

Marlin

WE ARE BIG GAME

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



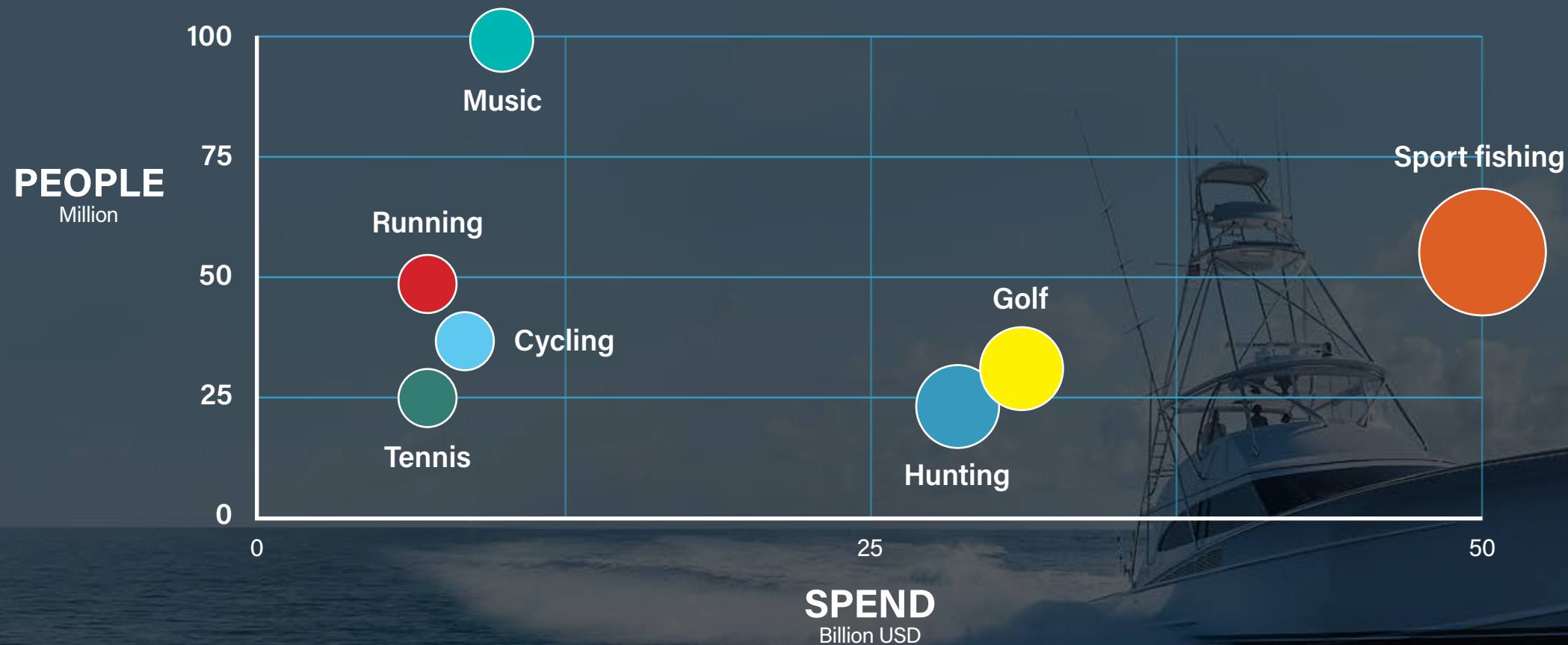
2025 MEDIA KIT

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	\$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%

