

ESPN Outdoors Saltwater Series



Concept

- A New Saltwater Series on ESPN2!
- Total coverage with live streaming video on ESPNOutdoors.com!
- New Saltwater Magazine from ESPNOutdoors!

Content

- **Television - Original programming**
 - Tournament coverage with human interest – Great Times, Great Fishing in Saltwater
 - Show focuses on the celebrity and hot stick (good angler)
 - Hosted by Jose Wejbe

ESPNOutdoors.com – Live event coverage / year round tips & destination features

- ESPNOutdoors mobile satellite van will provide live content onsite
- Focus on winning techniques and personalities – entertain & educate fans
- Create a year round destination based on the species showcased in each event

ESPN Outdoors Saltwater Series Magazine

- A stand alone publication – exclusive Saltwater content - shipped to the BASS membership of over 250,000 BASS members that go saltwater fishing
- Will be Poly-bagged with April issue of Bassmaster Magazine

Schedule

Mercury Redbone Series Baybone Celebrity Tournament	Oct 3-5	Key Largo, FL
Mercury Redbone S.L.A.M. (Southernmost Light tackle Anglers Masters) Celebrity Tournament	Oct 17-19	Key West, FL
Lowcountry Red Trout Celebrity Classic	Oct 23-25	Charleston, S.C.
Mercury Redbone Series Redbone Celebrity Tournament	Nov 7-9	Islamorada, FL
Fall Deep Water Cay Celebrity Bonefish & Classic Redbone @ Large	Nov 21 -24	Grand Bahamas
Don Gurgiolo Sailfish Classic Redbone @ Large	Dec 12-14	Islamorada, FL



Saltwater Series Magazine



A Stand Alone publication – exclusive to Saltwater content – shipped to the BASS membership of over 250,000 BASS members that go Saltwater Fishing. Will be Poly-bagged with April 2009 Issue of Bassmaster Magazine.

About Saltwater Fishing

9 Million Saltwater Fishing participants in the U.S.

85 Million angler days spent Saltwater fishing each year

\$9 Billion a year anglers spend on their sport

45% of BASS Members go Saltwater Fishing at least once a year

Sources: 2007 Bass Member Study, 2006 U.S. Fish and Wildlife service surveys of Fishing, Hunting and Wildlife-Associated Recreation

BASS Members read the following magazines regularly:

Bassin'	44.6%
In-Fisherman	33.6%
Field & Stream	24.1%
N.A. Fisherman	16.0%
Outdoor Life	14.7%
American Rifleman	8.4%
BuckMasters (Whitetail Magazine)	7.3%
Hunting Magazine	7.2%
Saltwater Sportsman	5.3%
Ducks Unlimited	5.1%
Outside Magazine	3.1%
National Geographic (Adventurer)	2.7%



Highest Saltwater Readership among Bass members

