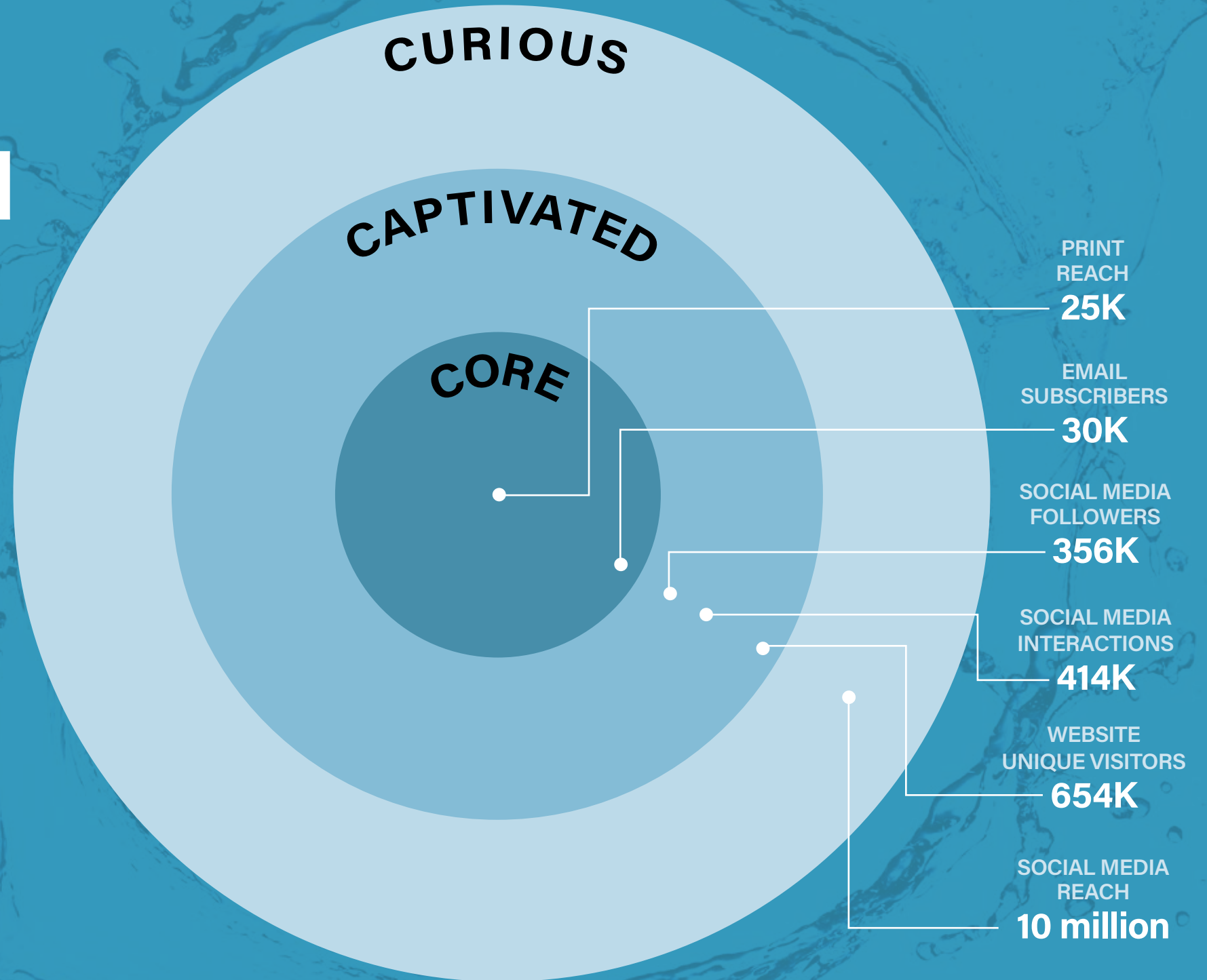


## Growth Opportunities





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**