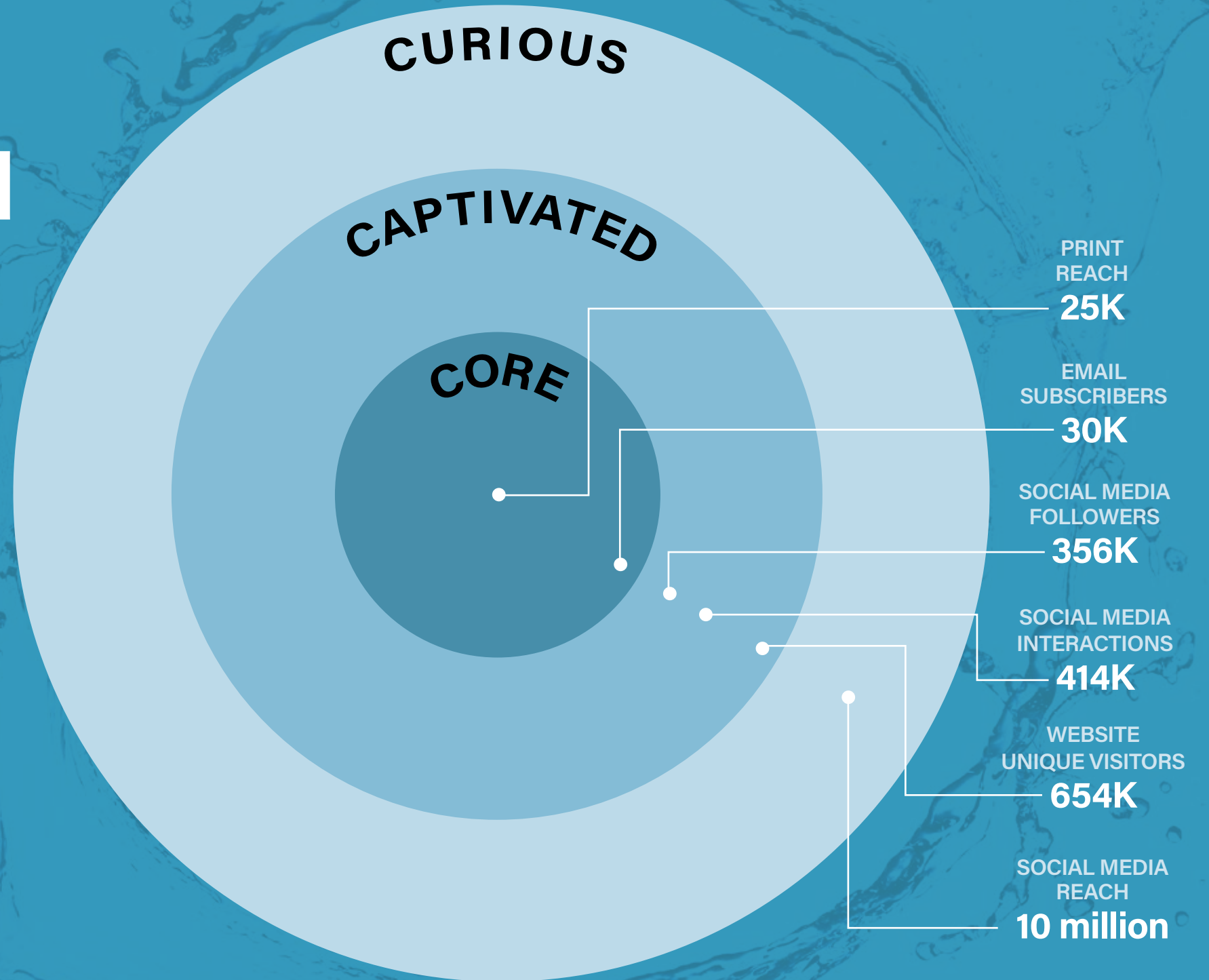


Active

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

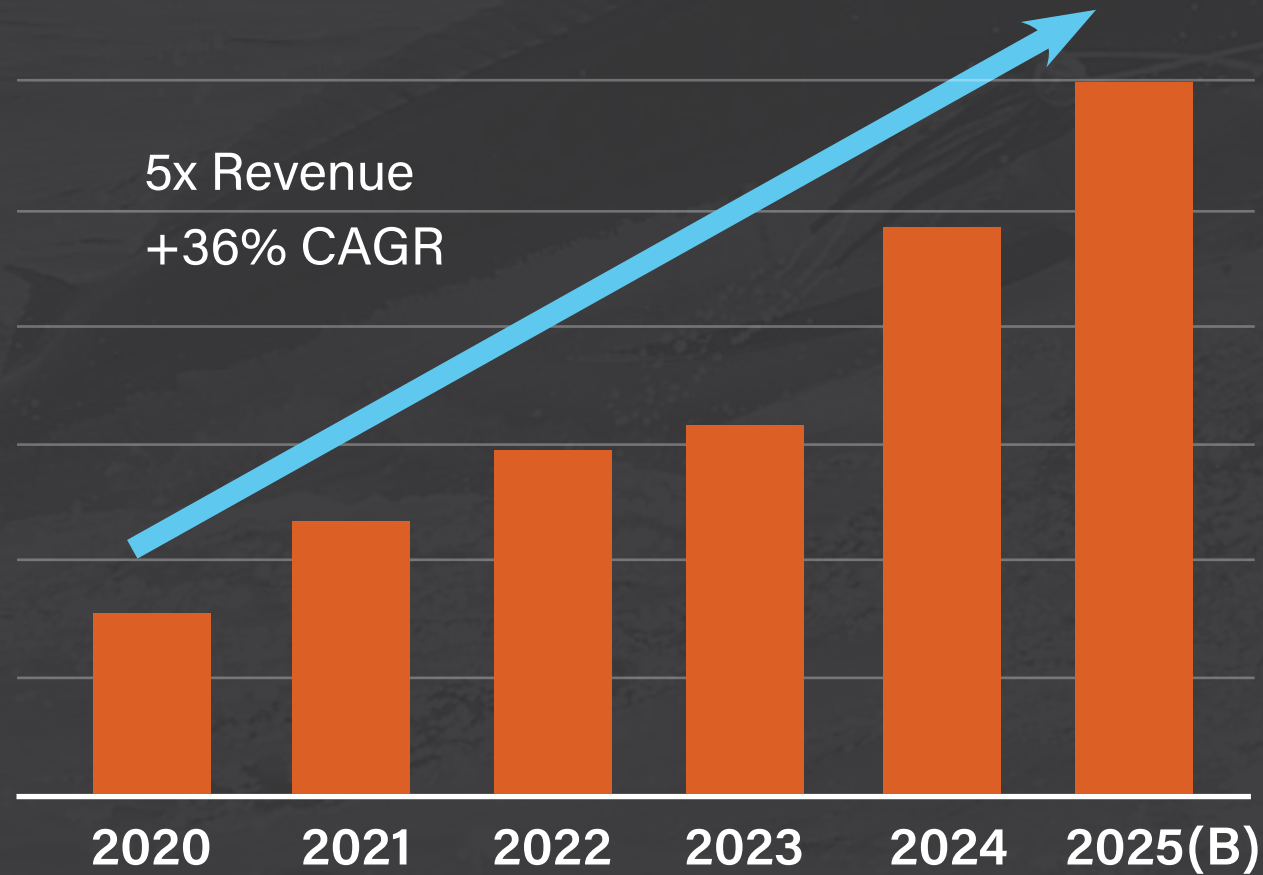


The Marlin Group
is closely engaged
with more than
1 MILLION
big-game boat
owners, anglers,
captains & mates
annually

