

BASSMASTER

2020-2021 PARTNERSHIP PROPOSAL





BASSMASTER

WE ARE THE BIGGEST BRAND IN FISHING

The Bass Anglers Sportsman Society (B.A.S.S.) was founded in 1968. The organization advances the sport through advocacy, outreach and an expansive tournament structure while connecting directly with the passionate community of bass anglers through its media vehicles. With the **biggest bass** on the **biggest stage** in the sport, Bassmaster continues to launch **big dreams** into reality.

BIG BASS

49MM

Americans actively participate in the sport of fishing

78%

Are freshwater anglers

BIG STAGE

19MM

Total Audience

303K

Tournament Attendees

BIG DREAMS

50+

Years as the worldwide authority on bass fishing

515K

B.A.S.S. Members

A sunset over a lake with a boat in the foreground. The sky is a vibrant orange and yellow, with the sun low on the horizon behind a dark treeline. The water in the foreground is dark with some ripples. A small boat with people is visible on the left side of the water.

THE BASSMASTER CONSUMER

45.9

AVERAGE AGE

\$77K

AVERAGE HOUSEHOLD INCOME

172%

MORE LIKELY TO FISH ON VACATION



WHAT THEY SPEND



\$462B

Autos



\$28B

Home
Improvement



\$22B

Electronic



\$3B

Camping



\$3B

Vacation



\$2B

Computers



\$1B

Clothing



\$421MM

Gardening



TELEVISION
250+ Programming
Hours



MEMBERSHIP
515K Members



DIGITAL
760K Monthly Uniques
8 Ave. Minutes Per Visit
1.7MM Social Media

BASSMASTER 

A ONE-STOP SHOP

Connecting you to our audience the way you want to reach them



RADIO
124+ SB Nation stations



ENGAGEMENT
43 events | 303K attendees
6 tournament series
PLUS the Classic



PRINT
4.5MM Readers

BASSMASTER

2020-2021 OPPORTUNITIES FOR





PRINT

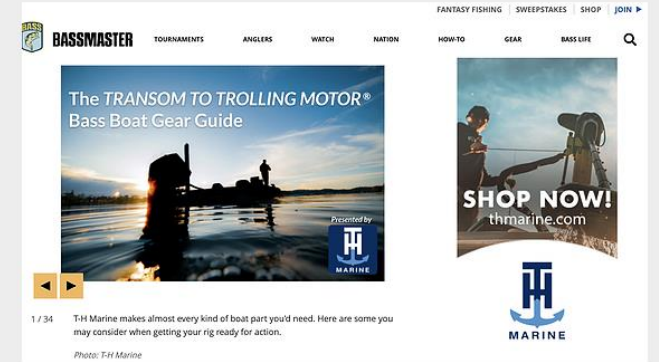
4.5MM Readers

[EXPLORE 2020 MEDIA KIT >](#)

OUR PROPOSAL

Bassmaster is excited to begin a partnership with VISIT BRAZIL, and our proposal meets all of your needs:

- Year-long exposure
- New ways to engage print consumers including custom content
- Create brand affinity for BRAZIL within well-aligned digital content through a robust campaign on Bassmaster.com
- Investment: \$735K



DIGITAL

14MM Average Monthly
Page Views

[2020 DIGITAL OVERVIEW >](#)

BASSMASTER

The Worldwide Authority On Bass Fishing
April 2020



Hunting the Giants of Spring



► Follow The Menendez
Method

BASSMASTER MAGAZINE

Bassmaster—a must-read for freshwater fishermen—is the ultimate authority on bass fishing providing insightful information to help anglers meet the challenge on the water via articles about topics such as:

- The latest new gear options/overviews
- How-to fishing techniques
- Interviews with pro anglers
- The science behind fishing, and more

Frequency: 9x annually

Guaranteed Rate Base: 515,000

Launch your brand into our space and build brand affinity with our targeted consumers.



Make an Impact

and engage the *Bassmaster* reader

We recommend a year-long print plan with high impact ad units, produced by B.A.S.S., to coincide with your peak travel season and vacation planning timing:

- One Four-Page special Brazilian fishing section - includes one brand ad with 3 pages of custom content (\$100K Investment)
- Three spreads - includes one brand ad opposite one custom advertorial (\$150K Investment)
- Five single brand ad pages (\$125K Investment)
- Total print investment: \$375K

Bassmaster writer, Pete Robbins, is a regular visitor to Brazil with his ongoing hunt for the infamous Peacock Bass. His history and love for the area will provide personal testimony to suggested custom content within the pages of *Bassmaster* magazine:

- Outfitter all-inclusive expeditions on the Amazon and Rio Negro rivers and their tributaries into the Amazon forest.
- Peacock is the sport fish of choice
- Manaus is the arrival destination
- Time to go is our fall/winter and specifically November-January

BASSMASTER.com®

Digital campaign will deliver large reach and deep engagement including high impact ads and custom content. A year-long campaign with heavy concentration will coincide with prime fishing season and travel planning.

