

**ESPN
OUTDOORS**

2010 INTERNET PLANNING GUIDE





ESPNOuthdoors.com is the leading source for Saltwater Fishing and Hunting news and information.



BASSMASTER

Bassmaster.com is the home for all Bassmaster Tournament coverage, including live video, real-time leaderboard, video and audio podcasts and live on-boat camera coverage during tournaments.



ESPNOOUTDOORS.com and BASSMASTER.com Traffic Numbers

7.2 Million/591,539 Average Pageviews with Uniques Bassmaster.com/ESPNOuthdoors.com

16.5 Million Pageviews in February 2009

Pageviews up **+20%** (January-December 2009 v January-December 2008)

Unique visitors up **+16%** (Same time frame)



Bassmaster Classic
Over 1 Million minutes viewed on ESPN360 and generated over 12.4 Million pageviews, up +64% from 2008



Bassmaster Elite Series
Up +76% from 2008 and generated over 3.4 million pageviews during the 2009 Toyota Trucks Championship Week

BASSMASTER.com

Bassmaster.com is the home for all Bassmaster Tournament coverage, including live video, real-time leaderboard, video and audio podcasts and live on-boat camera coverage during tournaments. In addition, Bassmaster.com provides the most comprehensive fishing tips and techniques, publishes extended articles and feature stories from *Bassmaster* magazine and is the first place fans go to for exclusive interviews with the Bassmaster Elite Series pros.

Bassmaster.com averages 4,800,000 pageviews each month, with 268,539 unique visitors.

The site offers a clean and simple design and video presence on the main index page.



Easy to navigate modules highlight:

- Headlines and tournament news from all Bassmaster events
- Dedicated section for BASS editor and pro angler blogs
- Live coverage page featuring BASSCam, BASSTrakk, BASSCast, Hooked Up and the Real-time Leaderboard
- Tips & Tools section featuring the latest techniques & product reviews
- Extended content from Bassmaster and BASS Times
- Sweepstakes and Contests



For advertisers, the Roadblocks used on the Bassmaster.com and ESPNOutdoors.com Index pages allow you to own the above the fold content by surrounding the top, side and bottom of the top story/main engagement area.



Source: Omniture January-December 2009



ESPNOuthdoors.com provides outdoors fans with the best in hunting and saltwater information, season's best photographs, hunter's blogs, full-length outdoors TV programs, games and photos from the field. Fans also can find full season coverage for the ESPN Outdoors Saltwater Series and Timber Sports.

With 2.4 Million monthly page views - including 323,000 uniques - ESPNOuthdoors.com is the leading source for Fishing and Hunting news and information.



