

MEDIA KIT



MEDIAN AGE

AUDIENCE

88%	MALE
49K	USERS
6M	IMPRESSIONS
286K	ENGAGEMENTS
30K	TOTAL AUDIENCE

KEY STATS

50K+	SESSIONS
106K+	PAGEVIEWS
121K+	OVERALL CLICKS
78%	MOBILE TRAFFIC
3,726	EMAIL SUBSCRIBERS

CATFISHNOW!

WHO WE ARE

As catfishing continues to grow rapidly at both the tournament and recreational levels, we believe that it is deserving of a regular presence in the outdoor press. The CatfishNOW team aims to provide that exposure for the sport.

OUR MISSION

To entertain and educate catfish anglers at all skill levels and from all walks of life.



21.7 K
FOLLOWERS



3.55 K
FOLLOWERS



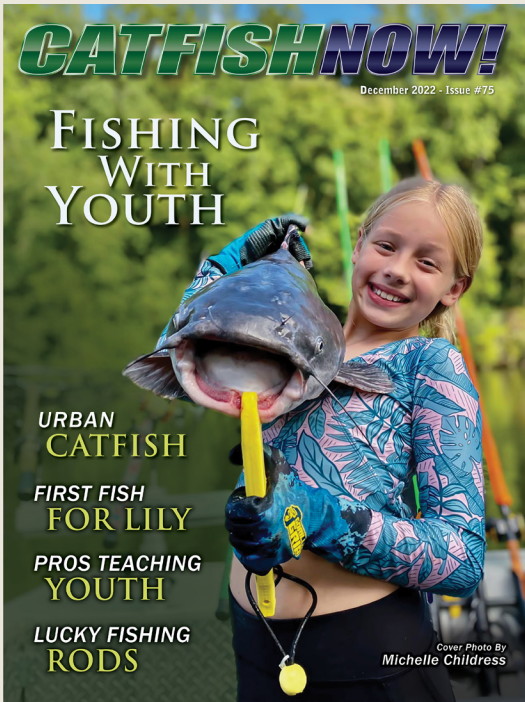
682
FOLLOWERS



735
SUBSCRIBERS



3.65 K
FOLLOWERS



We are your online resource for everything catfish: tips, tricks, how-to's and more.

DIGITAL MAGAZINE

As catfishing continues to grow rapidly at both the tournament and recreational levels, we believe that it is deserving of a regular presence in the outdoor press. The CatfishNOW team aims to provide that exposure for the sport.

FEATURES

- Timely articles about how to fish for catfish.
- Advanced tactics and techniques by well-known experts.
- Destination articles to help you plan your next catfish fishing vacation.
- Video catfishing/boating tips in each issue.
- Click through ads to client's website.
- 100% SOV ads on all devices.
- Guides Page to connect anglers with guide services across the country.
- Social media videos, articles, promotions, events, and collaborations.



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@catfishnow



@catfishnow1

CATFISHNOW!

HOW IT WORKS

CatfishNOW provides outreach to the catfish community through its multimedia content. We are a resource for catfish clubs, tournament anglers, and most importantly, recreational catfish anglers.



1. ONBOARD

The KMS Team and the client will meet to understand the sponsor's brand and discuss the advertising process.



2. PLAN

We will meet with the client monthly to strategize the upcoming month's content. This involves creating media & receiving sponsor media.



3. EXECUTE

Once the sponsor has approved the content, KMS will make a schedule and oversee the performance throughout the month.



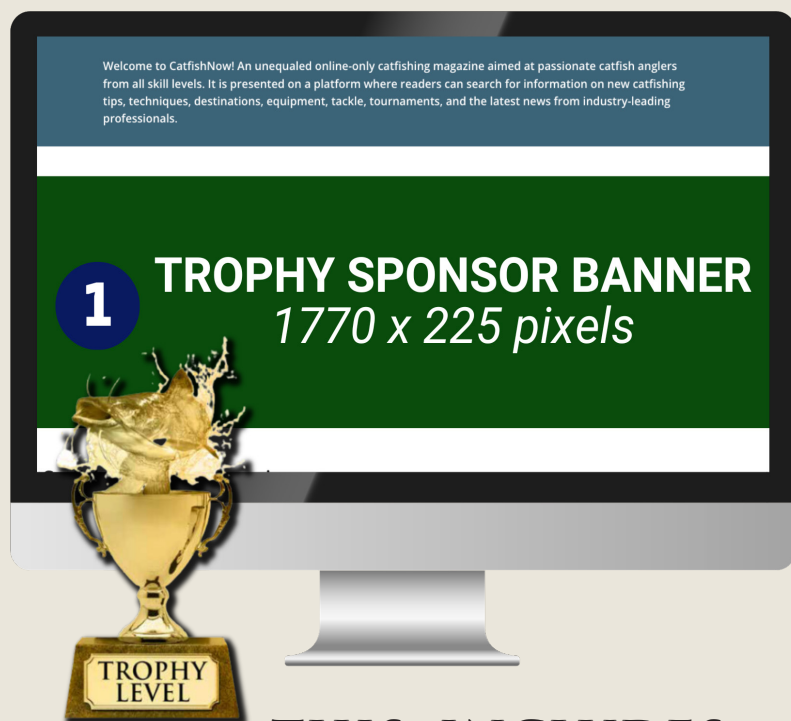
4. ENGAGE

The KMS team will engage with the client's audience on posts and boost the highest performing post(s).



5. EVALUATE

We will provide an analytics report to the client and use the data to plan next month's advertising content.