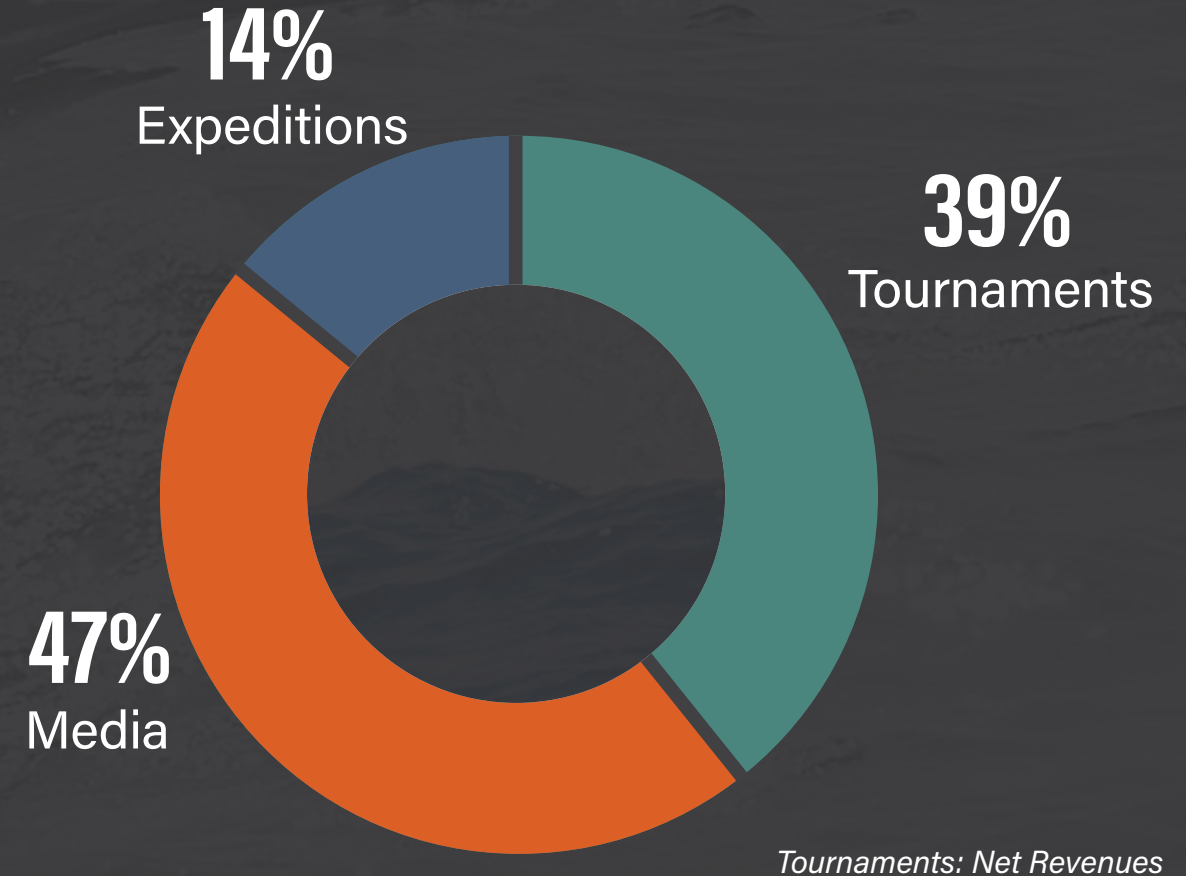


The Marlin Group: strong, growing & diversified

Revenue Growth



Revenue Split



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.”

The Marlin Group Team



Capt. Jen Copeland
Director, Marlin Expeditions



Jennifer Dudas
Director, Marlin Tournaments



Kat Haack
Sponsor Fulfillment



Lacey Hagler
Assoc. Tournament Director



Keeley Hemmel
Marketing Manager



Corey Hillman
Digital Producer



Natasha Lloyd
Publisher Emeritus



Chris McGlinchy
Art Director



Dave Morel
Publisher



Connor Motsko
Sales Director/Biz Dev.



