

More than
just catching!

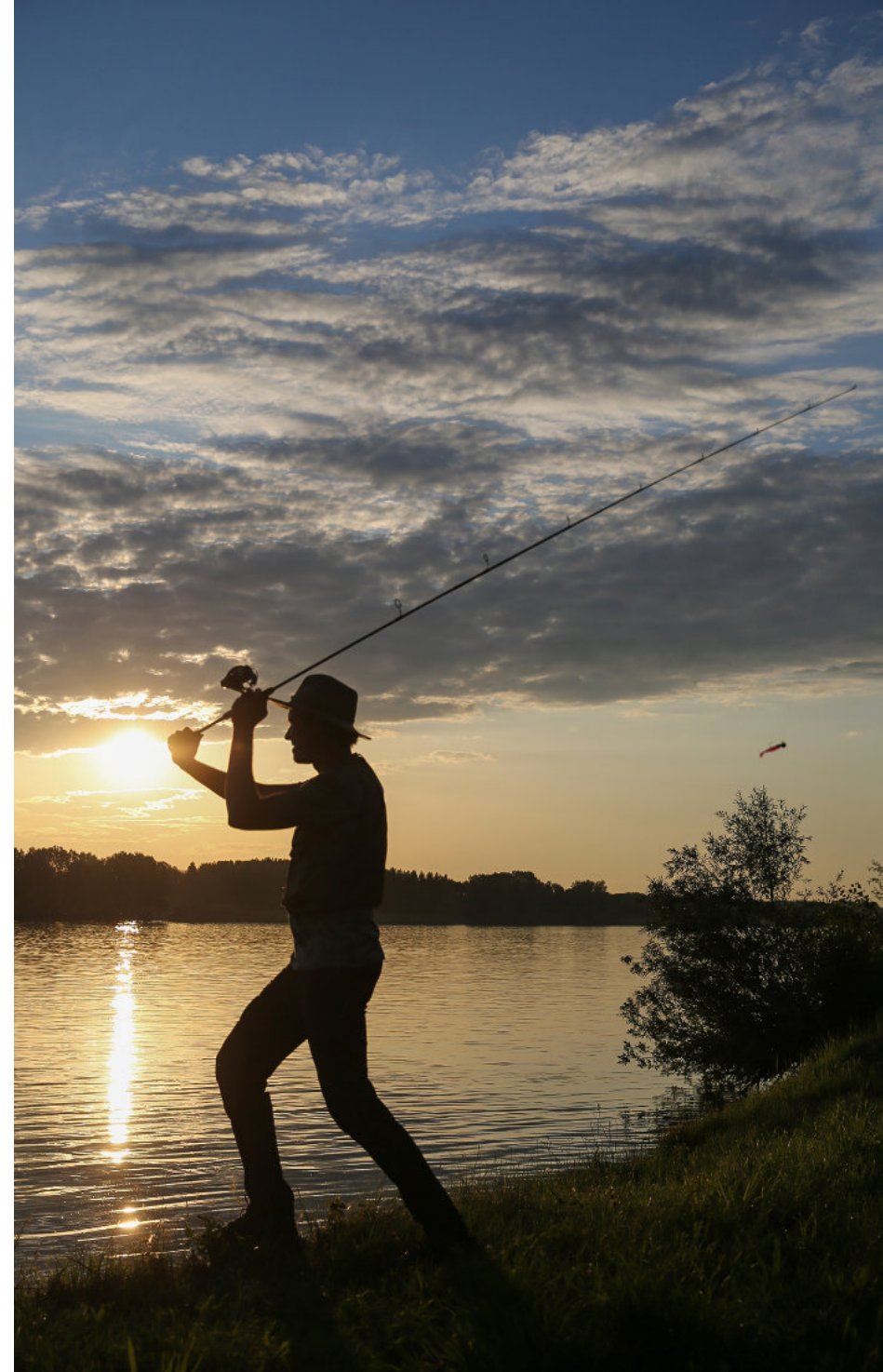
OUR MISSION

*Fishing is ...
... more than just catching!*

Our hobby does not only revolve around holding big fish into the camera. Fishing is a lifestyle – with everything that goes along with it: the scene, the state of water bodies and the development of fish stocks, the corporate landscape of manufacturers, fisheries policy, and the media – these are just a few examples of how diverse the topic of angling is.