Source: Omniture January-December 2009

BASSMASTER.COM AND ESPNOUTDOORS.COM 2009 AUDIENCE PROFILE

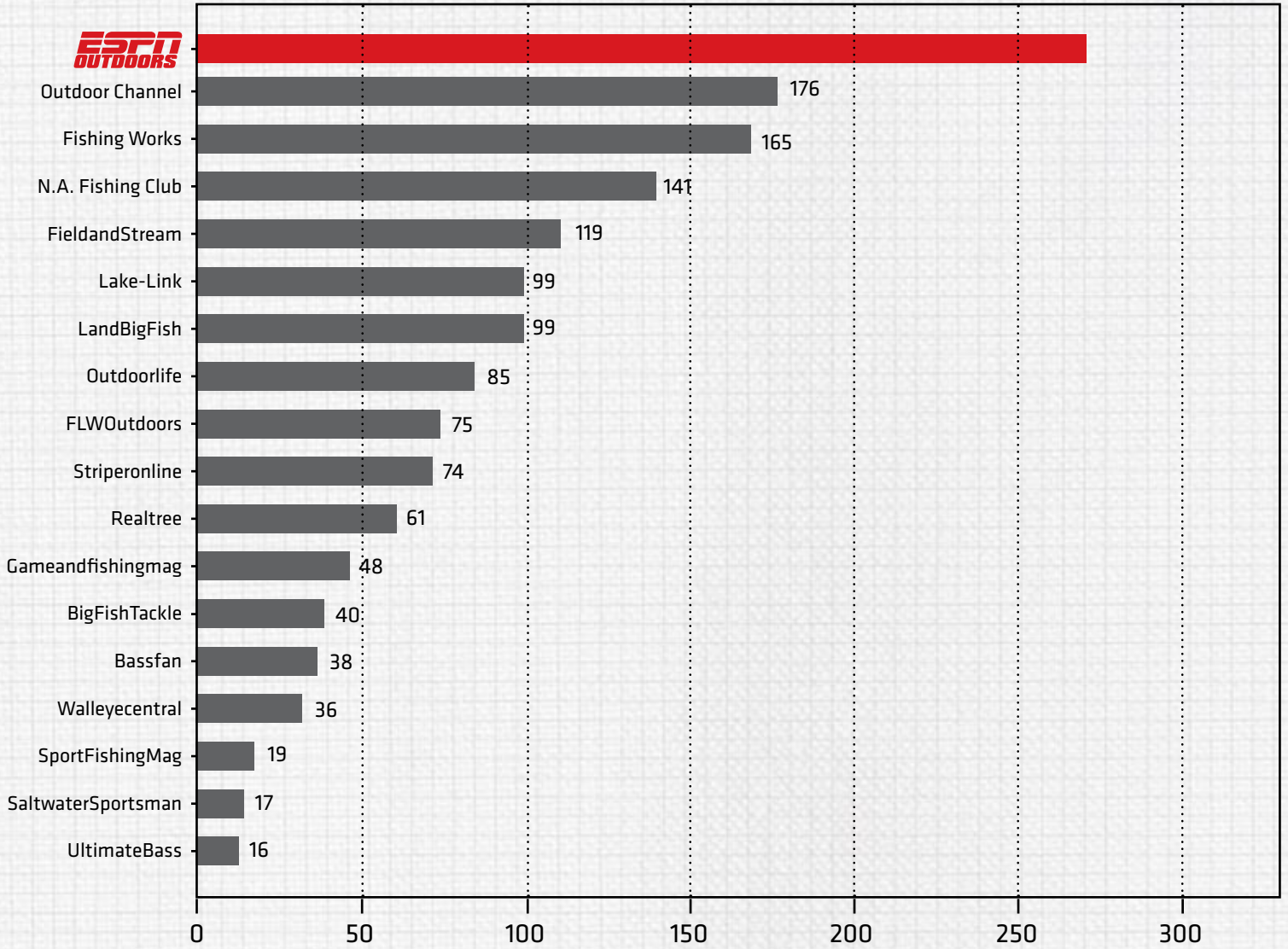
	Total Internet % Comp (Minutes)	ESPNOutdoors.com % Comp (Minutes)	Index
GENDER			
Male	51	71	139
Female	49	29	60
AGE			
Ages 12-17	8	-	-
Ages 18-24	13	5	36
Ages 25-34	20	33	169
Ages 35-54	41	45	108
Ages 55+	14	17	121
Median Age	37.2	36.1	97
Men 18-34	18	27	156
Men 18-49	34	56	166
Men 25-54	30	54	180
Adults 18-49	66	79	120
HOUSEHOLD INCOME			
HHI < \$25,000	12	8	68
HHI \$25-39,999	12	8	72
HHI \$40-59,999	24	20	85
HHI \$60-74,999	12	12	107
HHI \$75-99,999	17	7	43
HHI \$100,000+	24	40	168
Median HH Income	\$63,095	\$78,789	125
CHILDREN			
Any Children in HH	56	50	89
HH SIZE			
1-2	30	39	130
3-4	48	41	86
5+	22	22	98

Source: comScore Media Metrix, 1/09 - 12/09, % Comps based on Total Minutes



is the leader in Outdoor Website Traffic (Fishing)

Average unique visitors per month (000's)

