

2021 Sponsor Media Kit

**THOUSANDS OF
OPPORTUNITIES A MONTH
TO REACH ANGLERS
THRU THE BACK DOOR.**

BASED IN THE MECCA OF BASS FISHING

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WEST POINT**

**SOUTHERN FISHING
NEWS**

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**SOUTHERN FISHING
NEWS**

About

Prior to the establishment of *Southern Fishing News*, the publisher and editor, Ron McDonald, got involved in the bass fishing industry while still on active duty with the Army as a helicopter pilot. A phone call resulted in a meeting with the original editor of *Bassmaster Magazine*, Bob Cobb. Cobb's review of some preliminary cartoon drawings led to the publication of "Billy Bass & Charlie Carp" cartoons in *Bassmaster Magazine*. Later, National Bass fishing organization's magazine published McDonald's story and cartoon series called "Anheuser Ambush".



The cartoon characters "Billy Bass" and "Anheuser Ambush".

The present day *Southern Fishing News* has roots in the "Southern Fishing" television show from the late 70's.

The show was broadcast from a local TV station based in Florence, AL. Southern Fishing's television

show ran for two years, first as a thirty minute production once a week, then as a nightly part of the station's news broadcast five nights a week.

The follow-up to the television show was the establishment of a large Southern Fishing website featuring stories, fishing artwork, photos, tournament schedules tournament results, product news, lure field tests, cartoons and more.

That site was southern-fishing.com. The website morphed into an online digital publication over time with email notices sent to anglers in the Southern Fishing database when new stories or pages were added to the digital publication.

The next incarnation of Southern Fishing was in the form of a tabloid, printed monthly, publication.

The print newspaper was distributed across North Alabama for several years. However, the reduction of available time lead to a suspension of producing the print publication and a general absence of Southern Fishing for several years from the bass fishing scene in the greater North Alabama area.

Re-entry into the world of bass fishing news publishing came in the form of email news to the Southern Fishing large database of anglers.

Email News was the sole outlet of Southern Fishing for several years



Ron McDonald in the television studio taping "Southern Fishing".

About cont.

before Southern Fishing News was begun.

Southern Fishing created and sponsored a popular "All Star Bassin' Team" and "Top Rod" tournament competition for area anglers.

Next was a leap into the social networking world with the addition of a Southern Fishing News Facebook page.

Our Facebook page (now two pages) is a great outlet for story links to our website, announcements, news, photos and a partner for our website.

The "News" part of Southern Fishing was added when the new website was established as southernfishingnews.com.

So from "Billy Bass & Charlie Carp", we now have the Southern

Fishing News website, Southern Fishing News Email News, MeWe, Unsplash. Facebook pages (2), LinkedIn, Instagram, Twitter, Printerst, You Tube, online Photo Albums, and our Student Angler Series.

The synergy created by these points of distribution is available to you for bass fishing product news, stories, news releases, photos and videos.



Our website, southernfishingnews.com, is the centerpiece of our fishing and fishing related news, photos, videos and stories. All of our social media sites point to this website with hyperlinked story introductions. There are over 1000 posts on the site as of June 2021, .

Of interest to sponsors is their hyperlinked logos appear on **every** page of the website and links appear on the site's Links page as well.

Website impressions (May 20, 2021- June 19, 2021) was **34,467**. Our 2020 impression total was **351,000**.

The Southern Fishing News impressions for May 2021 from the Google Search Console Team reports Southern Fishing News had **18,800 search impressions** in May 2021. That shakes out to be 606.45 hundred impressions a day.



A highly refined target audience of anglers.

Facebook

The Southern Fishing News Facebook pages have a high level of activity and interest. The pages, “Ronnie Mac-Southern Fishing News” and “Southern Fishing News”, run story links to our website as well as shared photos, graphics and other Facebook posts of interest to our readers. Selected posts from the Facebook news feed are also shared with our total monthly audience of **7,260** as of May 30, 2021. Both pages feature the same content.

Influential and authentic niche content.

Our sponsors have their logos displayed in the header of both pages. Sponsor's names and webpage URLs are included in the preview of all stories linked to our website.

In addition, a Southern Fishing News Facebook Photo Album is available to readers [HERE](#). Included are scores of photos previously published.



SOUTHERN FISHING NEWS

LinkedIn

The Southern Fishing News LinkedIn page has **2,260 Followers**, **2,280 Connections** and **906 Contacts** for a total of **12,706** as of May 30, 2021.