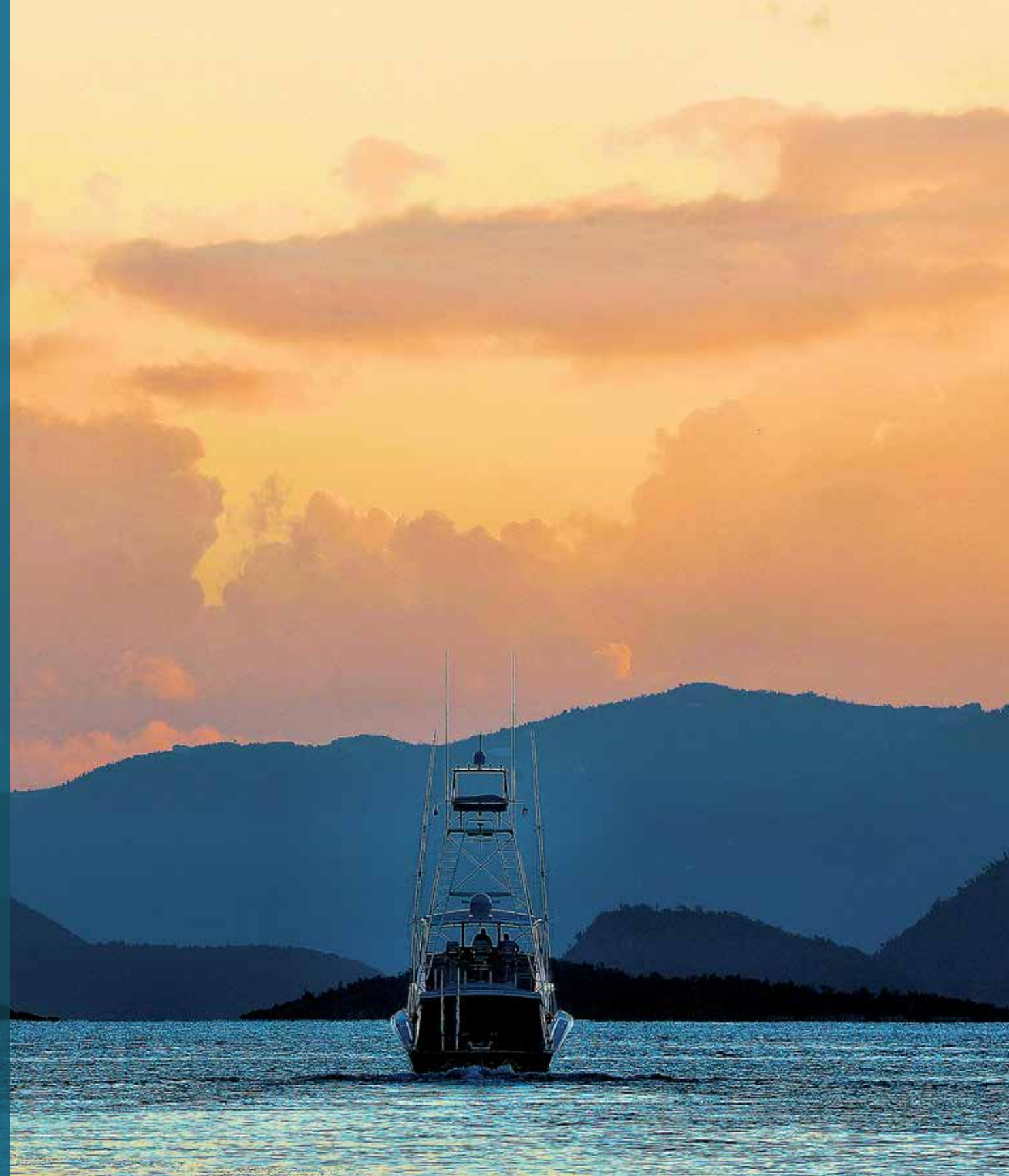
2025's biggest moments, top catches, and top honors celebrating the best of big-game fishing.