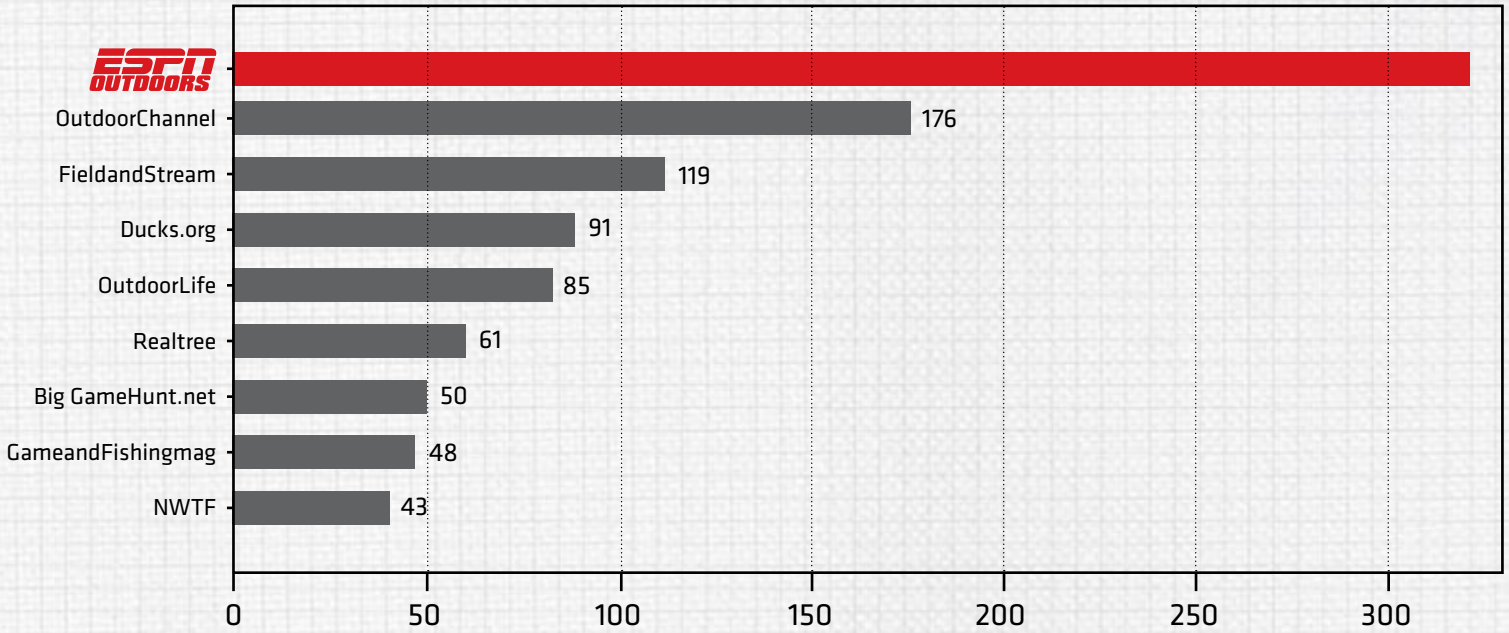


Source: Nielsen/Net Ratings. January-December 2009



is the leader in Outdoor Website Traffic (Hunting)

Average unique visitors per month (000's)



Source: Nielsen/Net Ratings. January-December 2009

Internet Advertising Opportunities

ROS Schedule

Consists of banner ads running across Bassmaster.com and ESPNOutdoors.com.

- Campaigns can consist of all available sizes or select ones
- Guaranteed number of impressions
- CPM (Cost per Thousand) averages \$14 but varies based on ad size and position

Sponsorship of Special Editorial Features (Fixed Positions)

728 x 90

Updated: January 4, 2013, 8:57 AM ET

Darrell West

Weekend warrior on a mission

By Ed King
Bassmaster.com
Twitter

Weekend warrior Darrell West has been chasing his dream for two and a half decades. He's fished local trout for catsuits, the Toyota funds Bassmaster Weekend Series sponsored by American Bass Anglers and the Bassmaster Opens in an attempt to improve his game and ultimately compete in the grandest tournament of them all, the Bassmaster Classic. This year he'll earn lake trout.

"I felt pretty good going into this year's Weekend Series," says the Drexel, Ark., dental crown and bridge maker. "I figured that if I could fish well during the year I'd have a shot in the regional championships and at the national championship."

That attitude came from his prior experience on the Red River, site of the regional, along with two strong finishes on Lake Bartlesville, site of the national championship. Unfortunately, however, the regional was moved at the last minute to Sam Rayburn because of high water on the river.

"Based on my past performances on those waters, I thought they were almost sure I could compete against the other guys with a pretty good chance of success. When the regional was moved, I was concerned. It turned my plans upside down. I didn't panic, though. I put my head down and fished."

"That mental attitude didn't hold through the national," however. I had a good spot and I did panic."

That's unusual for West, who's rarely rattled by anything and usually approaches his fishing — and his life — with a laid-back, easygoing attitude. But this wasn't usual. It was his chance at a Classic berth. The prize was within sight. Who knows how long it might be before he'd get another shot?

"I was leading after the second day, but on the third day my bite slowed down. To top it off several of the other competitors moved in on my spot. I got nervous — (I) admit it — and fell apart. I pulled up my trolling motor and moved, trying to find new fish. That was a boneheaded mistake. It cost me two hours and nearly cost me the tournament and my spot in this year's Classic."

