



Advertising

**EXPLORE THE WORLD
OF FISHING AT
IFISHED.COM**



2011
Media
Kit

iFISHED Overview

Our sports fishing web site speak to a passionate group of fishing and outdoor enthusiasts every day. Leverage our authority within the fishing community and make the most of your marketing efforts. Cast your net wider than you ever thought possible and reach users that are engaged and receptive. It's easy when you harness the synergy of iFished's digital presence.

Our cross-site digital presence includes iFished.com, Twitter and Facebook.

Unique opportunities exist on individual sites within the fishing and local categories, as well. If you prefer to go a la carte, there are plenty of options on the menu.

iFished.com is consistently cited as the new up and coming fishing destination on the web, sparking a passion, loyalty and trust among users that will soon make iFished one of the industry's biggest success stories.

iFished.com has local and destination information on over 40,000 fishing locations in the United States. Information includes destination information, local weather and forecasts, maps, fishing reports, best time fishing charts and more. The site also collaborates with experts to provide a large and growing fishing and outdoor information resource.



Home | Fishing Reports | Lakes in USA | Photos | Videos | **Outdoor Store** | Forum | Fish Identification | Articles | Tournaments | Fishing Tools

Search: Search keywords

FISHING My Account | Fished | Log out

FISHING IN USA

- California Reports
- Lakes in USA
- Photos
- Videos
- Outdoor Store
- Forum
- Fish Identification
- Articles
- Tournaments
- Fishing Tools
- California News

Hot Bass Lure

Florida Bass Lure

Catch More Fish

How To Videos

- How To Spring Lure
- California Reports
- California News

ASK QUESTIONS HERE

From The Forum

- Florida Reports
- Lakes, Photos, Videos
- California Reports
- California News
- USA Discussion

Today - June 19, 2012

Bass Fishing Tips - Lure Selection

Color and lure selection for spring bass.

Watch the How To Videos

See All How To Videos

See All Catch Videos

Spotlight: Trout Fishing

- Videos
- Photo Fishing
- Trout
- Spotted Trout
- Trout Fishing

- Rainbow Trout
- More on Lures
- Spring Trout
- Bass
- Bass

SALE FISHING IN GUATEMALA

Fished Interviews
Captain Tom Boke

Catch Photos

Striped Bass

See All Catch Photos

Save 30% or more

Shop iFished.com



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Audience Profile

From web site user to social sites and back again. That is the powerful iFished.com circle that brings a pre-qualified audience face-to-face with the advertiser.

More than just a sports fishing resource, iFished.com is an integral component of the iFished brand promise. It sparks connections with like minded individuals and enriches users lives.

AUDIENCE INSIGHTS

- 62% Male
- 69% Adults 35-54
- 56% Some College/Grad
- 38% Income \$50,000 - \$74,999

SITE TRAFFIC

- 100,000 unique visitors
- 300,000 page views
- 2.0 average minutes per person
- 3.28 pages per person

Source: Doubleclick June 2011; Google Analytics May 2011



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Home Page

Here's your chance to showcase your brand on the best real estate on iFished.com, the home page. High-impact opportunities include home page takeovers, brandscapes, polls, and pushdowns.



Home | Fishing Reports | Lakes in USA | Photos | Videos | **Outdoor Store** | Forum | Fish Identification | Articles | Tournaments | Fishing News

Search Search members

Pushdown Ad 994 x 230

FISHING

My Account: [Pinned](#) | [Log Out](#)

FISHING IN USA

[California Reports](#)
[Lakes in USA](#)
[Photos](#)
[Videos](#)
[Outdoor Store](#)
[Forum](#)
[Fish Identification](#)
[Articles](#)
[Tournaments](#)
[Fishing News](#)

Hot Bass Lure



[Bass Lure](#)

[Catch More Fish](#)

[How To Videos](#)
[How To Articles](#)
[Fishing News](#)
[Fishing Store](#)

**ASK
QUESTIONS
HERE**

From The Forum

[Freshwater Fishing](#)
[Bass Fishing](#)
[Lakes in USA](#)
[Fishing News](#)
[Fishing Store](#)

Today - June 15, 2011



Bass Fishing Tips - Lure Selection

Color and lure selection for spring bass.