## **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

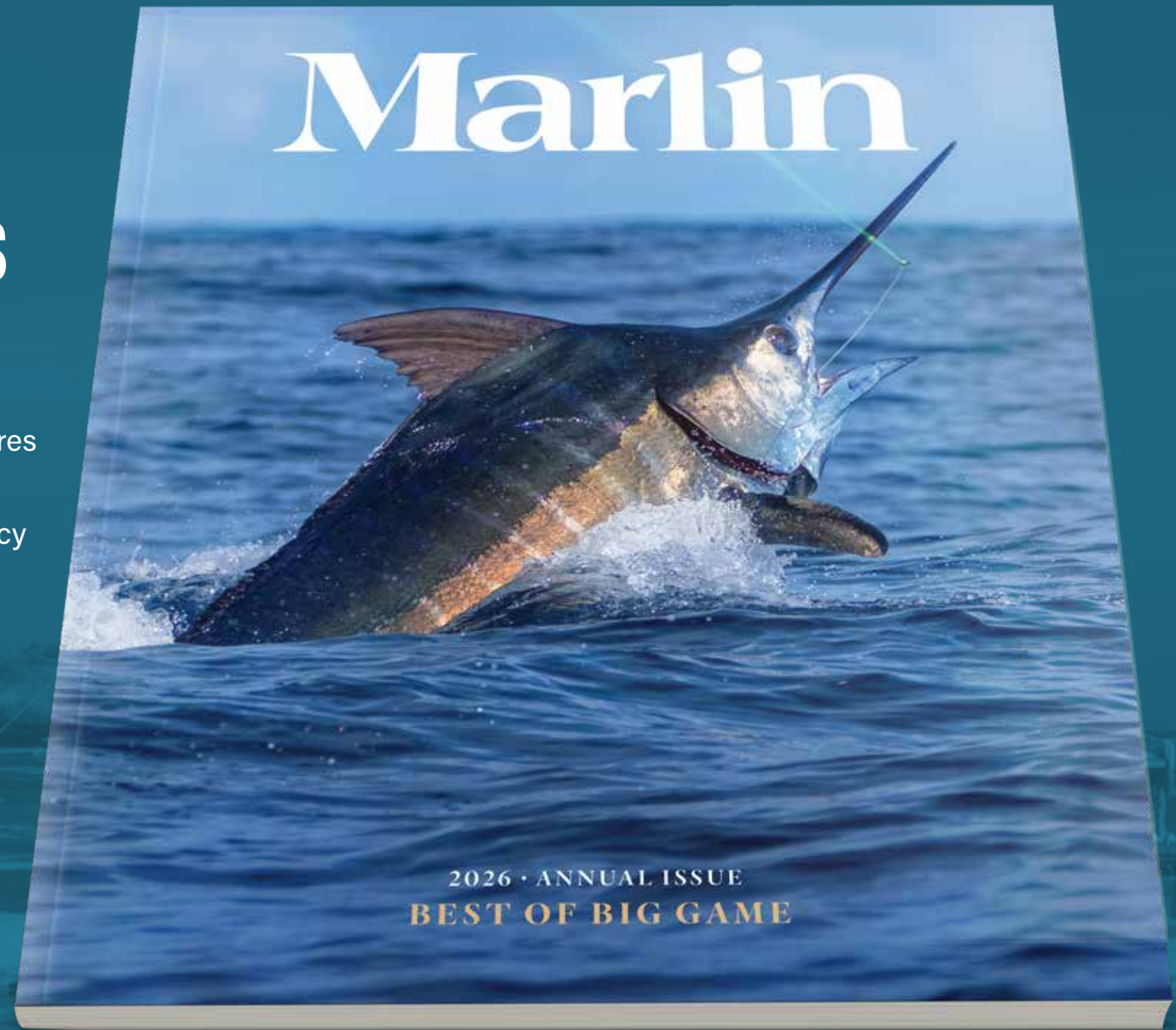
+200 pages guaranteed, heavy cover stock, designed to impress  
Celebrates the sport's top moments while guiding next year's adventures