Cameron Rhodes
Associate Editor



David Ritchie
CEO



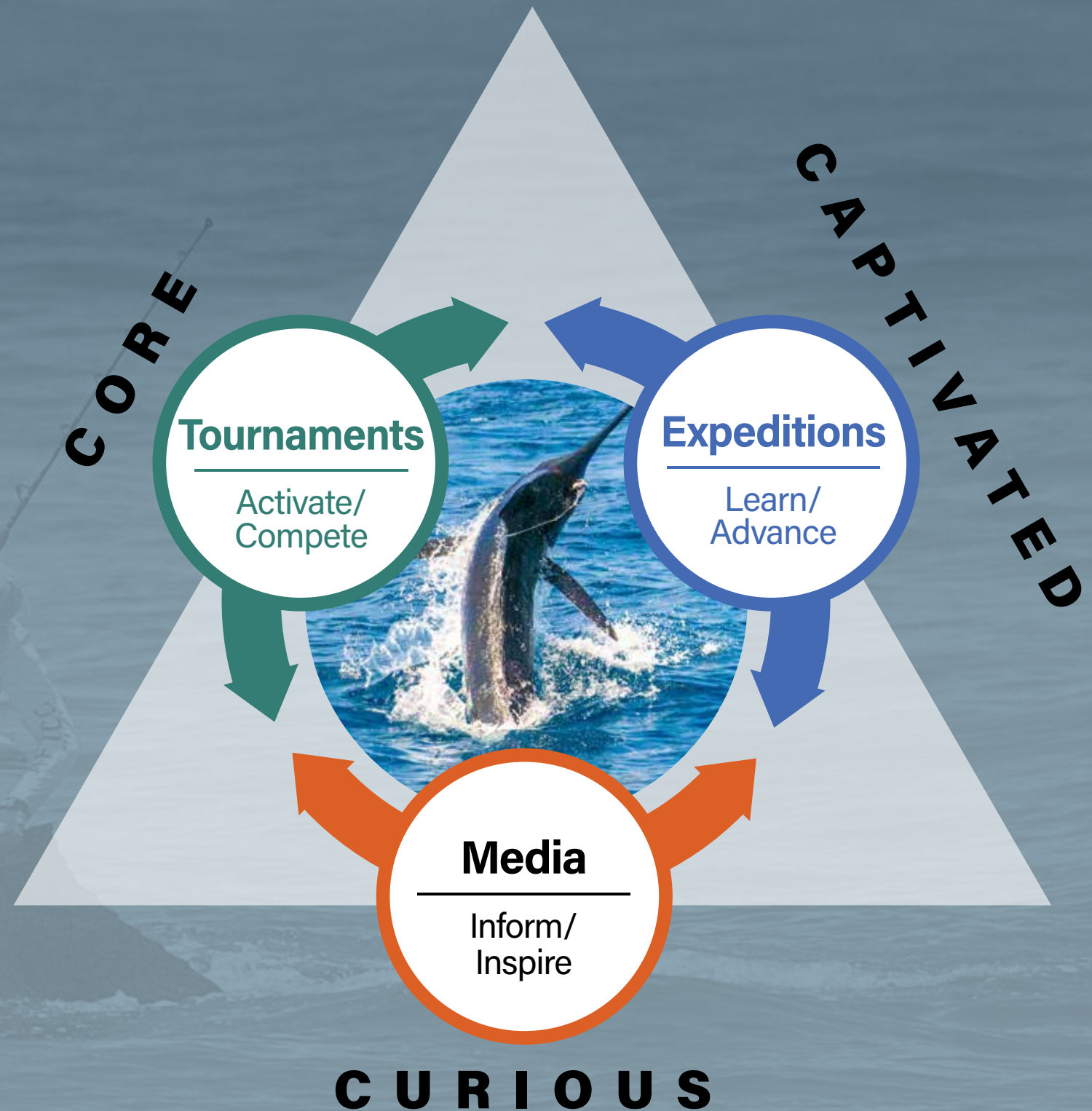
Jack Vitek
Editor-in-Chief



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...

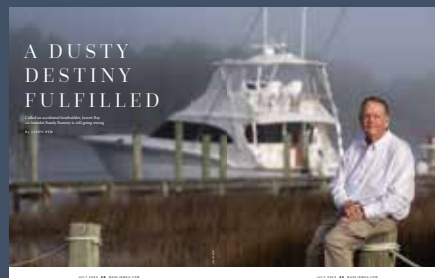
- ▶ higher-quality paper for cover and body
- ▶ expanded format: significantly wider trim size
- ▶ redesigned departments and features
- ▶ Ad positioning configured for optimized reading experience



Visually stunning, balanced and inspirational

28 JOURNAL FEATURES PER YEAR

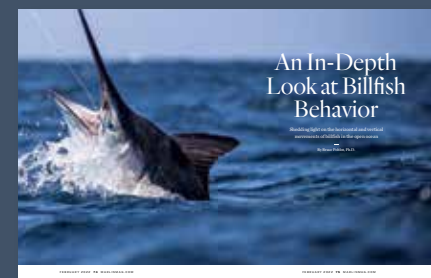
Compelling personalities



Finest sport-fishing boats



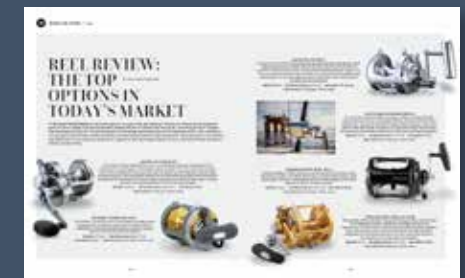
Advanced big-game techniques



Hottest big-game destinations



Latest gear and equipment



MARLIN MEDIA: MAGAZINE

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



MARLIN MEDIA: MAGAZINE

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



MARLIN MEDIA: MAGAZINE



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



MARLIN MEDIA: MAGAZINE



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

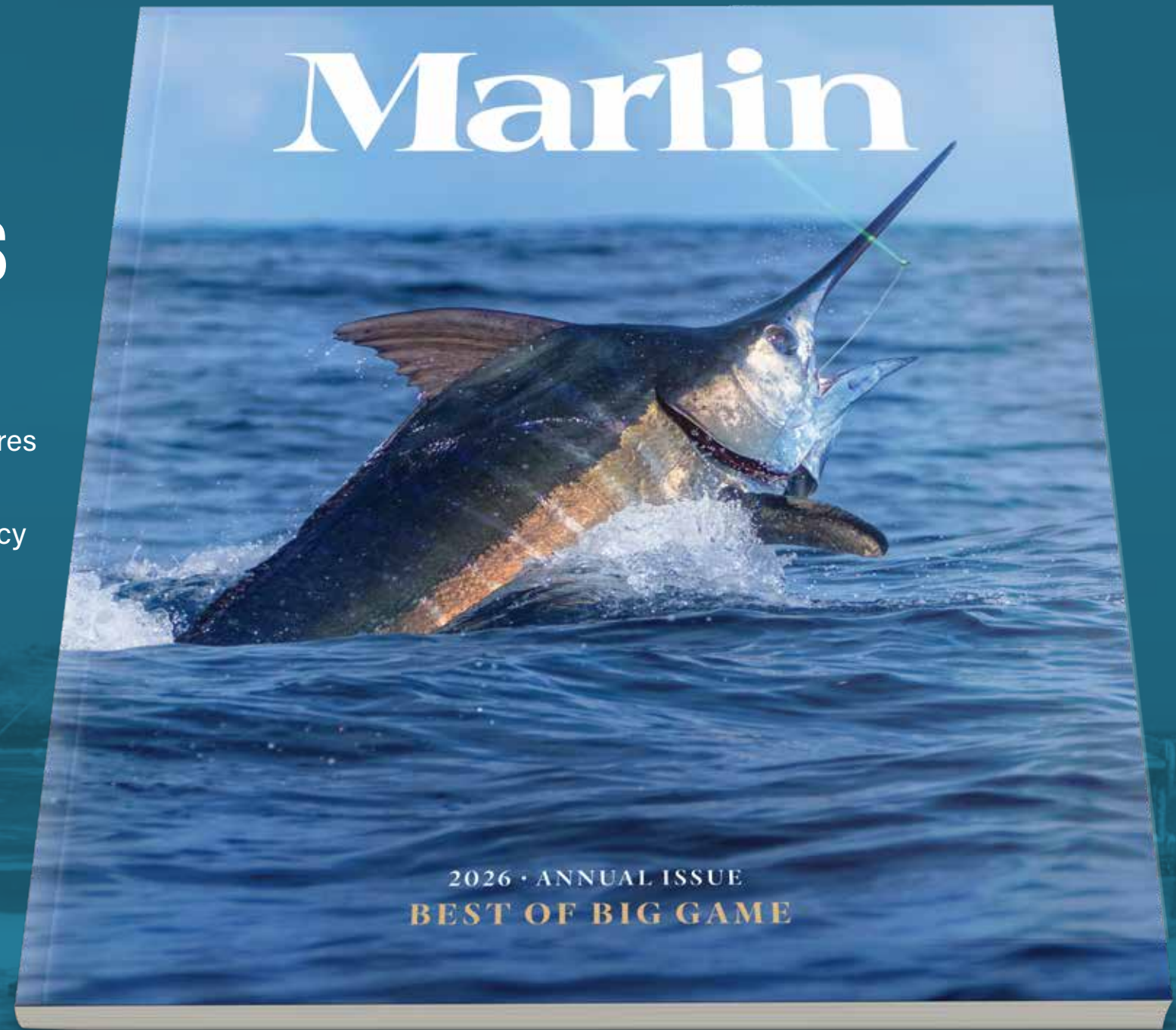
+200 pages guaranteed, heavy cover stock, designed to impress
Celebrates the sport's top moments while guiding next year's adventures