[Watch the How To Video](#)

[See All How To Videos](#)
[See All Catch Videos](#)



[How To: Spring Lure](#)



[How To: Night Bass Fishing](#)



[How To: Drop Shot](#)



[How To: Jig Lure](#)

[Visit the iFISHED Video Library](#)

Fishing Tournaments FLW IGFA

- Hybrid striped bass are famous for their spectacular fights
- Your Outdoors: Angler featured by state
- Best Bets: Fishing action heats up in Southwest Florida
- Quick Peeks: June 15, 2011
- Best Bets: Fishing action heats up in Southwest Florida
- Take The Kids Fishing For Father's Day
- Quick Peeks: June 15, 2011
- Fishing, anyone?
- Hauna man men fishing trip
- Best Bets: Fishing action heats up in Southwest Florida

Spotlight: Trout Fishing

[Videos](#)
[Fly Fishing](#)
[Trout](#)
[Speckled Trout](#)
[Trophy Trout](#)

[Rainbow Trout](#)
[More on Lures](#)
[Spring Trout](#)
[Balls](#)
[Evers](#)

Big Box Ad
300 x 250

Catch Photos



[Striped Bass](#)

[See All Catch Photos](#)

Save 30% or more

[Shop iFished.com](#)



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iFISHED Local Advertising

Our local advertising option is perfect for small businesses looking to reach a very targeted audience for their goods and services. iFished will work with you to help create a very cost effective marketing campaign. Included is a branding takeover of a local fishing area, custom ad work, a mini web site within iFished.com to deepen your relationship with our fans.

Also included are tools to help you reach out to our fans as well as create or enhance your presence on social networks such as Twitter and Facebook.

The screenshot displays the iFished website interface for a specific fishing location, 'QUINCYVILLE LAKE'. The page features a navigation menu at the top, a search bar, and a main content area with several sections:

- FISHING AT QUINCYVILLE LAKE:** Includes links for fishing information, tournaments, bait and tackle, boating, fishing guides, camp, gas stations, boat rentals, and lodgings.
- Fishing in Alabama:** Lists links for Alabama fishing information, Alabama lakes, Alabama rivers, Alabama trails, and Alabama tournaments.
- Best of the Day:** Promotes a 'Wildlife Action Plan' for \$12.99.
- Local Business Ad:** A prominent blue banner for 'LanChex LOSTA Boat' with a 'View' button.
- ASK QUESTIONS HERE:** A section for user inquiries.
- From the Forum:** A section for community discussions.
- Local Business Ad:** A second blue banner for 'Local Business Ad'.
- Businesses Located Near John W. Earl Reservoir:** A list of nearby businesses categorized by 'Bait and Tackle', 'Boating', 'Fishing Guides', and 'Boat Rental'.
 - Bait and Tackle:**
 - Alabama Tackle Shop:** 111 Virginia Rd., #4, Rainbow, North Carolina (336) 522-4020
 - Shore's Custom Bait:** 1016 Forest, North Carolina (336) 475-3243
 - Boating:**
 - Charlottesville Boat Service:** 313 College St, Charlottesville, Virginia (804) 274-2762
 - Boats Island Boat Company:** 8403 Sugar Island Rd, Bedford, Virginia (540) 734-4229
 - Charlottesville Marine Rental Incorporated:** 88 Occoquan Park Rd, Charlottesville, Virginia (804) 274-2762
 - Fishing Guides:**
 - Shore's Custom Bait:** 1016 Forest, North Carolina (336) 475-3243
 - Boat Rental:**
 - Wicks, Inc. - Joe Wicks Boat Rental Company:** 2015 Quince Rd., #5, Durham, North Carolina (919) 471-4133





Knowledge Base

Get your brand out in front of users who are actively researching fishing and destination information. iFished.com has a large and growing knowledge base from thousands of fishing reports to catch and how to videos to expert instructional fishing articles.

iFished is quickly becoming a trusted source on quality fishing information. Join in the decision making process and help our fans make informed decisions.