## 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

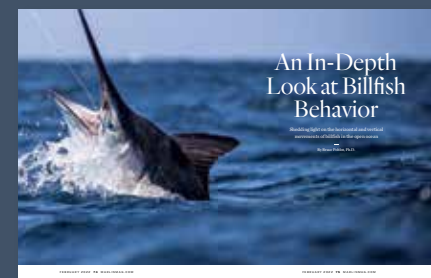
## Compelling personalities



## Finest sport-fishing boats



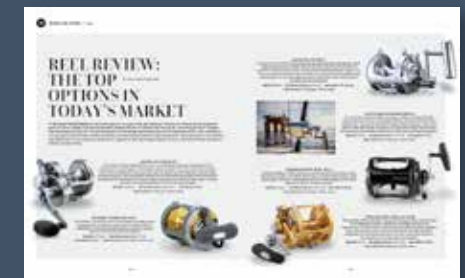
## Advanced big-game techniques



## 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

**49%**  
mobile views

**131**  
pages  
viewed per  
user per  
issue

**6:50**  
avg. engagement  
time per issue

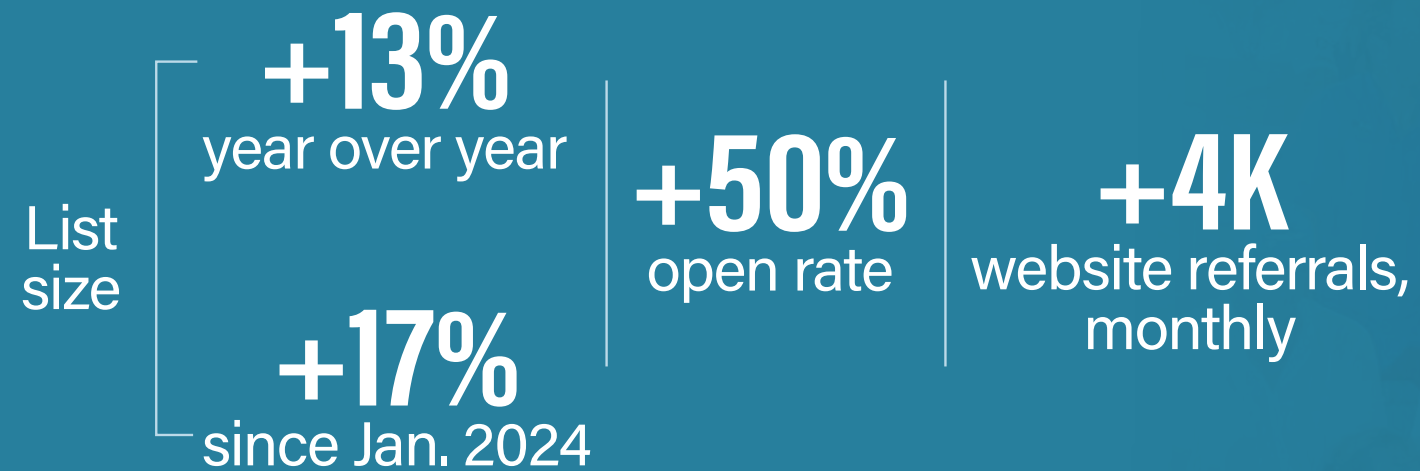
**Early Access:** Paid subscribers to receive digital editions on the first Sunday of the cover month





# Email driving rapid growth within the Marlin community

Growing Audiences:



**Constant contact:** Weekly delivery to the most engaged consumers





# Email engages The Core across all activities

## Products

## Brands

## Schedule

|                                    |   |   |
|------------------------------------|---|---|
| Editorial Email                    | <i>Marlin</i> Magazine<br>Marlin Tournaments<br>Marlin Advocacy<br>Marlin Expeditions | Weekly, Thursday afternoon<br>Monthly, last Friday of the month<br>Monthly, first Friday of the month<br>Monthly, third Friday of the month       |
| Sponsored Email<br>Single Brand    | Marlin Partners   | Capped at 3 times per week<br>(Available Monday/Tuesday/Wednesday)<br>Exceptions are made during peak events, such as tournaments and boat shows. |
| Sponsored Email<br>Multiple Brands | Marlin Partners   | Capped at 1 time per week<br>(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              | <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>   |





# Key brand partners in every category





# 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
- **Special projects**
  - *Marlin* Lady Anglers Team (2024)



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



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# Marlin

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

Central America ► April

Atlantic ► July

Caribbean ► September

Baja ► October

Pacific ► March - September





# 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



The Marlin Group is the world's  
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# Fish the world's best locations during peak seasons

## Marlin Expeditions locations

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



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



# 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 | 2028

# Fishing for Science:

...tion of tagging has advanced

## 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, under Charlie Daer's leadership, the Sea Hag b

## Trust the Process:

## A Transformative Ladies-Only Fishing Expedition

**B**eing 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 bushes of self-confidence and enthusiasm.

# Bipartisan Legislation Seeks to Balance Right Whale Protection and Economic Impact

North Atlantic right whales are an endangered species of baleen whales that inhabit coastal waters of the North Atlantic.

