ABOUT

Together FishTrack.com and Buoyweather.com reach a global user base of boaters and sportfishing enthusiasts in more than 180 countries. Users visit the sites on a regular basis to check marine weather and sea-surface temperature and keep tabs on the latest fishing news, reports and trending stories.
AUDIENCE INFO

30,000 Daily Unique Visits

- 2.75 MM Annual Unique Visitors
- 2.1 MM Average Monthly Page Views
- Average Visit Time: 5 Minutes

- 80% Own a Boat
- 50% Fish on a Weekly Basis
- 20% Plan to Buy a New Boat in the Next 3 Years
- 40% Travel Internationally Each Year, Spending up to $15,000 per Trip
- 40% Plan to Buy New Electronics in the Next 1 to 3 Years
KEY FEATURES

Global Point-Based Offshore Marine Forecasts
Wind & Swell Models
Virtual Buoys
Dynamic Weather Charts
Hurricane Models
Historical Archives
Buoy Reports
Passage Forecasts
Swell Charts
Mobile App
Custom Weather Alerts
KEY FEATURES

Cloud-free SST, Chlorophyll, True Color Charts overlaid on a Fishing Chart

Fishing Reports
Live HD Fishing Cams
Sea Surface Height Charts
Ocean Current Charts
Bathymetry Charts
Moon, Tide and Solunar Data
Daily Original Content
Wind and Swell Forecasts
Fishing Videos
No other satellite imagery site offers as complete a toolset.
No other SST site covers the entire globe.
No other SST site offers original content updated daily.
No other SST site offers point-based marine weather.
No magazine site offers SST and marine weather.
No other magazine or SST site offers fishing cams.
TESTIMONIALS

Buoyweather and FishTrack are lauded for their effectiveness as a fishing and boating tool as well as an advertising platform that delivers results.

“Buoyweather and FishTrack provide Seakeeper with a target audience that has helped us generate leads and sales.”
- Andrew Semprevivo, Seakeeper Director of Global Sales, Recreational

“We were pleasantly surprised with the results of the promotions we ran on FishTrack and Buoyweather. Their staff put a lot of effort into making sure the promotions were a success and it showed.”
- Casey Shedd, AFTCO

“I never leave the dock without checking Buoyweather. It’s the most accurate forecast tool we’ve found in the Gulf of Mexico. I usually check it three to four times a day.” - Capt. Brett Holden, Holds Texas State Record for Swordfish and Houston Big Game Club Top Private Boat Award
CONTESTS & GIVEAWAYS

From product giveaways to photo challenges — and even shark naming contests — FishTrack and Buoyweather offer a wide array of opportunities for your company to grow its customer database, social followers and even photo assets.
SST REGIONAL SPONSORSHIP

The Sea Surface Temperature Charts are the backbone of FishTrack’s fishing tool. The charts cover the world’s top fishing locations, providing SST, Ocean Currents, Weather, Tide, Moon Phase, Chlorophyll and True Ocean Imagery. Lock down the regions that make the most sense for your product and marketing efforts.
GROW YOUR TOURNAMENT

FishTrack provides marine forecasting services for some of the most revered offshore fishing tournaments on the circuit.

Tournament partnerships include the White Marlin Open, Big Rock Blue Marlin Tournament, Emerald Coast Blue Marlin Classic, Presidential Challenge, Mississippi Gulf Coast Classic and more.

TOURNAMENT OFFERINGS

- Expert Marine Weather / SST Analysis
  - Includes a detailed, multi-day marine forecast. Information is published on FishTrack and can also be distributed on the docks.