Our connections include company executives, anglers and individuals that have a direct relationship or interest in outdoor sports, specifically fishing. These connections have indicated an interest in the industry stories and reports we post.

The posts we make on LinkedIn are story previews that include a link to the full story on our Southern Fishing News site.

Every click on the story links results in another exposure to sponsor's name and linked logos on our web pages.



**SOUTHERN FISHING
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Online Photo Albums

Our Southern Fishing News Online Photo Albums contain all of the photos taken at covered events. Many of the **53 shared photo albums** are linked from stories and news on our website.

A link to the related photo album is included in the content of the post which enables interested readers to go from our website to the photos related to the post. Only a few of the photos taken at an event, or tournament, are actually used in an article. The few posted photos leaves scores of unpublished photos for the interested public to see. Those photos are posted on the Photo Albums pages.

Public downloading of any of the photos is allowed.

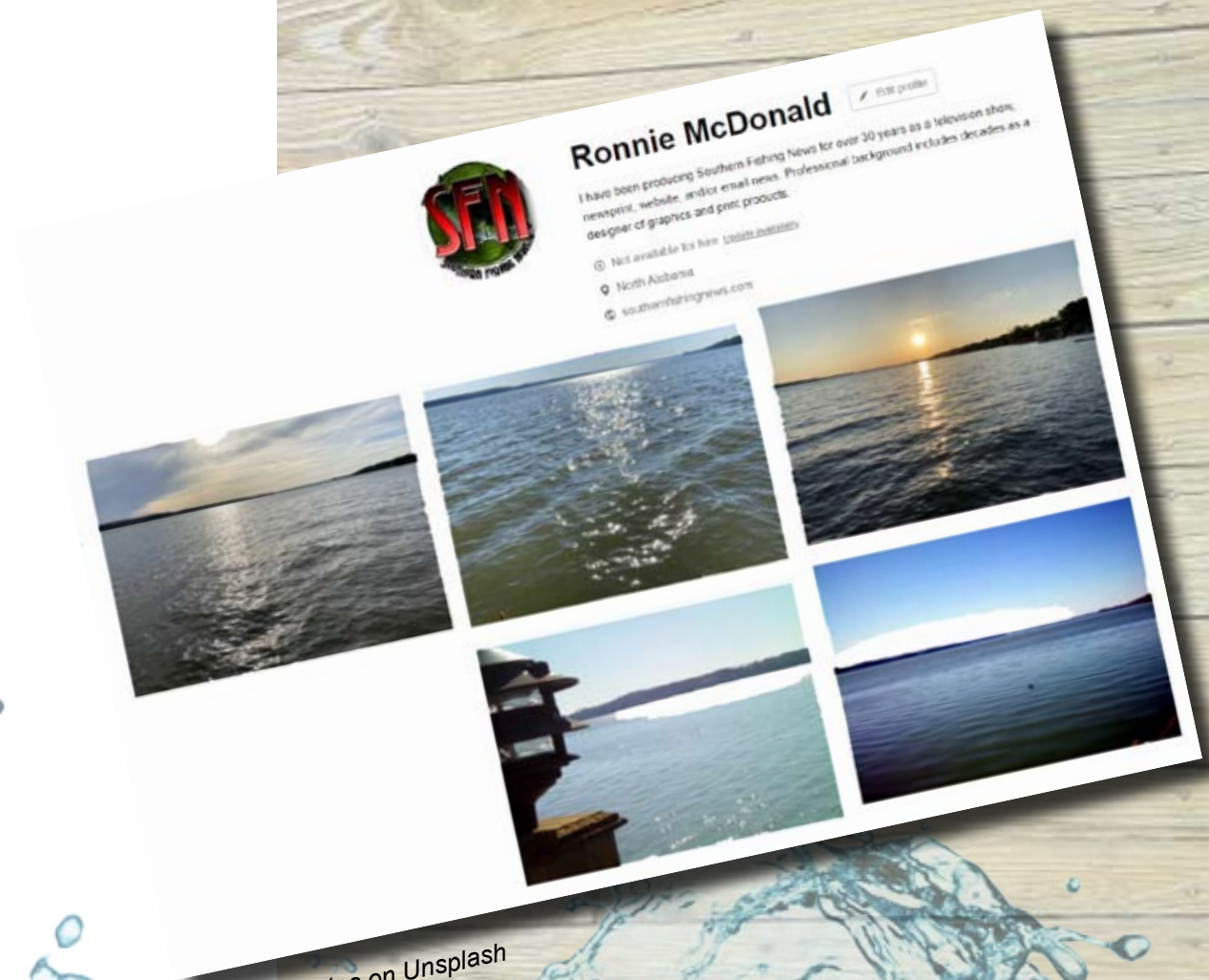


Unsplash

Unsplash is a unique site that offers free photos for anyone to download. The high resolution photos we place on this page are related to the outdoors and nature.