Oceanic and Atmospheric Administration

experiencing death or

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**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

that this white marlin had embarked on an historic **36** Atlantic journey. Originally tagged off Morocco, by

**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 Rep. Mary Gaither (R-Vt.) and Sen. Richard Blumenthal (D-Conn.) wrote NOAA Fisheries assistant administrator Janet Coit, urging her to suspend further action on the proposed changes. The proposed rule



# 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 Team.

The goal of Marlin's Lady Angler Team is to help create more awareness of female anglers in various competitive fishing events. Only a passionate angler but several are also prominent members of the local fishing community. Increased dramatically the last few years.

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

only a passionate angler but several are also prominent members of the marine industry as well, ranging from boatbuilding and sales

creased dramatically over the last decade. To meet that growing demand for quality products, Pelagic has stepped up with a full line of hard-core fish-

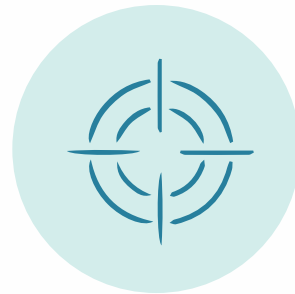
Viking Yachts is also sponsoring the team. Fishing aboard newly built 80-foot Viking Sunfish.



# 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



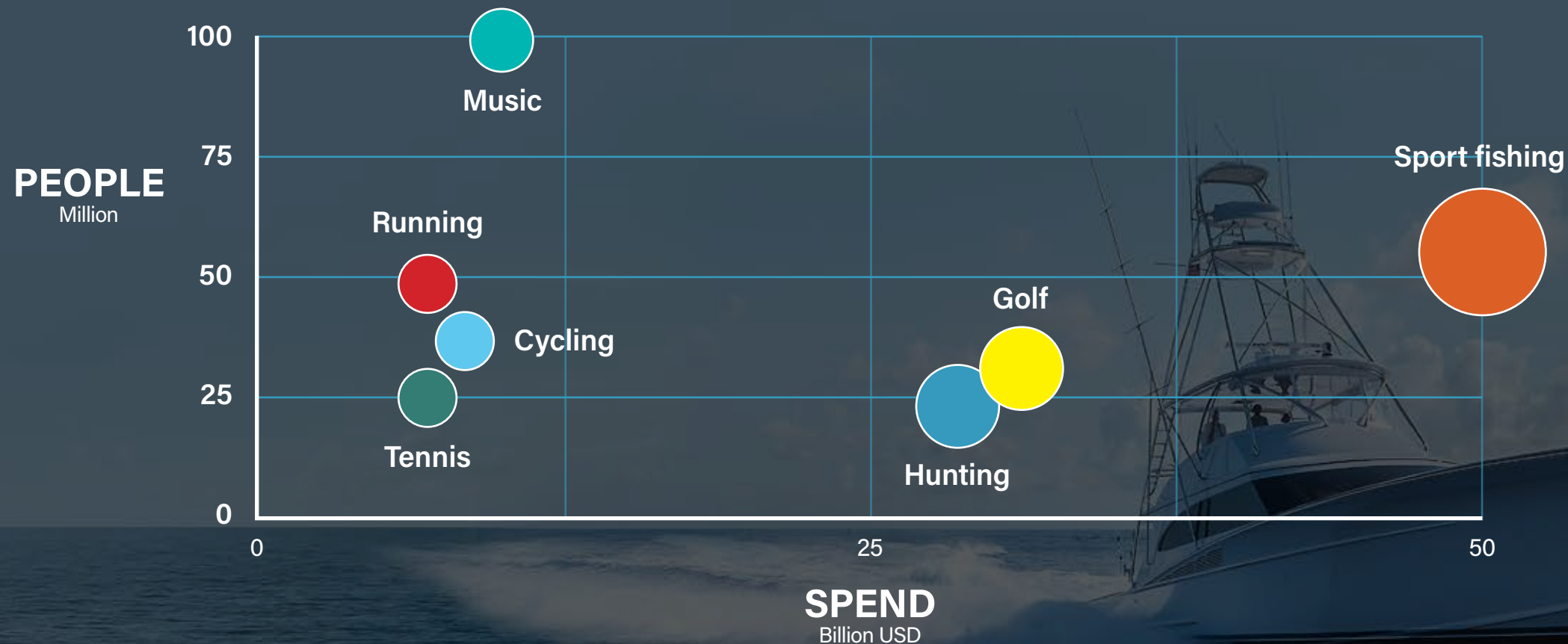


# Sport fishing: largest passion activity in US

**\$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.*

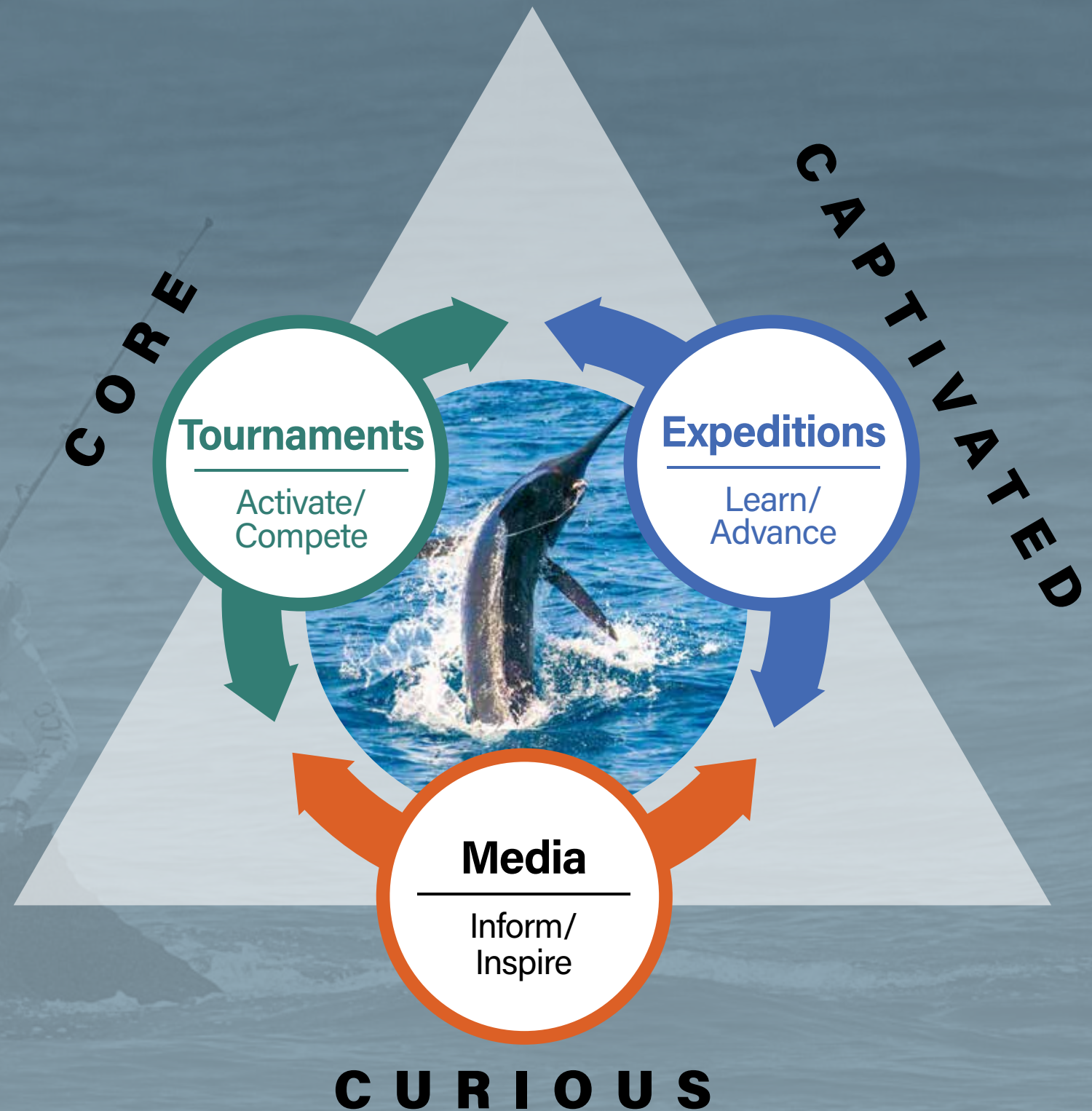




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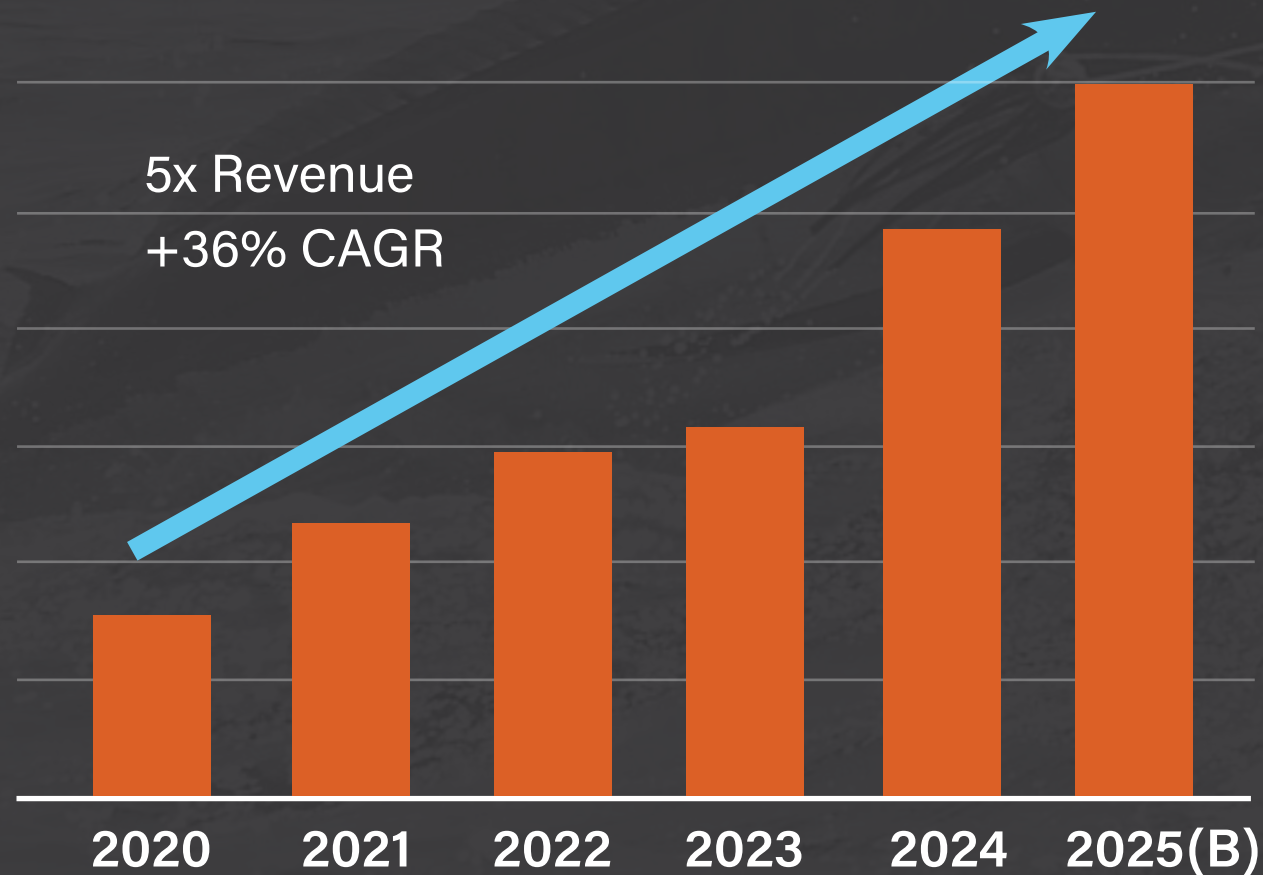
Guiding anglers  
on their journey from  
**Curious to Captivated**  
to **Core** since 1982