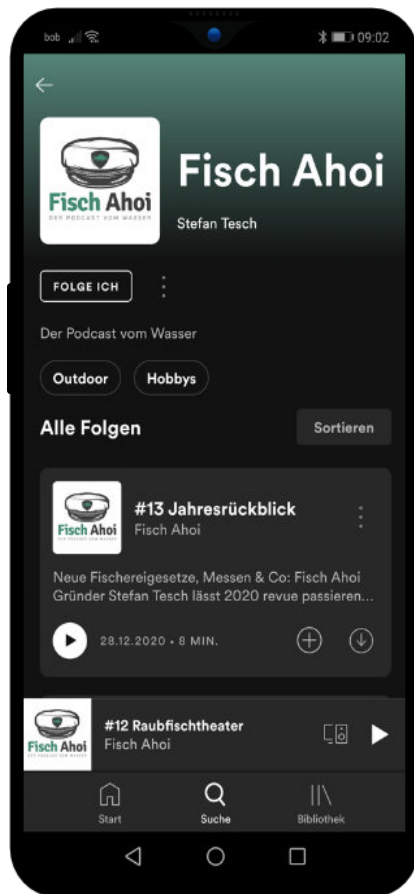
We are also concerned about the status of anglers in society. Therefore, we push international cooperation and advocate angling as a cultural asset in public relations.

- ➔ We make the all-round view and give **orientation** to anglers.
- ➔ Our **target group**: cosmopolitan anglers in Germany, Austria and Switzerland.
- ➔ **Quality** is our trademark. That's why anglers trust us.



PODCAST *Reports from the banks*

- Pleasure for the ears instead of monotonous studio talk. We bring real reports with action and entertainment.
- Elaborately produced with an authentic atmosphere and original sounds.



ADVERTISING FORMATS

Native-Intro

5–30 seconds in the introduction

Your message is spoken by the presenter at the beginning of the episode. It includes, for example, the introduction of a brand, product, or service. It is also possible to give away goodies and products – both in the podcast episode and via the website. Once produced, the advertising message remains on the podcast forever – accessible around the clock and audible to every user.

<i>Per episode</i>	350 €
<i>Package for 2 episodes</i>	550 €

FACTS & FIGURES

Publication interval Several times a year without a fixed rhythm

Distribution Through all major podcast platforms such as Spotify, Google Podcast, Apple Podcasts

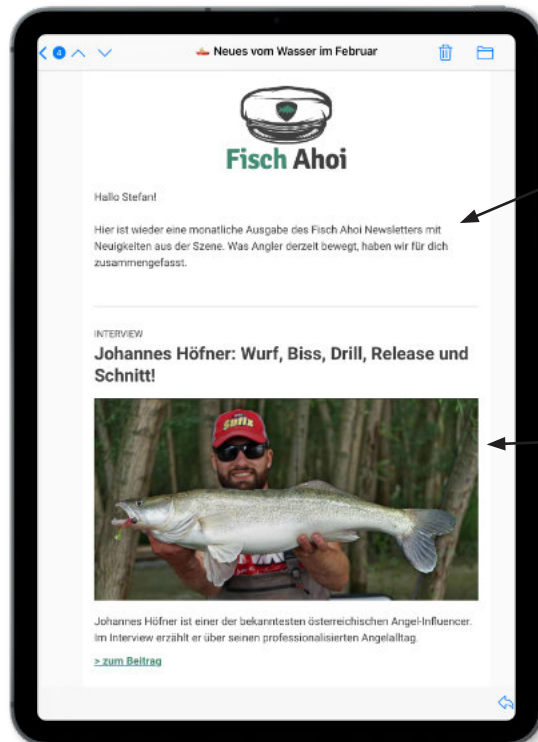
Reach Around 1000 downloads per month from listeners in Austria, Germany and Switzerland

CONTENT

- **Reports** from the water with **experts** and **celebrities** from the world of fishing. From coarse and predator fishing to flyfishing and events
- **Analyses** and yearly reviews
- In-depth **interviews** with team anglers, managers, scientists, producers and celebrities

NEWSLETTER *The digital monthly magazine*

- Editorial newsletter with quality content and refined layout.
- News from the world of fishing every month directly to the inbox of our readers.



ADVERTISING FORMATS

„Leaderboard“ banner

In the introduction or header of the newsletter

Format 728 × 90 pixels.

<i>Per newsletter</i>	90 €
<i>Package for 2 newsletters</i>	140 €
<i>Annual package (12 ×)</i>	590 €

Sponsored Post

Link to an external website or an advertorial on fischahoi.at

Designed like an editorial article (photo + max. 250 characters of teaser text).