Leaderboard 728 x 90

Home | [Fishing Reports](#) | [Lakes in USA](#) | [Photos](#) | [Videos](#) | [Outdoor Store](#) | [Forum](#) | [Fish Identification](#) | [Articles](#) | [Tournaments](#) | [News](#)

Search

Log In

RECENT FISHING REPORTS - UNITED STATES

Log In/Register

Home

FISHING IN USA

[Fishing Reports](#)
[Lakes in USA](#)
[Photos](#)
[Videos](#)
[Outdoor Store](#)
[Forum](#)
[Fish Identification](#)
[Articles](#)
[Tournaments](#)
[Fishing News](#)

Deal of the Day



Spidewire
Fishing Line
\$9.49

Match to Stock

Catch More Fish

[How to Videos](#)
[How to Articles](#)
[Fishing Reports](#)
[Fishing Gear](#)

ASK
QUESTIONS
HERE

From The Forum

[Freshwater Fishing](#)
[Boats, Motors, Trailers](#)
[Boys, Kids, and Tackle](#)
[State Discussion](#)

Recent Fishing Reports - United States

* [Recent Fishing Reports by State](#)

Banner 468 x 60

New Mexico - Uta Reservoir Fishing Report

2011-06-20 Fishing is good to excellent. Walleye are fishing good to excellent trolling crank baits over brush in 10-15 feet of water. [Read more](#)

Arizona - Lake Mead Fishing Report

2011-06-17 For strippers, use your fish finder and when you locate a school of fish, chum with pieces of frozen anchovies. A key is... [Read more](#)

Ohio - Grand Lake Fishing Report

2011-06-17 Channel catfish are being caught by anglers using minnows when fishing in shallow water in deeper water channel catfish. [Read more](#)

West Virginia - Mount Storm Lake Fishing Report

2011-06-17 Anglers at Mt. Storm should target striped bass, black bass and walleye. Anglers have been doing well catching both bass. [Read more](#)

New York - Cayuga Lake Fishing Report

2011-06-17 Lake trout are hitting for anglers trolling with spoons or flashers and flies both off down riggers and Dipsey divers. Fl. [Read more](#)

Pennsylvania - Keystone Lake Fishing Report

2011-06-20 Water temperature continues to climb in Keystone Lake, with the recent hot weather. Boating traffic is increasing. Som. [Read more](#)

South Dakota - Richmond Lake Fishing Report

2011-06-20 Anglers are catching bluegills, walleyes, and white bass. Many of the walleyes that are being caught are below 15 inches. [Read more](#)

Oklahoma - Lake Texoma Fishing Report

2011-06-16 Elevation 3 1/4 ft. below normal, water 75 and clear. Largemouth and smallmouth bass good on crankbaits, spinner baits. [Read more](#)

Tennessee - Watts Bar Lake Fishing Report

2011-06-16 The lake is clear and at normal summer pool. The surface water temperature is in the mid 80's. The talwater anglers b. [Read more](#)

Nebraska - Memphis Lake Fishing Report

2011-06-15 Fishermen were catching Channel Catfish to 4 pounds. Most were using cutbaat and fishing early mornings and just after d. [Read more](#)

New York - Cayuga Lake Fishing Report

2011-06-18 iFished Cayuga on a Saturday starting at daybreak. The fishing started off a

Tower Ad
160 x 600



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Product Placements

If you manufacture or re-sell fishing and outdoor gear then product placement in iFished's Outdoor Store may be just the ticket for you. iFished's Outdoor Store has ten's of thousands of outdoor products and our fans buy gear. We can help your products stand out and get noticed.

