

www.muskyhunter.com



Musky Hunter's interactive website represents one of the highest traffic musky sites in the world with more than 225,000* annual users of which 95,000* are unique. Our site receives more than 1 million page views annually*. Musky Hunter's online forum has more than 7,500 registered users. Our Web survey showed almost identical demographics with the magazine, except that 49.5% of the website visitors were in the 18-35 age bracket.

Musky Hunter's website is extremely interactive. Users can interact with one another in real time on Musky Hunter's popular forum and social media sites; view video footage offering tips and tricks on musky fishing; upload musky photos of prize catches; calculate musky measurements on the site's weight calculator; study moon phase secret charts by state; analyze fishing reports for popular musky spots; find tackle manufacturers and vendors; take a musky fishing quiz, read the latest articles by the nation's top musky anglers; and purchase the latest in musky merchandise. Musky Hunter's Web platform is the ultimate social network for musky anglers of all skill levels.

WHY ADVERTISE ON THE WEB?

1. 18 million anglers are on-line.
2. 60% of the Musky Hunter website visitors spend more than 20 days per year on the water, but are on the Internet nearly every day of the week.
3. 81% of Musky Hunters research products or travel information on the Internet**
4. 77% of Musky Hunters regularly make on-line purchases.**
5. One out of three Musky Hunters have made a purchase through the Musky Hunter directory.**
6. Two out of three Musky Hunters read and/or participate in musky forums.**
7. 72% of Musky Hunters purchase at least 25% of their musky equipment on-line.**
8. Increase product awareness while educating customers.
9. Reach young consumers.
10. Announce product changes and updates in real-time.
11. Take advantage of the fastest-growing market in the world.
12. Increase product sales, brand recognition and consumer loyalty to a new, younger group of consumers.

MUSKY HUNTER SOCIAL MEDIA

Musky Hunter has a strong presence in multiple social media platforms including Facebook, Twitter and YouTube. Thousands of superfans view or are active on the Musky Hunter social media channels.

WEB ADVERTISING RATES: www.muskyhunter.com

Musky Hunter offers rotating billboards, tower and box ads throughout the website, and ad opportunities through active links on the Musky Hunter Directory. The ads are visible on every page. The Directory is the complete source for anglers to obtain information about resorts, guides, tackle and everything musky.

Web Advertisement: www.muskyhunter.com

- **Billboard Ad (Top)** — Billboard ads are 468W x 60H pixels submitted as a static or animated gif or jpg image. Maximum file size for gif/jpg format is 30 kb. Ads must be non-expandable. Flash is not accepted. Billboard Ad Cost: \$1,200/year or \$400/quarter
- **Tower Ad (Lower Right)** — Tower ads are 180W x 300H pixels submitted as a static or animated gif or jpg image. Maximum file size for gif/jpg format is 30kb. Ads must be non-expandable. Flash is not accepted. Tower Ad Cost: \$900/year or \$300/quarter
- **Box Ad (Right)** — Box ads are 180W x 150H pixels submitted as a static or animated gif or jpg image. Maximum file size for gif/jpg format is 30kb. Ads must be non-expandable. Flash is not accepted. Box Ad Cost: \$600/year or \$200/quarter

Musky Hunter Directory Links

There are multiple categories available to present your business or product on the Musky Hunter Directory linking directly to your company. A company logo in jpg format ranging in size from 100W x 100H to 225W x 150H pixels is required, along with a short description and address. Musky Hunter Directory Listing and link cost: \$200/year

* Information verified through Google Analytics.

** Information from a Musky Hunter Magazine reader survey.

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