TROPHY LEVEL

\$550 MONTHLY

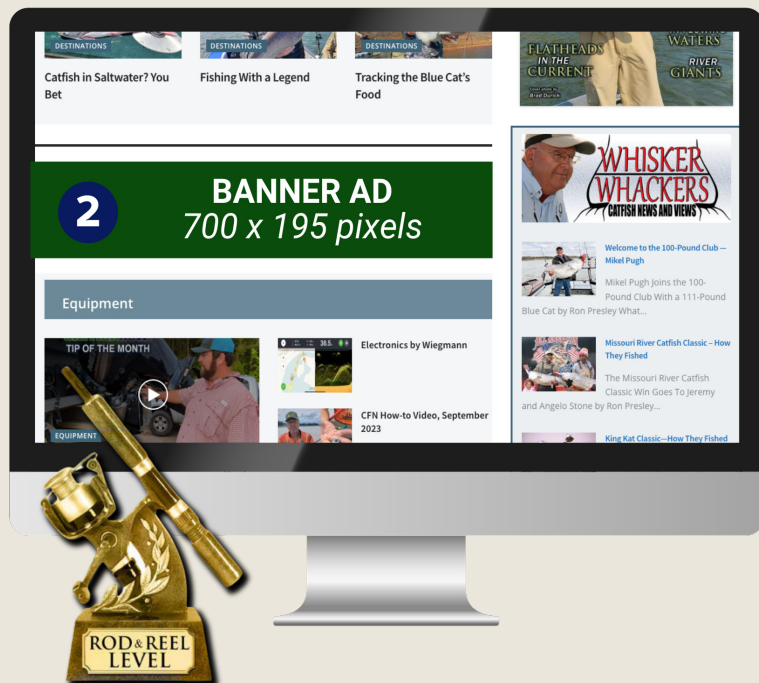
THIS INCLUDES

- 1 A Trophy Sponsor Banner Ad on the home page of CatfishNOW.com. This banner size is 1170 x 225 pixels and is linkable to your website.
- 2 Three articles and/or product highlights on CatfishNOW.com with 12-month ad purchase.
- 3 One banner logo in the monthly email blast.
- 4 Up to 10 posts of your advertising copy, a minimum of 30 posts per month, across all CatfishNOW social media – Facebook, Twitter, Instagram, and/or TikTok and YouTube.
- 5 One boosted Facebook post from our account per month — valued at \$40.
- 6 A monthly social media analytics report.

Trophy Level sponsors can opt to increase their paid advertising budget at no additional cost by decreasing the volume of posts generated for their brand — these modifications can be discussed with their assigned social media manager.

CATFISHNOW!

ADVERTISING OPTIONS



ROD & REEL LEVEL \$400 MONTHLY

THIS INCLUDES

- 1 A Banner Ad on the home page of CatfishNOW.com.
This banner size is 700 x 195 pixels and is linkable to your website.
- 2 Two articles and/or product highlights on CatfishNOW.com with 12-month ad purchase.
- 3 One banner logo in the monthly email blast.
- 4 Up to 8 posts of your advertising copy, a minimum of 24 posts per month, across all CatfishNOW social media – Facebook, Twitter, Instagram, and/or YouTube and TikTok.
- 5 One boosted Facebook post from our account per month — valued at \$30.
- 6 A monthly social media analytics report.

Rod & Reel Level sponsors can opt to increase their paid advertising budget at no additional cost by decreasing the volume of posts generated for their brand — these modifications can be discussed with their assigned social media manager.

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ADVERTISING OPTIONS



LURE LEVEL

\$200 MONTHLY

THIS INCLUDES

- 1 A Side Bar Ad on the home page of CatfishNOW.com.
This banner size is 275 x 183 pixels and is linkable to your website.
- 2 One product highlight on CatfishNOW.com with 12-month ad purchase.
- 3 Up to 6 posts of your advertising copy, a minimum of 18 posts per month, across all CatfishNOW social media – Facebook, Twitter, Instagram, and/or TikTok and YouTube.
- 4 One boosted Facebook post from our account per month — valued at \$20.
- 5 A monthly social media analytics report.

Lure Level sponsors can opt to increase their paid advertising budget at no additional cost by decreasing the volume of posts generated for their brand — these modifications can be discussed with their assigned social media manager.

CATFISHNOW!

ADVERTISING OPTIONS



TIER 1: \$50/MONTH

- One post of your advertising copy, a minimum of 3 posts per month, across all CatfishNOW social media – Facebook, Twitter, Instagram, and/or YouTube and TikTok.
- One boosted Facebook post from our account per month — valued at \$5.
- Monthly social media analytics report.

TIER 2: \$100/MONTH

- Two posts of your advertising copy, a minimum of 6 posts per month, across all CatfishNOW social media – Facebook, Twitter, Instagram, and/or YouTube and TikTok.
- One boosted Facebook post from our account per month — valued at \$10.
- Monthly social media analytics report.

TIER 3: \$150/MONTH

- Four posts of your advertising copy, a minimum of 12 posts per month, across all CatfishNOW social media – Facebook, Twitter, Instagram, and/or YouTube and TikTok.
- One boosted Facebook post from our account per month — valued at \$15.
- Monthly social media analytics report.



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CATFISHNOW!

ADVERTISING OPTIONS



MONTHLY NEWSLETTER BANNER

\$100 MONTHLY

THIS INCLUDES

- 1 This is for one Banner Ad spot on the monthly newsletter in between articles of your choice.
- 2 This banner size is 770 x 188 pixels and linkable to your website.
- 3 This newsletter goes out to 3,700 catfish anglers nationwide.

CONTACT US



CATFISHNOW!

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