Options can include content integration, reviews, videos, social network mentions as well as targeted ad placements.

The screenshot shows the iFished website's 'Outdoor Store' interface. At the top, there is a navigation bar with links for Home, Fishing Reports, Lakes in USA, Photos, Videos, Outdoor Store (highlighted), Forum, Fish Identification, Articles, Tournaments, and Fishing News. Below this is a search bar. The main content area is titled 'Your Products Here' and displays a list of fishing reels under the heading 'Fishing Reels'. Each product listing includes an image of the reel, its name, price, a 'Found at' dropdown menu (set to 'All West Marine'), a 'Buy Now' button, and a 'Learn More' button. The products listed are:

- Shimano Reels Tynan Conventional Reels**: 1oz/25 Yds/20ft, 6.2:1 Gear Ratio, \$29.99
- Shimano Reels 10L Lower Drag Reels**: 3.3 Ratio, 25ft/20ft, 6.0:1 Gear Ratio, \$179.99
- Shimano Reels 10L Lower Drag Reels**: 2.8 Ratio, 25ft/20ft, 3.4:1 Gear Ratio, \$179.99
- Shimano Reels 10L Lower Drag Reels**: 2.3 Ratio, 45ft/40ft, 7.0:1 Gear Ratio, 3.4:1 Gear Ratio, \$179.99

A sidebar on the left contains a 'Fishing' menu with various categories such as Hard Bait, Soft Bait, Jugs and Crank, and various types of Reels and Rods.



iFISHED Social Networks

Outdoors and fishing has become a part of popular culture and iFished.com can get you in on the conversation! Our very vocal fans love to participate, interact and tell us what they think. In fact, we've built in UGC elements throughout the site to help reinforce the relationship we have with our community.

From Twitter to Facebook, iFished.com can help get people talking about your brand.

54

facebook iFished

Website: Sunset Beach, North Carolina

Wall

Share: Post Photo Like Video

Write something...

iFished

Look at the size of that Crappie he just caught. Possibly a new (24-hour old) pound.

12 Year old Boy's Black Crappie May Set New State Record
www.ifished.com

PSA - Only five years a long time for a state record to stand in the world of fishing. In Missouri, three records have expired that date...

Friends' Photo Albums

Friends in December - Photo Set
by Allan Gonzalez

About @iFished

5,197	2,034	2,050	03
Likes	Following	Followers	Listed

Similar to you

- iFishingTales** from South...
entirely of fishing tales. The website dedicated to go...
- iFishingTales** from South...
entirely of fishing tales. The website dedicated to go...

250 Message Retweets

50 List Memberships

100 Unique Retweeters

100 Unique Mentioners

500 Total Retweets



Custom Solutions

iFished offers custom solutions to help get your brand in front of our loyal and passionate fans. From enhancing your sponsorship and creating engaging executions, to cross-property platforms and extending your reach, iFished will work with you to identify, define and deliver unique, relevant campaigns and promotional platforms that attract your best customers. Opportunities can include:

- Contests/Sweepstakes
- Content Integration
- Custom Ads
- Social Network Syndication
- Local Takeovers

The screenshot displays a website interface for Minnesota fishing. At the top, there's a navigation bar with links like 'Home', 'Fishing Reports', 'Lakes in MN', 'Photos', 'Videos', 'Outdoor Gear', 'Forum', 'Fish Identification', 'Articles', 'Tournaments', and 'More'. Below this is a 'Brandscape 994 x 150 with sidebars' section. The main content area features a 'Minnesota' header, a 'Best of the Day' section with a 'Catch More Fish' button, and a large 'ASK QUESTIONS HERE' button. The main content area includes a photo of a man holding a large fish, a 'Minnesota' header, a 'Best of the Day' section, a 'Catch More Fish' section, a 'ASK QUESTIONS HERE' button, and a main content area with a photo of a man holding a large fish, weather forecasts, and fishing reports.





Contact Us

Tell Us Your Story! We Would Like to Help!

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