Southern Fishing News outdoor photos on Unsplash had **6,823** views in April 2021.

The page generates an additional exposure of Southern Fishing News and interest in our website and social pages.



Sample photos on Unsplash



Twitter

Our Twitter account is another social media tool used to publicize stories and fishing news posted on our website. The tweets we post are story previews with a linked URL to the material published on our website's News Page, or other page, on our site. As you can see, our sponsor's logos are featured in our twitter header.

Our Twitter page generated **11,826** impressions in 2020.

We have over 1500 tweets posted to date on the Twitter page with numerous "re-tweets".



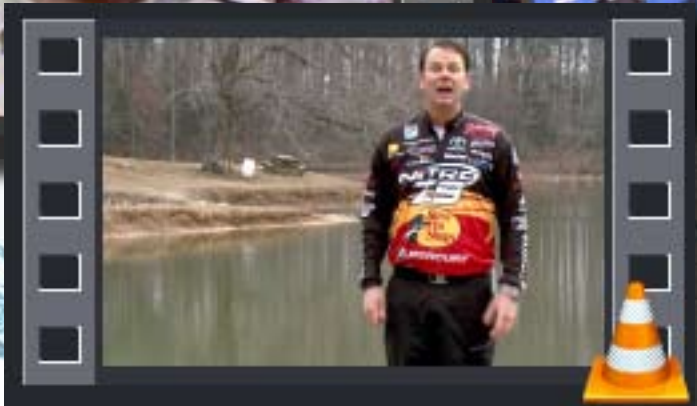
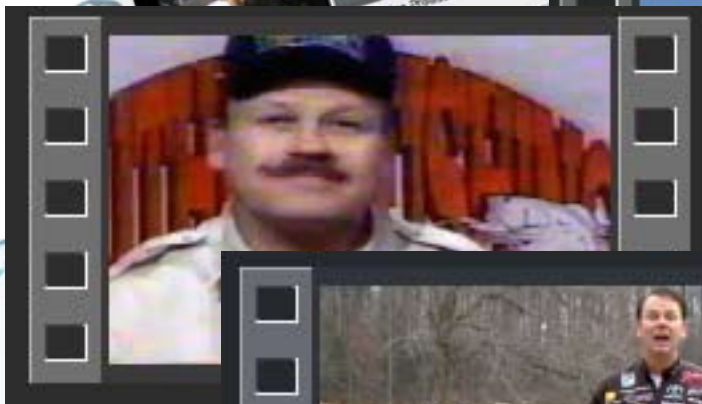
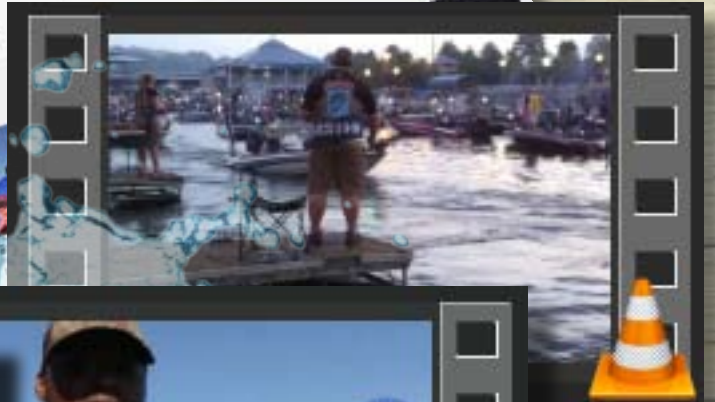
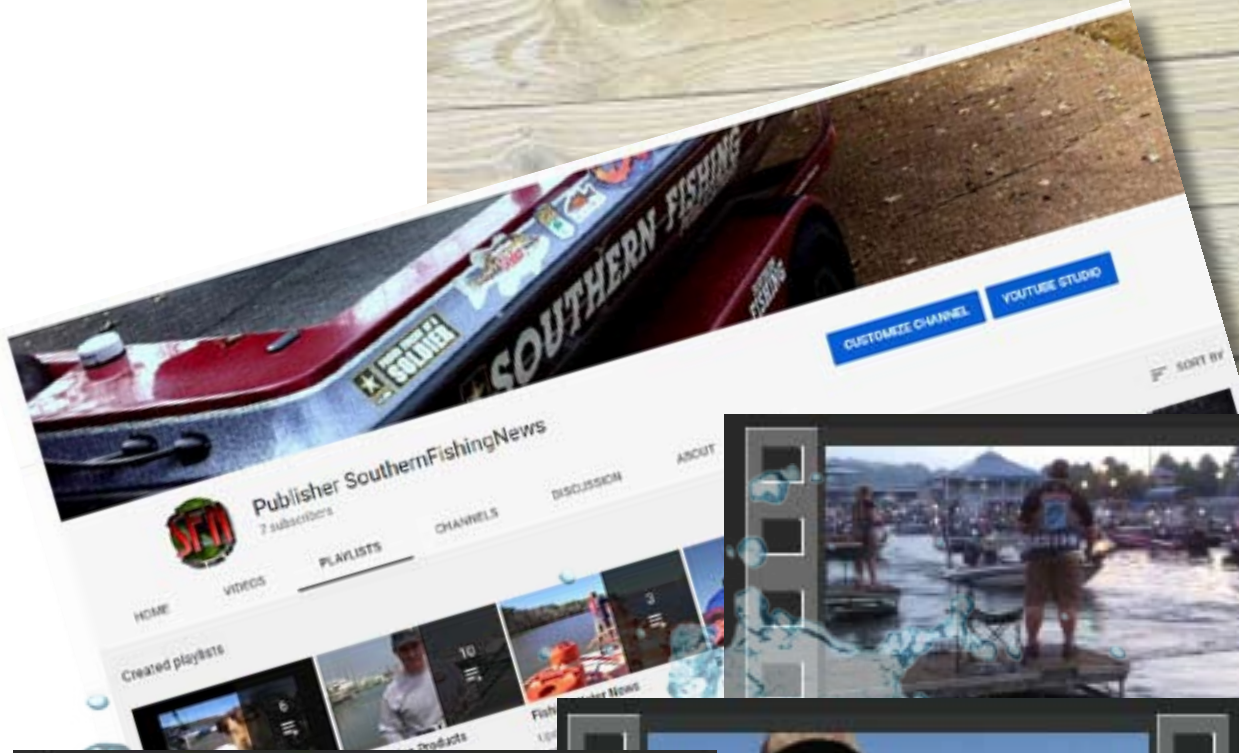
Meaningful content presented to the right users.