- Free Weather and SST Widgets for Tournament Website

- Tournament Calendar Listing

- Live Coverage

- Social Media Exposure

- Targeted Advertising Programs
EDITORIAL SPONSORSHIPS

FishTrack features a variety of original editorial offerings and videos in both our proprietary large format media player and traditional media display. Editorial products include, but are not limited to:

- Special Product & Gear Guides
- ‘How To’ Features
- Travel & Destination Guides
Buoyweather’s mobile presence, including an iPhone App and Android App, represent its fastest growing platform with 100k app downloads.
Beyond editorial and traditional banner advertising, FishTrack and Buoyweather offer various opportunities for integrating advertisers with its proprietary weather and forecast tools and applications. Condition-based algorithms are used to trigger an ad display making this advertising opportunity one of our most innovative and impactful.

Areas available for sponsorship include, but are not limited to:

- Buoyweather Marine Forecasts
- Buoyweather Weather & Water Temp Alerts (Email)
- FishTrack Water Temperature Alerts (Site-based + Email & SMS alerts)
- FishTrack SST Chart Waypoint Tool (Site-based + Email & SMS alerts)
FishTrack serves a network of more than 60 Fishing Cams that show ocean conditions in real time. Each cam is served with a 15-second pre-roll ad and a 300x250 companion ad.
EMAIL MARKETING

Send your message directly to the inbox of our growing global user base. FishTrack and Buoyweather can help you reach users regionally or globally through its custom email marketing programs.

- FishTrack Bi-Monthly E-Newsletter sponsorship
- Dedicated Email Blasts
SOCIAL MEDIA

The most comprehensive marine network also has one of the fastest growing social media audiences in the sport. From growing your follower base to the launch of a product, we can tailor the execution to meet your objectives.
LIVE EVENTS

From an online audience to a live event, make your brand front and center at one of FishTrack’s many consumer and trade events. From intimate SST Seminars at your local retail store to large boat show panel discussions, the experts behind FishTrack will create a fully interactive and engaging experience for your audience complete with pre-event online promotion and post-event coverage.
‘Weather’ is the most searched term by boaters and anglers. Increase your traffic by putting the power of Buoyweather’s global forecasting system right on your own website.

Buoyweather’s custom global weather widget is fully updated and runs in real time on your company website. The custom widget includes forecasts, wind, swell, sea surface temperature, tides, current, radar and weather buoy data.
MEMBER BENEFITS PROGRAM

Market your products and services to a targeted audience of boat owners and anglers without spending any additional marketing budget.

HOW IT WORKS

Your company provides a discount of your choosing for our premium members. We then market your product and the incentive directly to our 20,000 paid subscribers. The goal is to provide our members with added value and promote our partners. It’s a win-win. As a Premium Benefit Partner, your brand will be promoted in the following areas on FishTrack & Buoyweather:

- Premium Membership Benefits Pages
- Homepage Promotion
- Partners Section
- Subscriber Email Blasts
- Banner Impressions
- Social Media
<table>
<thead>
<tr>
<th>Rate Card Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>990x90 Leaderboard</td>
<td>$15 CPM</td>
</tr>
<tr>
<td>990x550 Premium Editorial Unit</td>
<td>$15 CPM</td>
</tr>
<tr>
<td>300x600 Half Page Ad</td>
<td>$15 CPM</td>
</tr>
<tr>
<td>FishTrack Homepage Takeover</td>
<td>$400/Day</td>
</tr>
<tr>
<td>Mobile Sponsorship</td>
<td>$2000/Month</td>
</tr>
<tr>
<td>Product Giveaways</td>
<td>$1500 Each</td>
</tr>
<tr>
<td>Email Blasts</td>
<td>$750 Each</td>
</tr>
<tr>
<td>Newsletter Sponsorship</td>
<td>$350 Each or</td>
</tr>
<tr>
<td>(Published 2x month)</td>
<td>2 for $500</td>
</tr>
<tr>
<td>SST Sponsorship</td>
<td>$250 per</td>
</tr>
<tr>
<td>region/month</td>
<td></td>
</tr>
<tr>
<td>Fishing Cam Sponsorship</td>
<td>$1000/month</td>
</tr>
<tr>
<td>Custom Site Integrations</td>
<td>Call for Price</td>
</tr>
</tbody>
</table>