BONUS DISTRIBUTION

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

PARTNERSHIP OPPORTUNITIES

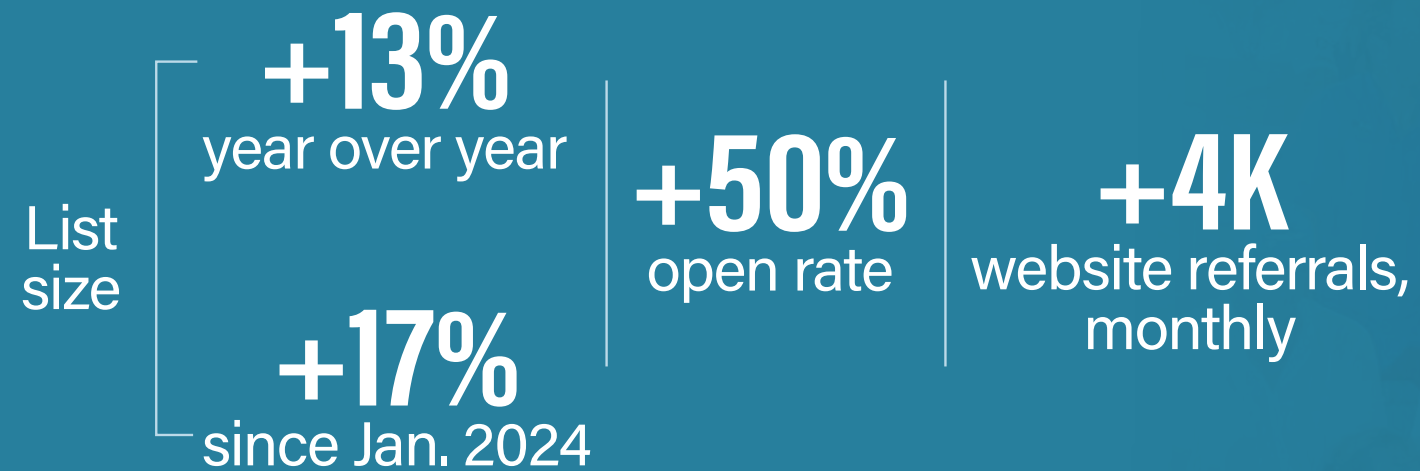
- **PREMIUM PACKAGES:** favored placement in the issue plus digital bundles
- **DESTINATION & TOURNAMENT GUIDES:** Fixed-format editorial packages tailored for resorts, marinas, and events
- **DIGITAL EXTENSIONS:** Web, video, email, and social media integration for maximum reach and engagement



MARLIN MEDIA: MAGAZINE

Email driving rapid growth within the Marlin community

Growing Audiences:



Constant contact: Weekly delivery to the most engaged consumers



MARLIN MEDIA: EMAIL NEWSLETTERS



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



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



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

Target payout in 2025: +\$8 million!



MARLIN TOURNAMENTS

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



MARLIN TOURNAMENTS



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



MARLIN TOURNAMENTS

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









MARLIN TOURNAMENTS



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.