YouTube

The Southern Fishing News YouTube Channel features sponsor's product and how-to videos, original videos and videos linked from articles posted on our website.

YouTube viewers spent **7,543 minutes** in 2020 on our **52 videos** and generated **17,406 impressions** for last three months of 2020. - Southern Fishing News YouTube channel had **1,291 total views** and **1,465 minutes watched** for a 30 day period ending May13, 2021



SOUTHERN FISHING NEWS

Printerest

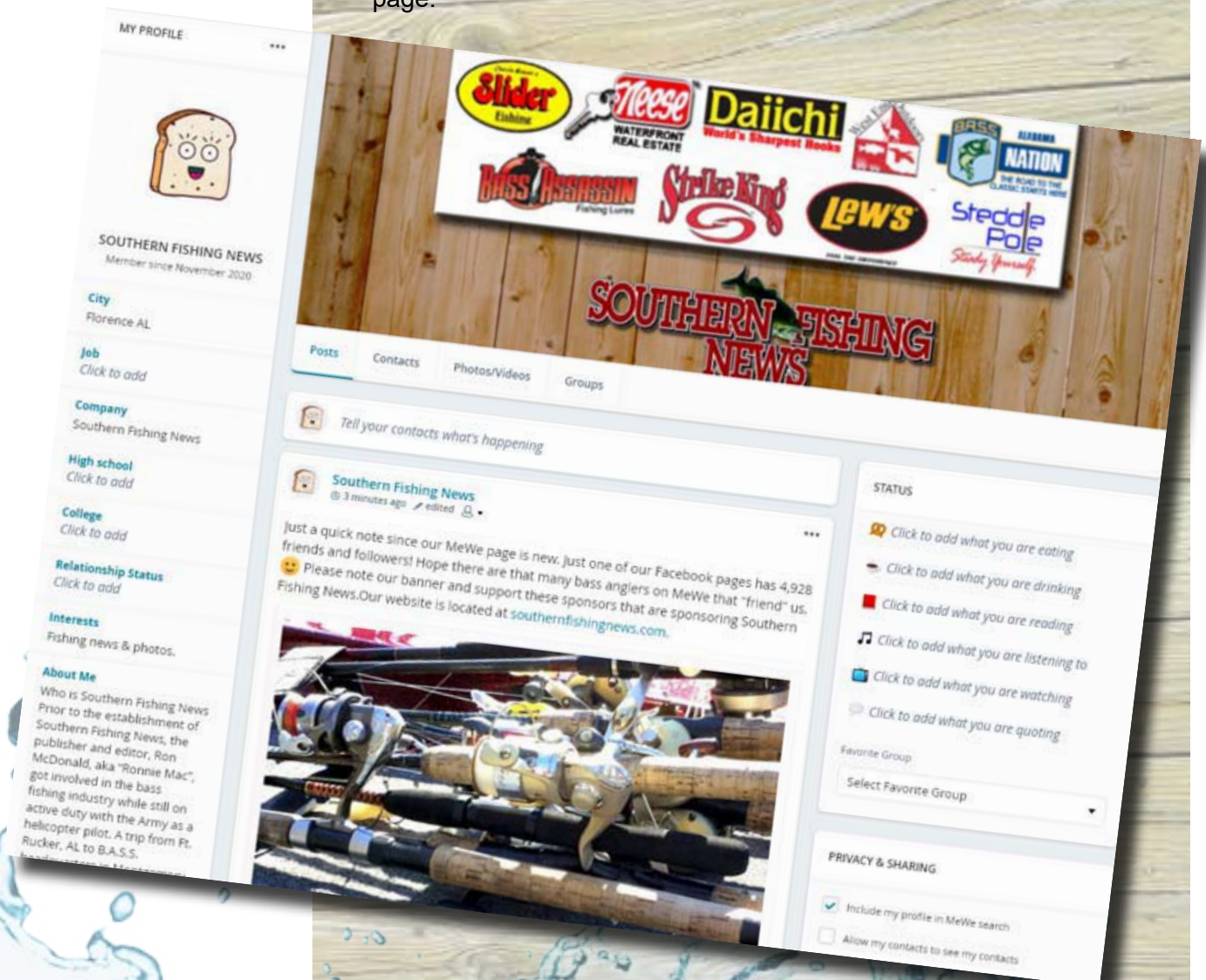
The Southern Fishing News Printerest page features “Pins” of posts that appear on our website. The Pins include a headline, story intro, a feature photo, and a link that takes the reader directly to the post. Many of our Pins are shared by other site members that have a fishing related page. Another way we are “flying the flag”.



MeWe is the newest of the Southern Fishing News family of social pages.

Our posts here are previews of new posts made to our website, southernfishingnews.com.

Notice that the logos of our sponsors also appear in the header of this page.



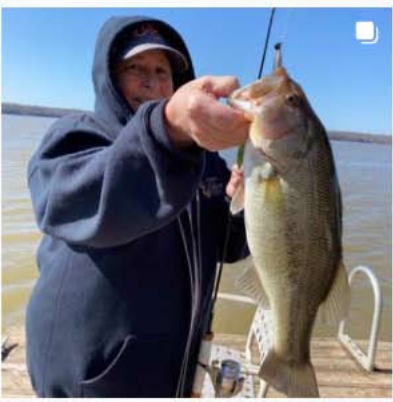
Instagram

Our Instagram page features a wide variety of photos and videos.

Look for on-the-water scenes, fishing and lake images. You never know what is going to show-up on our Instagram page, or who.

Instagram

Search



TVA

TVA LAKE INFO

- Guntersville
- Fontana
- Norris
- Kentucky
- A
- Apalachia
- Barkley
- Bear Creek
- Blue Ridge
- Boone
- Cedar Creek
- Center Hill
- Chatuge
- Cheatham



SOUTHERN FISHING NEWS

Student Angler Series*

Our Southern Fishing News Student Angler Series are fishing classes presented free to high school bass clubs and other youth organizations. Sponsors logos are included in the supporting slide shows presented in the classes.

Sponsors are encouraged to donate product and catalogs to introduce themselves to the young anglers and provide another exposure to the sponsor's brand and products.

Some sponsor's products are too expensive to provide to each youth angler attending so a door prize(s) is donated.