"That night I went back to my room and had a talk with myself. I knew if I didn't collect myself, I would be in big trouble. The next morning I went back to my fish, but my head down, and just barely caught enough weight to win. It was a lesson learned. Hopefully, it'll make me a better angler."

Like all first-timers, he's excited about going to the Classic. (He's never been to one, even as a spectator.) But that excitement hasn't knocked him to the leeches of the event. He spent at least a week and a half on Lay Lake before it went off-limits in the middle of December.

"I tried to get a feel for the lake. I had some good days and some bad days. Overall, however, I think I know what it looks like, and I think I found a few places where the bass might be in February."

"I know how tough it's going to be. I've fished against some of those guys in the Opens, and they're good — real good. Add to that the fact that they have Classic experience and I can only imagine what I'm up against."

"I'm going to fish to the best of my ability, though, no matter how good those guys are or how tough it gets. At the same time I'm going to enjoy every minute of the experience. This is a fishing dream come true. I couldn't ask for anything more."

"And, while I'm thinking about the Classic and all that it means to me, I want to say thanks to my wife of 21 years, Moody. She's supported me as I spent time and money on my fishing during our marriage. She's a part of this, too, and should share the experience with me."

300 x 250

160 x 600

SPONSORED LINKS
Free \$500 Bass ProShop
Receive a \$300 Bass Pro Shop gift card. See

ESPNOOTDOORS.com

Hunting Sponsorship Opportunities



DEER CAMP October 10 – December 31 *(updated daily)*

The source for whitetail coverage for the 2010 season including deer management tips, news, hunting tips, reader photos and features from around the country.

All Deer Camp stories will run as the lead story on the espnoutdoors.com home page and the hunting index page. Estimated page views: 1,000,000 /month.

For a look back at 2009 visit:

<http://sports.espn.go.com/outdoors/index?topId=4558506>

<http://sports.espn.go.com/outdoors/hunting/news/story?id=4556529>

FIRST IN THE FIELD October 15 – December 31 *(updated weekly)*

Sports celebrities, entertainers and professionals from around the country will tell their stories of their first deer or their first hunt.

All First in the Field stories will run on espnoutdoors.com home page and the espnoutdoors.com hunting index page.

For a look back at 2009 visit:

<http://sports.espn.go.com/outdoors/index?topId=4561831>

<http://sports.espn.go.com/outdoors/hunting/news/story?id=4556622>

WILDLIFE CAMS October 1, 2009 – April 2010, resumes September 2010

We have two 24/7 streaming video cameras positioned at feeders on a 300-yard food plot. Users can watch wildlife, including deer, turkey, hogs and bears anytime day or night.

Sponsor logo will run on lead photos with banners on both video pages. Wildlife Cams run as one of the four lead stories on espnoutdoors.com home page and the espnoutdoors.com hunting index page, as well as a right column module on the hunting index page. Estimated page views: +200,000 /week.

Camera 1: <http://sports.espn.go.com/outdoors/hunting/news/story?id=4525359>

Camera 2: <http://sports.espn.go.com/outdoors/hunting/news/story?id=4533705>

Photos: <http://sports.espn.go.com/outdoors/hunting/gallery?page=gamecamera09>

ESPN
OUTDOORS



2009 DUCK TREK WAS A HUGE SUCCESS

Helping push ESPNOutdoors.com to a 24% traffic increase vs 2008 with over 600,000 pageviews.

Source: Omniture

There is a kinship between duck hunters everywhere. The tales and memories of these hunts are waiting to be told. And that's where we come in.

Now in its 3rd year, ESPNOutdoors Editorial team will again embark on a trip of a lifetime. The trip starts in Minnesota and follows the Mississippi Flyway all the way to Louisiana. This 4-6 week road trip is captured on ESPNOutdoors.com with daily blogs, photos and written features. Our writers and photographers expertly chronicle the journey, the season and the passion of duck hunting.