MARLIN EXPEDITIONS

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 EXPEDITIONS

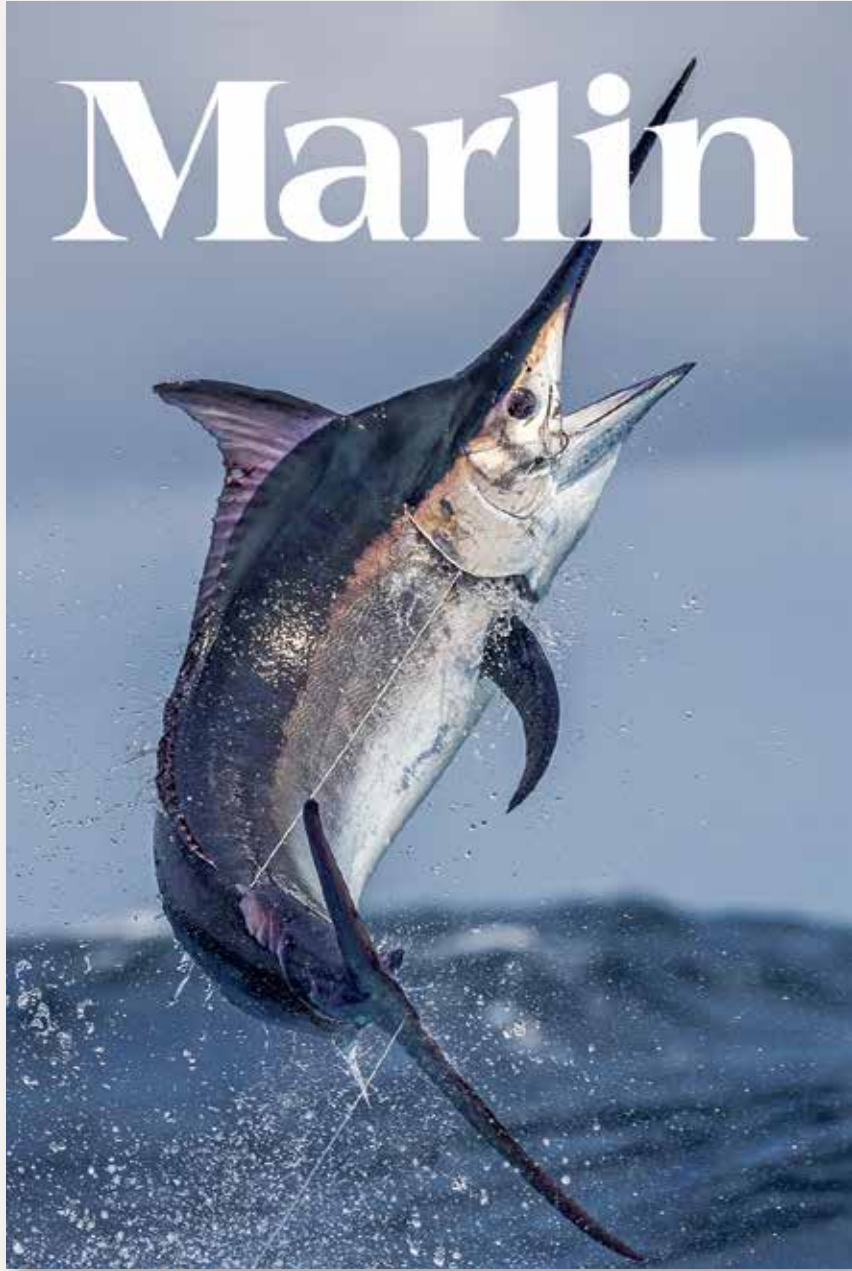


Marlin

WE ARE BIG GAME

Rates, specifications & guidelines





Display

Four Color	1X
Spread	\$16,000
Full Page	\$8,000
1/2 Page	\$3,800

Special Positions	1X
Cover 2	\$13,000
Cover 3	\$8,000
Cover 4	\$12,000

(Behind the well)

Marketplace | Charter Boats & Resorts

Four Color	1X
Full Page	\$5,660
1/2 Page	\$2,600
1/3 Page	\$2,000
1/4 Page	\$1,600

Rate Base:
25,000

Rates effective:
January 2025

Discounts:
Available for
multiple insertions

Brokerage

Four Color	1X
Spread	\$9,642
Full page	\$4,660
1/2 Page	\$3,419





Issue closing & delivery dates

	Ad Space Close	Materials Due	Issue Delivery
January/February '25	12/2/24	12/5/25	1/4/25
March/April '25	1/27/25	1/30/25	3/2/25
May/June '25	3/31/25	4/3/25	5/3/25
July/August '25	5/27/25	5/30/25	7/5/25
September/October '25	7/28/25	7/31/25	9/7/25
November/December '25	9/29/25	10/2/25	11/2/25
Special Annual Commemorative Issue	10/28/25	10/31/25	12/18/25



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.

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.

Material requirements for in-house design services

Additional charges will apply.

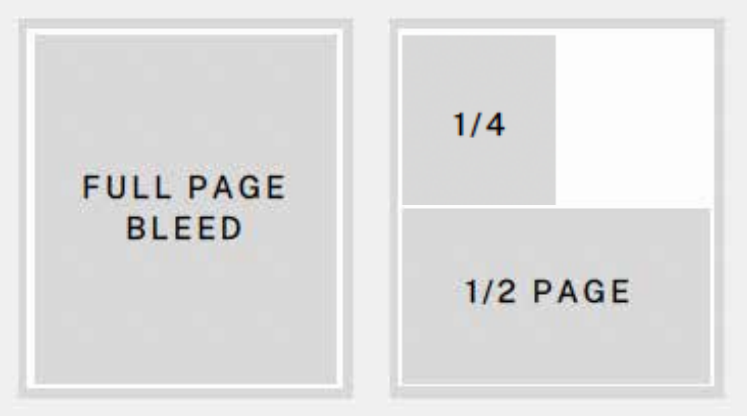
Photos: Supplied images should be high-resolution (300 dpi) in CMYK. B/W images must be high-resolution (300 dpi) gray scale. Images supplied in RGB will be converted to CMYK.

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 for additional information.

