



WIRED **2**fish.com

Built by anglers, powered by passion, skills for everyone | 2026 General Presentation



WIRED2FISH

**Where anglers come to
share skills, tell stories,
and get inspired for
their next catch**

1.3M

Avg Monthly
Pageviews

892k

Avg Monthly
Sessions

501k

Avg Monthly
Unique Visitors

2M

Total Social
Followers



Source: Delta Digital Proprietary Data; ComScore, September 2025

WHO WE ARE

Where Anglers Come Together at Scale to **Teach, Learn, and Share What They Know**

The largest and most authoritative voice on all-things fishing, we connect the most dedicated anglers with industry experts to provide them with education and insights on the latest gear, trending destinations, and breaking news that powers their passion for the outdoors.





WHERE WE STAND

**Connecting With
More Anglers at
Scale in the
On-Season & Off**

501k

Average Monthly
Unique Visitors

WIRED**2**fish
THE FISHING AUTHORITY
.com

+13%

More Average
Monthly UVs than

BASSMASTER 

+76%

More Average
Monthly UVs than

OUTDOORLIFE

+902%

More Average
Monthly UVs than

MLP
MAGAZINE
LIFE PARTNER



Source: ComScore, February, August, September 2025

WHAT WE DO

Real-world tips. In-depth reviews. Actionable buying advice.

Our skilled anglers and industry insiders bring a 360° approach to how our audiences fish with the skill-based guidance, gear reviews, and buying recommendations that come together to power their passion.

Fishing Tips

Fishing Resources

Tackle Reviews

Buying Guides & Deals

Industry News



WHO WE ARE

Expert Personalities Bring Trust & Authority to Everything We Do

Our team of writers and on-camera personalities bring the authentic, trusted voices to Wired2fish content that maintains loyalty among our audience of passionate anglers.

35+

Years of Combined Editorial
& Industry Experience



Joe Albanese Editor-in-Chief

After a decade in natural resource management with agencies including the U.S. Fish & Wildlife Service, NYS Department of Environmental Conservation, and the U.S. Department of Agriculture, Joe brought his deep knowledge of wildlife and passion for fishing into media—writing for 35+ publications and serving as executive editor at Field & Stream and Salt Water Sportsman before joining Wired2fish.



Sam Hudson Executive Editor

With 15+ years of experience, Sam has served as a staff editor, marketing manager, and executive editor for leading fishing titles including Salt Water Sportsman, Sport Fishing, and Florida Sportsman before joining Wired2fish. A Florida native, he explores the state's waters by kayak and holds a journalism degree from the University of Florida and an MBA from UCF.



Nick Dumke Video Talent

Nick Dumke got his start fishing at a young age, with bass fishing always at the center of his passion. He began competing in tournaments in middle school and continued through college as a member of the University of Montevallo Fishing Team. Nick now brings his on-the-water experience to photography and videography at Wired2Fish, where he is regularly seen on-camera as our trusted voice for viewers.



OUR ENGAGEMENT

World-Class Content Strategy is Driving Record-Breaking Site Traffic

Our editorial team drove our strongest year in organic traffic since 2020, and we're carrying that momentum—and building on it—into 2026.

2025 represented Wired2fish's **highest traffic in 4 years**



+31%

YoY Growth in Total Sessions

+21%

YoY Growth in Total Search Traffic

+110%

YoY Growth in April Sessions, '25 vs '24
Our best month in '25



Source: ComScore, Aug 2025; Delta Digital Proprietary Data

OUR IMPACT

Insights That Drive \$555 in Sales per Unique Visitor Annually

\$2.8M in annual affiliate sales driven through our on-site content and buying guides

Our content not only guides audiences through the purchase funnel, but influences them to make a purchase as a direct influence of our expert insights and perspectives.



Source: Delta Digital Proprietary Data

OUR STRATEGY

Our Full-Funnel Editorial Approach Drives Audiences Directly to the Point of Purchase

Our editorial team aims to help anglers achieve their goals on the water by providing everything they need, from the high-level skills guidance down to the specific gear recommendations that unlock their next fishing milestone.