Sponsors know in advance when a class is scheduled and how many students are expected to attend.

There is no fee for sponsor participation.

***COVID-19 interrupted in-person presentations. So, Southern Fishing News posted three classes of our Student Angler Series on our website for individuals and high school bass clubs to download and watch.**



2021 Rate

A consistent brand experience.

Our rate card is fairly simple to navigate. We have one rate for an annual sponsorship- **\$24.50 per month for a 12-month commitment**. A sponsor's rate will never increase for annual renewals. While our rate is simple and straight forward, what sponsors get for the investment is a little more extensive.

- Your company logo linked to your website from our site.
- Your company logo appears on every page of our website.
- Sponsor's name and linked website listed on our Links page.
- Sponsor provided news releases/announcements/photos posted on our social media pages and our website.
- Your logo appears in the header of most of our social network pages.
- Your name and website address is included in all stories linked to our website on many of our social pages. Postings that include our website link presents the reader with your linked logo upon arrival.
- Our YouTube page features sponsor videos as well as other fishing related "flicks".
- Logos of our sponsors displayed in "official" Southern Fishing News emails including Email News to our angler database.
- Free participation available in our Student Angler Series classes for high school bass clubs (when started again).

Not a bad return for an investment of only \$24.50 per month. Email publisher@southernfishingnews.com to get started or get any questions answered.



**SOUTHERN FISHING
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Custom Newsletters

Another service offered by Southern Fishing News is the development of custom, digital publications. We have decades of experience in design, layout and production of all types of publications. Businesses have found newsletters to be a productive, economical marketing tool.

Newsletters are flexible and may be targeted to customers, employees, suppliers, investors or a combination of any of these audiences.

Advantages of a digital publication includes production in full color without any additional costs compared to full color print, save on postage by emailing copies, in-house printing of hard copies if desired, odd number of pages available, quick content changes and may be distributed on CDs as handouts at trade shows.

All newsletters produced are custom and designed specifically for each client and may be any number of pages.

Every publication is designed and formatted, nameplate designed, review edits by client, copy editing, content coordination with client and delivered to client as a digital PDF file. These services are included in the issue publication fee.

For more information email us at: publisher@southernfishingnews.com.



Local pro hits paydirt in EverStart tourney on Okeechobee

By FLW Outdoors Staff
Wayne Clifton, Goose Creek, 8 more than \$30,000 cash and a Toyota powered his way to a Yamaha-powered King of the EverStart Series Lake Chain opener January 12, 2012.



SliderLines

Finesse Fishing Begins Here

VOLUME 4, ISSUE 2, 2014



A NOTE FROM CHARLIE
 Gary Moxon and I fished Kentucky Lake in June for some shell crackers (red ear). Fish were in 4 to 5 feet of water. The photos show the results. We used 4 lb. line, a double line Slider ball head and a #4 wire hook.
 All we had to do was cast out, let the lug drop a foot or two and crank back to the boat.
 We hooked 21 in one hour. Gary said now he caught might have been the biggest he ever caught... best day ever for big shell crackers!



Serious Swimbaits

Swimbaiting was once a guaranteed secret of the pros. Not any more and Slider Lines has a few winners in this lure category.
 Our 14" Shad, the 9" Shad and the 9" Double Action Grub. The Double Action "Grub" is actually a small twinstail.
 Rig these lures on Slider heads or our jig heads. Choose the size weight according to the primary bait technique you are going to use.

Some last anglers beat their hour by at swimbaiting this small 1/2 x 3/4 inch. However, Chris Zaldain won the 2013 Toyota Bassmaster Angler of the Year with fishing a 7" swimbait on a 1/4 ounce Sigma-Slider finesse fishing tactic.

Zaldain won the 2013 Toyota Bassmaster Angler of the Year fishing a 7" swimbait...

These twinstails are effective in areas where there is a lot of fishing pressure on fish, cold water and when a high pressure weather system has settled.

In. Big balls just won't get it done under these conditions. Clear water is best for these lures since bass see slight baits.



Some good way to fish a swimbait slow and steady with no twitching, shaking or dead falls.
 The late Dennis Evans spent a few minutes before launching his boat putting a little Super Glue on the head of the plastic to keep the lure from sliding down on the hook.

Visit <http://slidelifishing.com> to see all the available colors for these swimbait as well as Slider heads and jig heads.



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Meaningful
content
presented to
the right users.

Contact us at
publisher@southernfishingnews.com
and we'll get started!

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