MARKETPLACE DISPLAY	Ad Unit	Non-Bleed	Bleed	Trim
	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"		



Ad Material Submissions

Ad files should be delivered via our Ad Portal at 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

	Rate	Details
Website: Display Ads 728x90 Leaderboard 300x250 Medium Rectangle 300x250 Medium Rectangle (Above the Fold) 300x600 Large Skyscraper 970x250 Leaderboard	\$25 CPM \$25 CPM \$30 CPM \$35 CPM \$55 CPM	Guaranteed above-the-fold placement Run of site Guaranteed above-the-fold placement Run of site Guaranteed above-the-fold placement
Website: Sponsorships Contextual Targeted Display Ads Online Contest/Sweepstakes	\$45 CPM Custom	Includes exclusive sponsorship of all ad units on contextual pages Email your sales rep for details
Email Newsletters Editorial eNewsletter Display Ad Editorial eNewsletter Sponsored Inclusion Sponsored Email: Multi Brand Sponsored Email: Single Brand	\$38 CPM \$50 CPM \$50 CPM \$100 CPM	728x90 or 300x25; price is per email Includes image, header and description; natural integration into editorial newsletter 50% share of voice for your branding message with noncompetitive partners 100% share of voice for your branding message; geotargeting available
Social Media Facebook/Instagram Carousel Ads Facebook/Instagram Native Video Ad Sponsored Facebook/Instagram Post Instagram Takeover Instagram Story or Reel Ads	\$50 CPM \$55 CPM \$75 CPM \$100 CPM \$100 CPM	Use of multiple images/links within one ad; appear on user's feed from brand Sponsorship incorporated organically; third-party videos not permitted Post appears on brand's timeline (<i>reach not guaranteed</i>) Includes 5x sponsored posts (<i>1x per day</i>) plus stories (<i>Monday-Friday</i>) Ads running within stories/reels on brand's Instagram page
Video Video Launch Package	\$6,425	Your video hosted on MarlinMag.com plus promotion: — 1x eNews inclusion, Facebook native video ads and 25,000 ROS impressions



Website and email specifications

Marlin guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net).

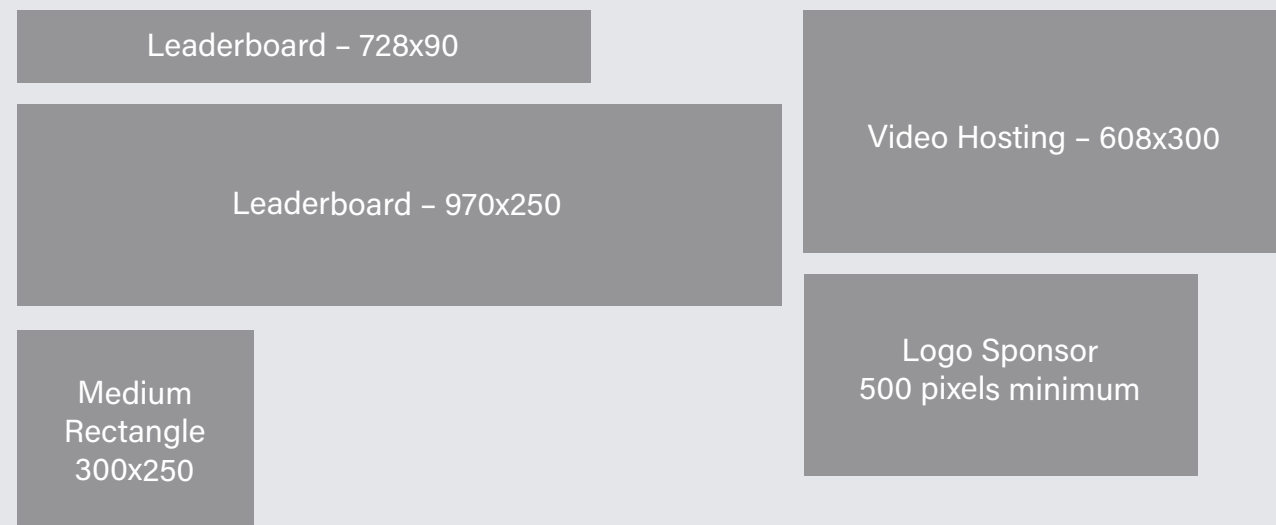
- DoubleClick for Publishers (DFP) is used to serve all advertisements.
- There is a 24-hour turnaround time for all IOs and Creative changes; three days is required for Rich Media.
- All ad units must launch a new browser window when clicked.
- Audio needs to be user-initiated with a clearly recognizable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

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.



MARLIN MEDIA: EMAIL NEWSLETTERS

728x90





Cabo San Lucas Shines at the 2024 Los Cabos Billfish Tournament

Over 100 anglers competed in the 2024 Los Cabos Billfish Tournament, held from October 10-12, 2024. The event featured a variety of prizes, including cash, gear, and a trophy. The winners were announced on the 13th, with the top prize going to a team from Cabo San Lucas. The tournament was a success, with many anglers enjoying the competition and the beautiful weather in Cabo San Lucas.



Fishing for Science: History and Evolution of Satellite Tagging

Over the years, the use of satellite tagging has become a valuable tool for researchers studying the behavior and migration patterns of various species. This technology has allowed scientists to track animals in real-time, providing valuable data on their movements and habits. The use of satellite tagging has also helped to identify important habitats and migration routes, which can be used to inform conservation efforts.



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, with a thrilling final day of competition. Team Harvey, consisting of Southern Charm and Team Harvey, emerged as the winners, taking home the top prize and a trophy. The tournament was a success, with many anglers enjoying the competition and the beautiful weather in Cabo San Lucas.

300x250



Electronics Maintenance and Checklists for Boats

Boat electronics are essential for safe and efficient boating. Regular maintenance and checklist adherence are crucial to ensure that all systems are functioning properly. This article provides a comprehensive guide to boat electronics maintenance, including a checklist of items to check and tips for troubleshooting common issues.



Daytime Swordfish Fishing Tactics

Swordfish are a popular target for many anglers, and daytime fishing can be a rewarding experience. This article provides a detailed guide to daytime swordfish fishing tactics, including information on bait selection, lure choice, and fishing techniques. It also includes a checklist of items to check before heading out on the water.



Your Inclusion Headline Goes Here

Your inclusion description goes here. The character limit for inclusion copy should not exceed 140 characters. Write in 3rd person, keep copy short, snappy and to the point.





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.

