



Fly Fishing Podcast

2019 Media Kit

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ABOUT THE WET FLY SWING PODCAST

The Wet Fly Swing Fly Fishing Podcast was born out of my passion for podcasting and fly fishing. A decade ago this combination may have seemed a little out of the ordinary, but with the advent of the smart phone every human now has the potential to listen to their favorite topic on the go.

With a strong focus on discovery, conservation and connecting anglers to the history of fishing, the show continues to garner rave reviews. It is the stories, the tips and our expert guests that make this show so popular among beginners, intermediate and advanced fly fisherman alike..

With a sustainably focused mindset we donate 5% of all profits to local fish conservation.

GOALS AND FOCUS

It is a main focus for us to continue leading the podcast space by building a passionate and dedicated community that supports the show and the vision we are creating.

It is this focus on providing the most unique and entertaining content that has helped put us in a position as a leader in this space.

We will continue to focus on building relationships with the most influential people because we believe that building lasting relationships is the most important thing we can do. We hope you take this opportunity to join the community, listen to the stories, and share the passion that keeps us all going strong in fly fishing.

Please join the journey!

Dave Stewart

- Host of the Wet Fly Swing Show

OUR AUDIENCE

The Wet Fly Swing community includes listeners from all around the world. We have a special focus in the United States and North America. I hear from our listeners directly about the benefits for them from listening to the show and engaging with our sponsors. Statements like - "I've just been listening to you while I was out on the river fishing." and "I just binge listened to your entire back catalog". Each touch point give me more passion to find new and diverse content.

It is my main focus to continue serving these people with new content and products at the highest level as the show continues to grow.

BY THE NUMBERS

- *96% Men*
- *35% Ages 25-34*
- *75% College Educated*
- *Affluent > \$80,000 to \$200,000 HHI*
- *2000 Unique Podcast downloads per episode and growing each week*
- *Passionate and engaged supporters that are sharing the message*

TESTIMONIALS

Passionate Listeners connect with our Brand and Connect with Your Brand. Here's what they have to say.....

"The WetFlySwing Podcast is my go-to listening on the daily commute. Dave's style of interviewing immediately sets his guests at ease and draws out a genuine conversation that is not only entertaining but very informative. I'm very much looking forward to the upcoming season. The Show Notes are also a great resource which I visit on a regular basis."

-Rob Bridge
Herriman, Utah

In reference to the Hank Patterson's interview: "Travis is a good dude and you did well getting him to open up and let out some of the things that people will never know by just watching his videos."

-unknown

"All I can say is WOW!! Your podcasts keep getting better and better. The last two (Phil Rowely and Davy Wotton) knocked it out of the park. So much information that I keep listening to them over and over. I have a lot of Phil's articles, books and DVD's but will be purchasing more of Davy's work for sure.

Anyways, thanks again and keep up the good work. I can't wait to hear the Skip Morris interview. Until then I will be listening to all your podcasts as I prepare for my upcoming steelhead trip to the Morice river."

Thanks again....
Brian Moffat
Logan Lake, BC

OUR FOLLOWERS

A strong and engaged social community is an additional bonus of the relationships we have built over the last year with the show. This starts with our listeners and connects to the biggest names in fly fishing. We want to continue being that force in connecting the fly fishing community to the companies who are serving them.



Instagram

6641



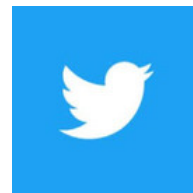
facebook group

1290



facebook page

842



Twitter followers

3496



Email List

1075



Podcast Downloads

113,840

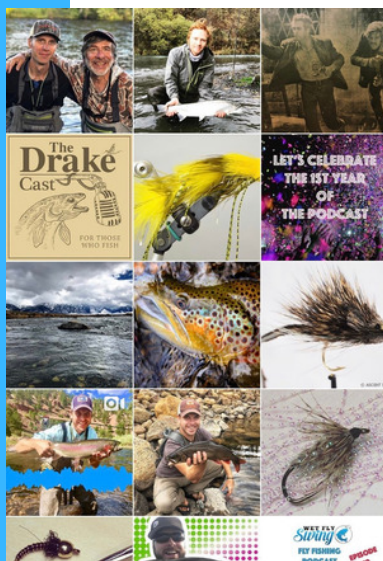
WE CAN CREATE A POWERFUL PARTNERSHIP

GROW YOUR BRAND REACH WITH US!

DISCOVER THE POWER OF AUDIO PODCASTS

FOCUS YOUR MESSAGE TO A NICHED AUDIENCE

- Share your brand and message with raving fans
- Utilize the podcast format & media that is rapidly growing
- Your podcast ads will live on for years to come
- Join forces our rapidly growing podcast community!
- See some of our guests on Instagram below



YOU CAN REACH A SUPER FOCUSED FLY FISHING AUDIENCE



WET FLY SWING - SPECS AND PRICING

--> A1 -Your Branded Custom Ad Roll: \$200 per episode (most popular)

--> E1 - Exclusive Interview on our Podcast: \$250

--> P1 - Product Promotion/Book Promo: \$175 per bonus episode

--> B1 - Side Bar and Banner Ads on website: \$100 per month

--> M1 - Become a contributor to the WFS Members Society and offer discounts to our members group.

A1 - Our popular pricing model includes podcast ad rolls. This includes at least a 15 second ad read at the start and a 1 minute ad read half way through each episode. I read a custom message for your brand. Cost - \$200 per episode.

E1 - If you would like to be interviewed on the podcast and join some of the biggest names in the world then an interview might be a good fit. Cost - \$250

P1 - We can produce an exclusive podcast episode for you in which we promote your product(s) exclusively. Cost - \$175 per episode.

B1 - We offer side bar and banner ads for your brand and/or product on the Wet Fly Swing Blog. \$100 per ad per month

M1 - You can promote your brand and product within our Members Society, a private group that receives discounts and exclusive content from companies focused on fly fishing and conservation.

A FEW PAST GUESTS FROM THE SHOW

Rob Crandall, Ben Furimsky, Jen Ripple, Ed Engle, Hank Patterson, Justin Spence, Pat Dorsey, George Daniel, Kelly Galloup, Peter Sticher, Gary Lewis, Landon Mayer, John Gierach, Frank Moore, Gary Borger, Devin Olsen, Curtis Fry, Steve Duda, Rick Hafele, Skip Morris, Davy Wotton, Phil Rowley, April Vokey, Tim Cammisa, Dean Finnerty, Tom Pero, John Shewey, Peter Charles, Kevin Feenstra, Tom Larimer, Simon Gawesworth, Trey Combs, Jay Nicholas, and many more.

2019 AND BEYOND

NEXT STEPS

If you are intertested in any of the above pricing options you can send an email to:
thewetflyswing@gmail.com.

In the email please note your preferred option from the list above.

All pricing and specs are reviewed and accepted on a case by case basis. Feel free to put together additional information for your brand that will help us make a plan.

We do not guarantee that we'll be able to work with every company that expresses interest. After a full review a recommendation will be made.

Thank you for your Support!

The Wet Fly Swing Fly Fishing
Podcast

Building trust with our
community one download
at a time.