



WEEKLY FISHERMAN

Media Kit / Sponsorship 2021

Presented by Nautical Ventures



The Show: 15 Years & Going Strong

MISSION STATEMENT

To entertain, engage and educate the South Florida fishing and boating community with information as it relates to all things catching fish.

SHOW FORMAT

The show's 2 hour format consists of live call-ins by celebrity captains who share their local fishing knowledge and listeners who quiz the hosts on up-to-the-minute tips, techniques and hot spots.

Fishing experts from related fields and guest speakers from the industry are included in the 2021 program.

Simply put, it's the go-to show for fishermen who want the intel on what's biting and where, from Stuart to the Keys.

The Hosts



ERIC BRANDON
Former daytime DJ for South Florida's classic hits station WMXJ and country station WKIS, Eric has a huge following both as an avid, accomplished fisherman and as a celebrity DJ. In the 14 years the program has aired, he has never missed a show.



JOE HECTOR
Joe runs the Extreme Kayak Fishing Tournament Series out of Pompano Beach, FL. He has hosted tournaments in the Bahamas, Texas, Florida, and the only kayak billfish tourney in the world, the "Sailfish Smackdown." He publishes the ever popular EKFT magazine.



The Radio Station

940 WINZ MIAMI SPORTS

PERSONALITIES

6am-8am - Eric Brandon & Steve Waters

8am-10am - Defo

10am-12pm - Dan Patrick

12pm-2pm - Rich Eisen

2pm-4pm - Andy Slater

4pm-7pm - The Finsiders
with Greg Liken

7pm-8pm - Steve Gorman

8pm-10pm - JT "The Brick"

THE NUMBERS

Median Age - 62

Ethnicity

White/Asian/Other - 66%

Latino/Hispanic - 19%

African American - 15%

Gender

Female - 11%

Male - 89%

Audience

269+ million monthly on-air
listeners across iHeartRadio

The Radio Station

S P O R T S

940 W I N Z, Miami Sports is South Florida's play-by-play leader and flagship for the Miami Dolphins Radio Network and Marlins Baseball. Coverage includes the NFL's Sunday, Monday and Thursday Night Football, NFL Playoffs, The Super Bowl, NCAA Men's Basketball Tournament and The Florida Gators.

A U D I E N C E

The W I N Z listener is passionate about sports and has 'Heated' opinions about the games and their teams. They come out to talk with our live and local hosts. Play-by-play, W I N Z gives everyone the opportunity to listen and make winning calls.

Listener Profile

QUALITATIVE PROFILE

WINZ 940's Audience is...