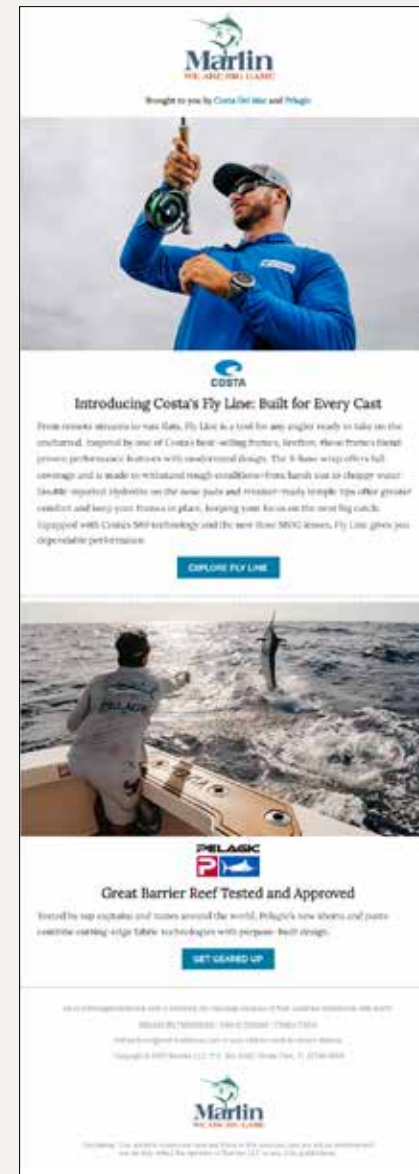
List Size: 20,000

Targeting capabilities:

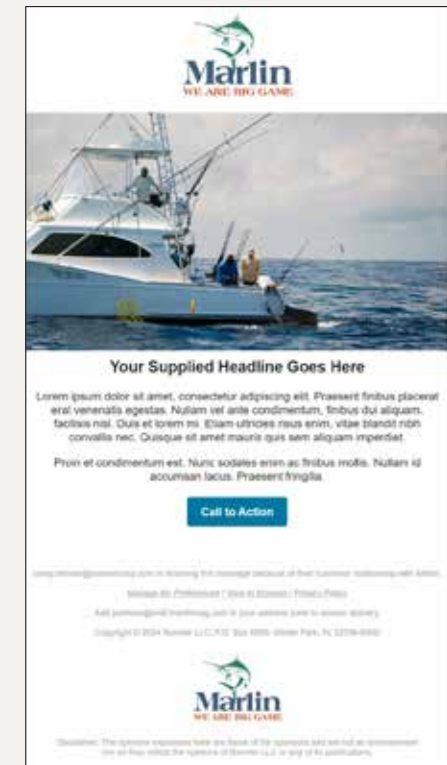
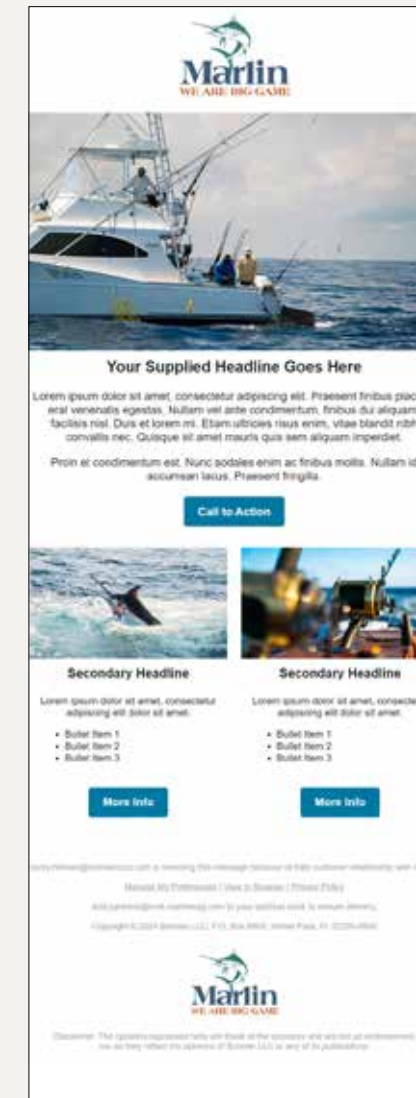
Geo—Target by state or ZIP code.

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

Multibrand sample template



Single-brand sample templates



MARLIN MEDIA: EMAIL NEWSLETTERS

Sponsorship packages



**BERMUDA
TRIPLE CROWN
BILLFISH
CHAMPIONSHIP**



**OFFSHORE
WORLD
CHAMPIONSHIP**



**LOS CABOS
BILLFISH
TOURNAMENT**



**SCRUB ISLAND
BILLFISH SERIES**



**HAWAII MARLIN
TOURNAMENT
SERIES**

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

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

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

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

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

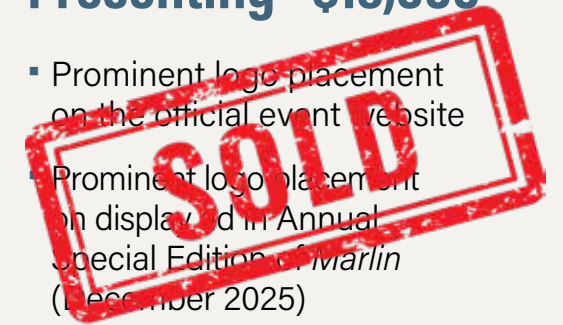
- Logo placement on the official event website
- Logo placement on display ad in Annual Special Edition of *Marlin* (December 2025)
- Sponsor name mentioned in all social media posts related to the tournament (min. two organic posts per month)
- 300x250, 728x90 banner ad in rotation with other sponsors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

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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.

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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.

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10. Payment Terms: Until credit is approved, all ads must be prepaid.



Marlin

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