<i>Per newsletter</i>	110 €
<i>Package for 2 newsletters</i>	180 €
<i>Annual package (12 ×)</i>	750 €

FACTS & FIGURES

Publication interval 1× per month (at the beginning of the month)

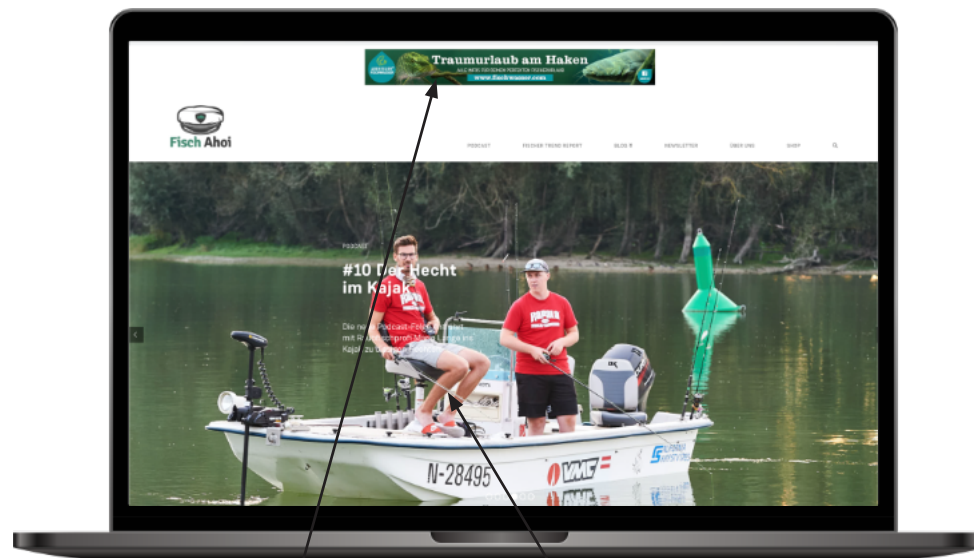
Subscribers 2.000 anglers from Austria, Germany and Switzerland

CONTENT

- General **news** from the world of fishing
- **Product news**, innovations
- New **regulations** and laws
- New **team anglers**, new managers
- Presentation of new **films, podcasts** and **books**
- **Events** such as trade shows, courses, or competitions
- New **articles** and **podcast episodes** from the Fisch Ahoi media offering

FISCHAHOI.AT *The service platform for anglers*

- fischahoi.at is the central platform of the media brand and enjoys the highest trust among our readers.
- Best search engine optimized articles. Convince yourself by googling for „Karpfenangeln Österreich“!



ADVERTISING FORMATS

Leaderboard

Banner in the website's header

Format 728 × 90 pixels. The banner is displayed alternately with other subjects (5 seconds).
Format: JPEG, GIF (animated) or PNG.

Per month	250 €
Annual package	2350 €

Advertorial

Sponsored blog post with placement on the home page

You provide text and photos. Max. text length: 5.000 characters (including spaces). 1 large lead photo and max. 10 additional photos as a gallery or embedded. Optional: Content design of the advertorial by the Fisch Ahoi editorial team plus € 300.

Per month	490 €
Annual package	4390 €

FACTS & FIGURES

Page Impressions 26 000 per month

Unique Clients 7 000 per month

Average session duration 1 minute 45 sec.

Pages per session 2,9

CONTENT

- The best **fishing areas** for carp and predator anglers and flyfishermen in Austria, Germany and neighboring countries
- **Interviews** with team anglers, filmmakers, and fishing tackle manufacturers
- **Commentaries** by well-known personalities from the scene
- Current topics from the **business world**
- **Product news** and manufacturer news
- **Dates** of trade shows, promotions and events as a practical overview and calendar subscription
- **Trends** and curiosities
- Embedded **web store** with publishing products and fan articles

ABOUT US

Fisch Ahoi is an innovative media brand from Austria. We do not simply aim at portraying record fish, but we pursue high-quality content. We look behind the scenes and don't mince matters when it comes to the big picture in the world of fishing.

The Fisch Ahoi team consists of experts from ecology, economy, media, products and fishing practice. We create unique media offers for anglers in the German-speaking world.

PUBLISHING MANAGEMENT



Norbert Novak is an all-round angler who fishes in rivers, lakes and the sea. He is a professional in all types of media. In the same way, as he will catch fish in empty waters, he will make the most out of photos. Apart from fishing, Norbert is the owner of an agency for creativity & ecology, a musician and a studied limnologist.



Stefan Tesch loves to fish for pike and carp and sometimes he also grabs his fly rod. After all, it's the mix that makes the difference! The same goes for days without bites. When Stefan is not at the water, the former managing editor develops corporate media projects for companies. In 2017 he has founded the media brand Fisch Ahoi.

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Media data & price list valid as of June 28, 2022

All rates subject to local taxes (5 % advertising tax and 20 % VAT).