SPONSORSHIP OPPORTUNITIES

- **FOUR SPONSORSHIPS AVAILABLE**
 - (All impressions guaranteed) + Category Exclusivity
- **EDITORIAL SPONSORSHIPS**
 - Editorial, video, photography - fixed 'presented by' ownership
 - Product integration in video and blogs
 - Product Information page
- **MEDIA SPONSORSHIPS**
 - Guaranteed banner ad impressions running on ESPNOutdoors.com
 - Fixed placements on: ESPNOutdoors.com and Hunting home pages
 - Hunting Home Page on ESPNOutdoors.com
 - Logo and text 'presented by (sponsor)'
- **FLIGHT: SEPTEMBER - DECEMBER 2010**



ESPNOOUTDOORS.com

Fishing Sponsorship Opportunities



ESPN OUTDOORS SALTWATER SERIES COLUMNISTS & PHOTO GALLERIES

- Focuses on winning techniques and personalities of the 6 Celebrity Saltwater Tournaments held in Florida, the Bahamas, New York and Louisiana
- Covers some of the best saltwater destinations in the country and highlights how to catch America's saltwater species
- Over 500,000 pageviews generated in 2009

FISHING AMERICA

ESPN Outdoors is on the move across America tracking down anglers of every type to see who's fishing, how they're catching and what's being caught.

New stories will be posted weekly on the espnoutdoors.com homepage and will have a permanent home in the "Editor's Picks" module.

For a first-hand look visit:

<http://sports.espn.go.com/outdoors/index>

<http://sports.espn.go.com/outdoors/general/gallery?page=fishingamerica-pg>

SALTWATER COLUMNISTS

A weekly feature on the espnoutdoors.com main page, the Saltwater Columnists are five columnists who cover every coast of the United States and come back each week with reports on the latest in saltwater news and features.

The saltwater reports include fishing tips and features from the coasts such as photos and breaking news on world record catches. The Saltwater Columnists are featured in the Columnists section below the lead story. Estimated pages views 75,000 /per month.

For a first-hand look visit:

http://sports.espn.go.com/outdoors/saltwater/news/story?page=coast_to_coast

<http://sports.espn.go.com/outdoors/index>

BASS TODAY Bi-weekly eMail newsletter

Sent bi-weekly, the BASS Today eNewsletter reaches an avid group of 500,000 anglers. BASS Today is your inside guide to everything bass fishing, from tournament news to the latest seasonal tips and techniques from *Bassmaster* Magazine to the latest videos and headlines.

Opportunities Include
Vertical Banner (160x600)
or eNewsletter Sponsorship

Visit yamaha game changer .com.

Only a lucky few have... This is going... Click here for more details.

YAMAHA

HEADLINES

- Micro guides for a macro difference
- Gary Klein: The one the got away
- Washington: Waiting is the hardest part
- From Football to Fishing

TOP VIDEOS & MORE

- New World Record, Part 1
- New World Record, Part 2
- Luner Club - December 2009
- Download the December Wallpaper

BASSMASTER

THINK BIG FOR WINTER SPOTS
Forget finesse when the mercury dips if you are interested in catching a trophy spotted bass. Follow Elite Series pro Russ Lane's advice and supersize your offerings.
[Read story](#)

ESPN OUTDOORS

ESPN OUTDOORS DUCK TREK
ESPN Outdoors is once again following the migration of waterfowl along the Mississippi and Central Flyways, on the two month long ESPN Outdoors Duck Trek presented by Plano and Weatherby. Amazing photos, storied locations and lifetime of history headline the 5,000-mile trek from North Dakota to Louisiana.
[Check it out.](#)

MASTER SERIES

FOUR "MUST-HAVE" SWIMBAITS
Bassmaster Elite Series pro Byron Velvick shares with us "must-have" swimbaits to put on your Christmas list this holiday season.
[Read story](#)

HOLIDAY GIFT IDEAS

TROLLING FOR GIFTS? 2009 BASSER'S GIFT GUIDE
The holidays are in full swing, which means -- for bass anglers, at least -- it's time to start sniffing around the tackle shop and putting together a wish list. We've compiled a few things we'd love to see under the tree this year and think you'll agree with our selections.
[Basser's Gift Guide](#) [Hunter's Gift Guide](#)

YOUR BASS MEMBER BENEFITS

NEW BENEFIT! DIGITAL BASSMASTER
Bassmaster Magazine is now available in a new, interactive format. You can flip the pages, go directly to your favorite articles and more!
[Access this benefit now](#)

BASSMASTER.com Product Showcase

MIRROLURE MIRRO PROP
The company might best be known for its saltwater lures, but don't be fooled, their hard baits catch freshwater fish just as readily.
[Check it out!](#)

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Twitter Follow James Hall, Bassmaster Magazine Editor on Twitter

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