Digital Custom Content Package - produced by B.A.S.S.

Content will live on a custom landing page created by B.A.S.S. and accessible via dropdown menu on home page. Brazil Tourism will have exclusive sponsorship of custom content for length of campaign.

Showcase Pete Robbin's Brazilian travels featured in the pages of Bassmaster with expanded content via

- Additional articles - including food, sight-seeing and top catches
- Photo galleries - gift guides, local culture and points of interest
- Video - showcasing local places to stay and excursions
- B.A.S.S. will work with you to develop optimal content

Promotion of content could include

- Home page touts
- Editorial newsletter sponsorships
- Social media

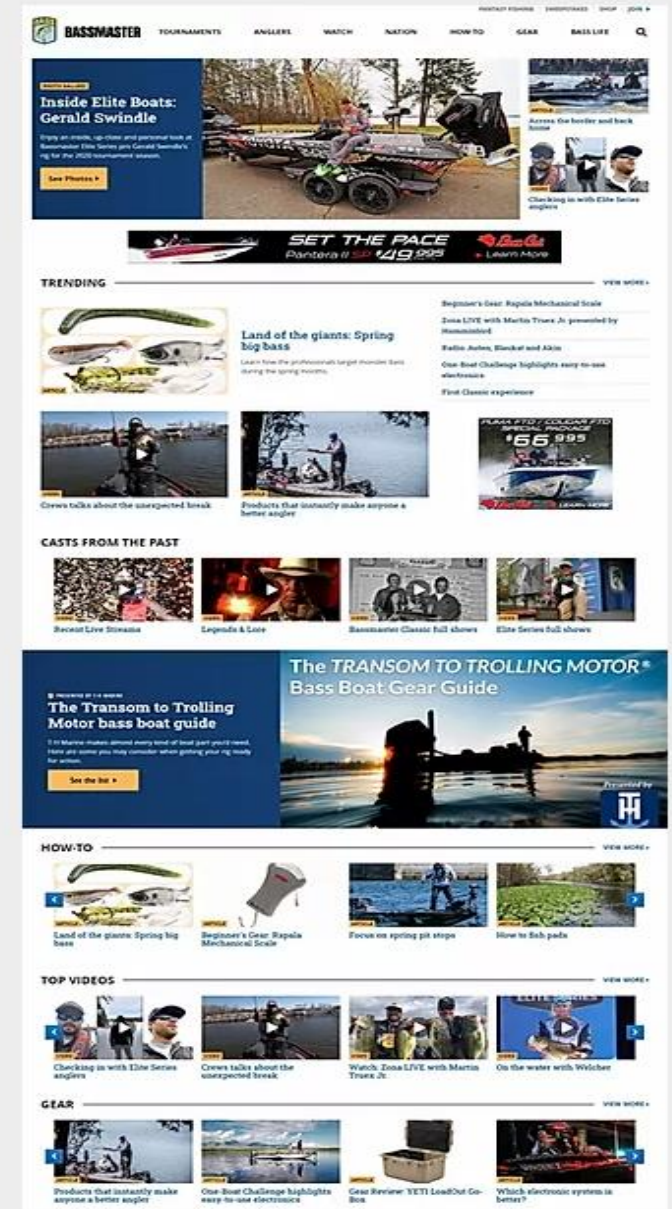
To support the Brazil Tourism campaign, additional digital opportunities to include:

- Home page roadblocks – own all ad units on the home page for one week
- Promotional eblasts to drive traffic to the Brazil Tourism special section
- Commercial videos within the fall/winter 2020 and 2021 Elite season LIVE schedule
 - Bassmaster.com LIVE covers the professional Elite tournaments in REAL time on Watch ESPN & Bassmaster.com
- BASS LIFE (Outdoors related content) package
 - Includes SOV of the fan favorite Top 100 Bass Lakes editorial feature
- Pre-roll
- Comprehensive banner rotation

(The proposed digital plan can be printed at the end.)

Digital Investment: \$360K

Estimated Impressions: 25.4MM





As an additional
consideration...



TELEVISION

250+ hours of professional Elite
and College programming

Special pricing provided upon request.

[EXPLORE 2020 PROGRAMMING >](#)

BASSMASTER



THANK YOU.

We look forward to working with you.



Presentation PDF



Digital Plan PDF