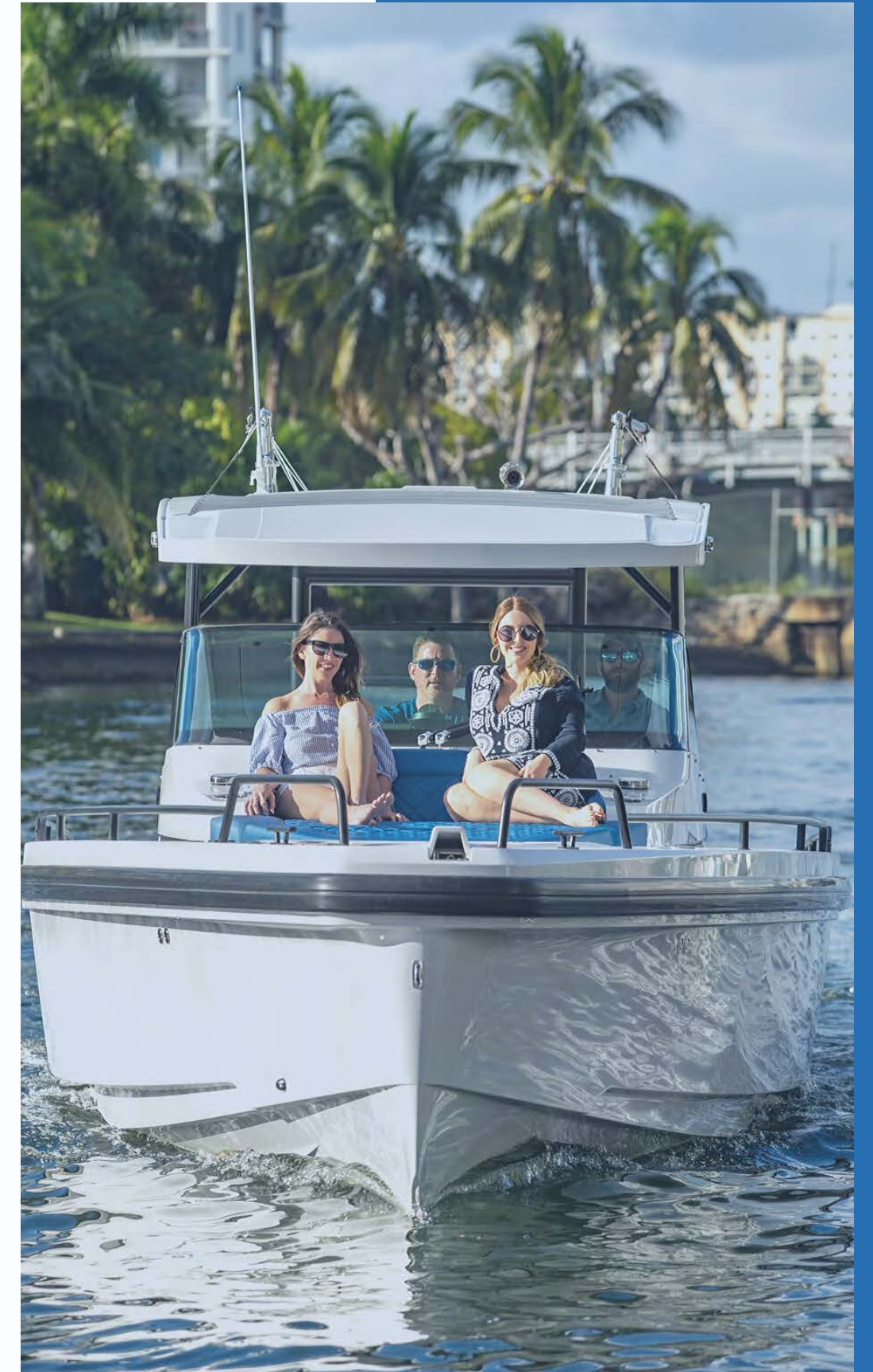
81% college educated

76% are employed

72% own their homes

58% have a household income of \$75K+

46% have at least one child in their household





Listener Profile

QUALITATIVE PROFILE

When compared to the average Miami adult, WINZ listeners are...

- +118% more likely to spend \$2,500 or more on internet purchases/yr.
- +85% more likely to buy a new SUV in the next 12 months.
- +80% more likely to have any investments.
- +79% more likely to bank via their mobile phones.
- +49% more likely to listen to the radio via their mobile phones.
- +29% more likely to buy a new pickup truck in the next 12 months.
- +27% more likely to purchase a second home or real estate property/yr.
- +26% more likely to purchase furniture in the next 12 months.
- +13% more likely to purchase a home in the next 12 months.

Local Programming with a Broad Reach

Podcasts - available same day as show

Streaming Media - across iHeart radio

Social Media - Facebook / Twitter / Instagram

Event Cross Promotions - across a variety of SoFlo events

Trade Shows - FLIBS / MIBS / PBIBS and more

Retail Outlets - through our network of retail partners

Fishing Tournaments - South Florida and the Bahamas

Web Links - with all sponsors / partners / personalities

Cross Program Promos - on other W IN Z sports shows

Cross Station Mentions - on other iHeart stations

Guest Appearances - Hosts have been invited to talk about the Weekly

Fisherman on other iHeart shows and stations

Much, much more.

Sponsorship Packages



**PRESENTING SPONSOR -
\$2,500/MO**

Name on logo Masthead / Visibility
across all mediums / TOH promos
(6) :30 second spots per show
(1) Live DJ endorsement per show
Promotional mentions during the
week
(1) Guest appearance per month



SPONSOR - \$1,000/MO

(4) :30 second spots per show
(1) Live DJ endorsement per show



**PREMIUM SPONSOR -
\$1,500/MO**

(6) :30 second spots per show
(1) Live DJ endorsement per
show Promotional mentions during
the week
(1) Guest appearance per month



ADVERTISER - \$500/MO

(2) :30 second spots per show

Get in Touch

FOR QUESTIONS AND SUGGESTIONS

JOE HECTOR

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WEBSITE

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PHONE NUMBER

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