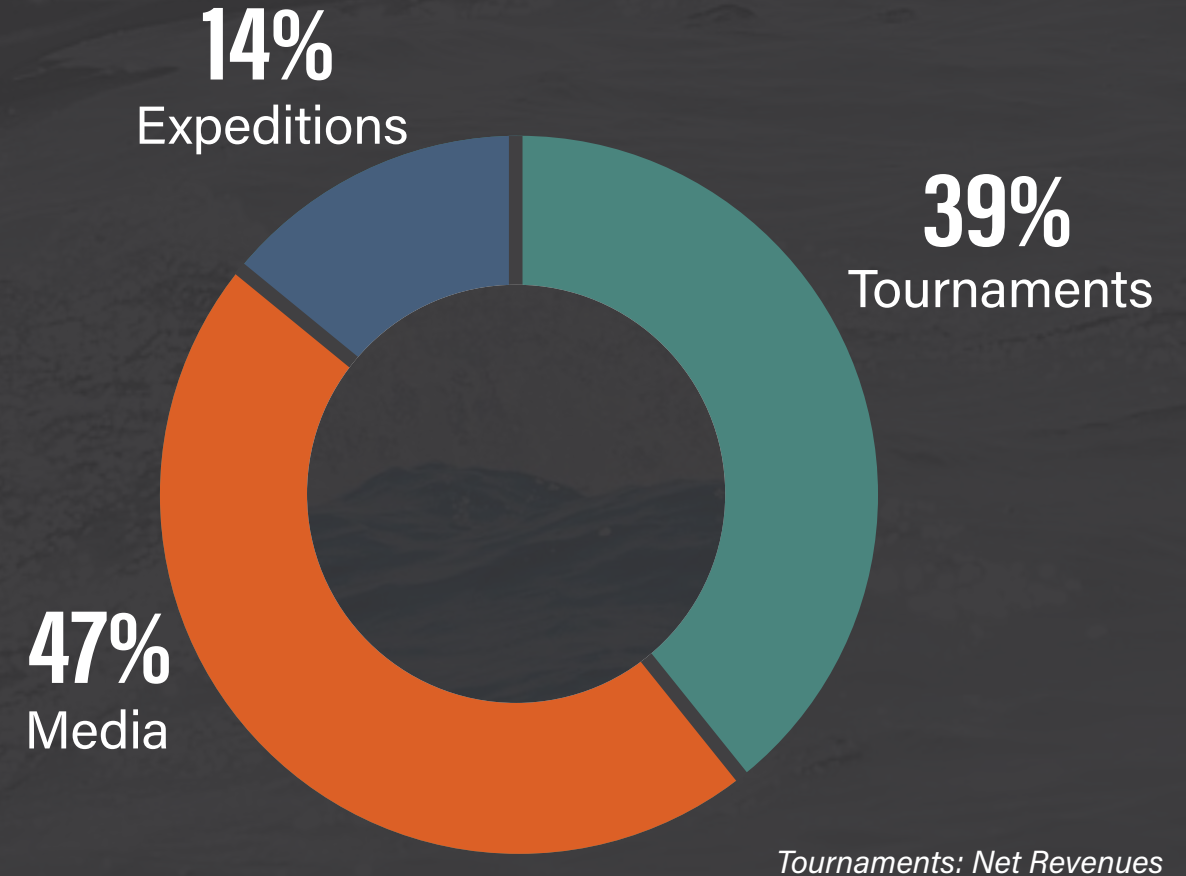


# The Marlin Group: strong, growing & diversified

## Revenue Growth



## Revenue Split







## **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](http://www.marlinmag.com)



# The Marlin Group Team



**Capt. Jen Copeland**  
Director, Marlin Expeditions



**Jennifer Dudas**  
Director, Marlin Tournaments



**Kat Haack**  
Sponsor Fulfillment



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