Their Search: *How do I catch bigger Bass?*

Step 1 | EXPLORATION

Fishing Tips Big Baits, Bigger Bass: Fall Swimbait Strategies

Step 2 | DEEPER LEARNING

Tackle Tips Unconventional Lure Tactics for Big Bass

Step 3 | REAL-LIFE APPLICATION

Tackle Reviews These 5 Baits Were the Biggest Tournament Winners of 2024

Step 4 | PURCHASE

Buying Guides Best Black Friday Bait Sales

OUR PROOF | RODS & REELS

Driving Brand Favorability to Increase Sales & ROI

One of our most loyal rods & reels partners relies on Wired2fish to help them maximize awareness and brand preference through a strategic marketing campaign that drives our audiences to purchasing action and maximizes their ROI.



1 CLIENT OBJECTIVE RODS & REELS

Known for their quality and durability in the rods & reels space, this client turned to Wired2fish to **drive awareness for their technology that performs and features that last to convince buyers that the high price is worth every penny.**

2 CAMPAIGN STRATEGY

High-impact display and video, social content, and email maximized cross-platform exposure of this client's innovative rods & reels to drive consumer preference.

- Super Billboard
- Video Pre-Roll
- Standard Display
- Newsletter Sponsorships
- Social Content

3 CAMPAIGN ROI

This client's campaign ROI measured out to

+251%

and represents one of our top-performing campaigns of 2025



Case study is for illustrative purposes only, results may vary.

OUR PROOF | BAIT & LURES

Driving Brand Favorability to Increase Sales & ROI

One of our most loyal bait & lures partners relies on Wired2fish to help them maximize awareness and brand preference through a strategic marketing campaign that ultimately drives our audiences to purchasing action that maximizes their ROI.



1 CLIENT OBJECTIVE BAIT & LURES

Known for their innovations in baits that catch fish better, this client turned to Wired2fish to **drive awareness for their technology that performs and capture customer loyalty that maximizes sales.**

2 CAMPAIGN STRATEGY

High-impact display and video, social content, and email maximized cross-platform exposure of this client's baits & lures and drive preference.

- Super Billboard
- Video Pre-Roll
- Standard Display
- Newsletter Sponsorships
- Giveaways
- Social Content

3 CAMPAIGN ROI

This client's campaign ROI measured out to

+21.8%

and represents one of our top-performing campaigns of 2025



Case study is for illustrative purposes only, results may vary.

OUR AUDIENCE

Full-Funnel Expertise Engages the Most Passionate Anglers

Our expert voices connect fishing gear brands with a high-intent audience of passionate fishermen who trust our insights and recommendations to make decisions that improve their skills on the water.

Who They Are

94%

Are Male

95%

Are 35+

83%

Buy fishing gear monthly or more often

71%

Of our social audiences are <45

How They Fish

98%

Are freshwater fishermen

95%

Have traveled more than 2+ hours for a fishing trip

90%

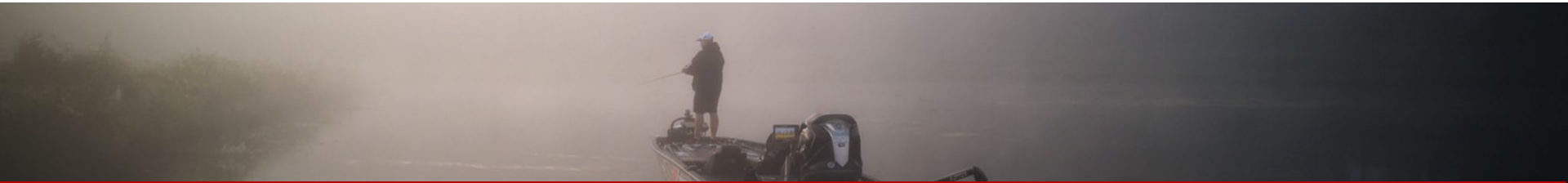
Have been fishing for 25+ years

53%

Travel multiple times a year or more to fish



Our Full Suite of Advertising Solutions to Power Your Brand Campaign to Perform



Custom Solutions

- Articles
- Product Reviews
- Video
- Social
- Trade Show Packages

Sponsorships

- Content Packages
- Buying Guides
- Gift Guides
- First-Impression Takeovers

Digital Media

- High-Impact Media
- Video Pre-Roll
- Standard Display
- Targeting Capabilities

Email

- Newsletter Sponsorships
- Newsletter Integrations
- Dedicated Emails
- Giveaways





Thank You

