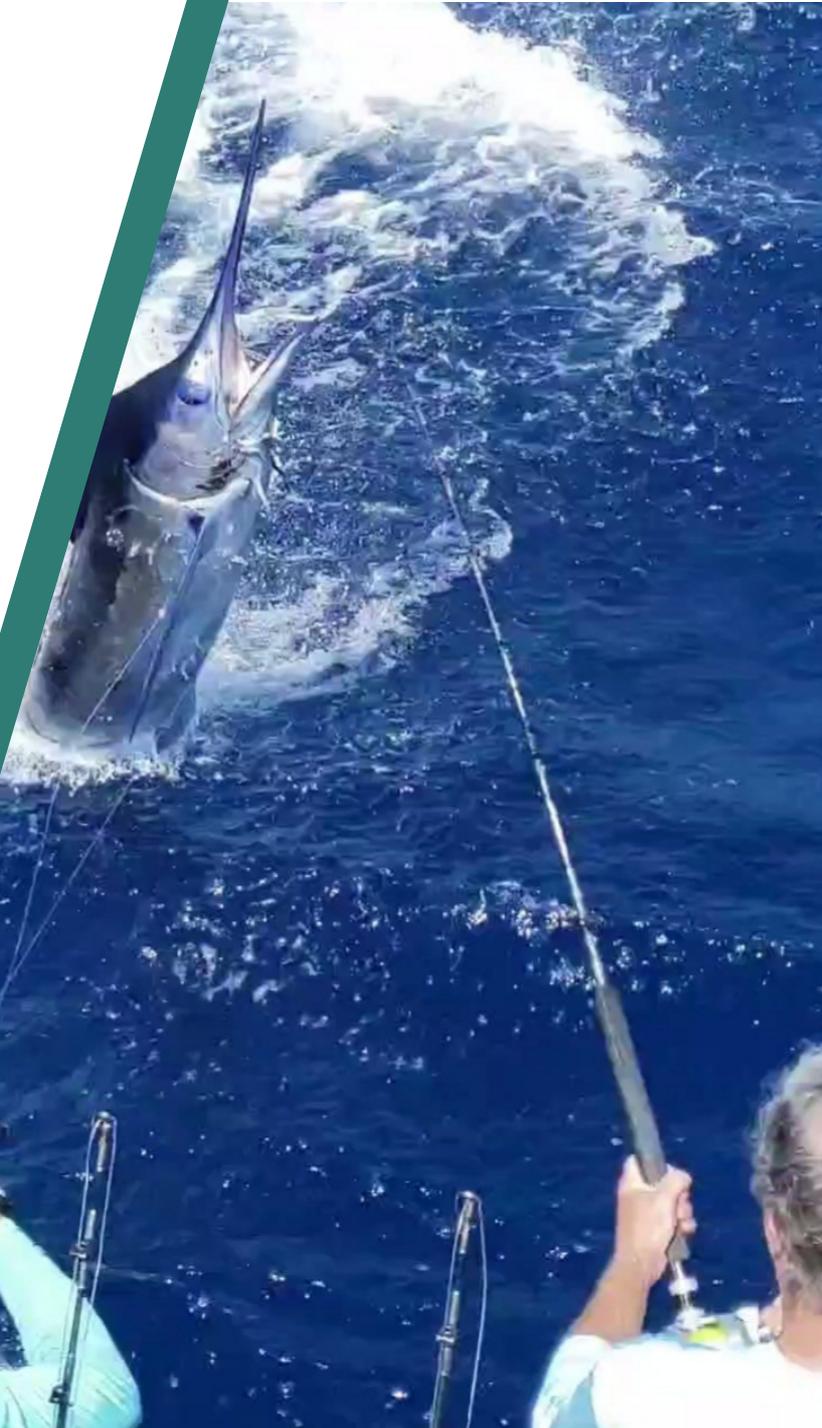




# 2023 MEDIA KIT



**BONNIER**  
EVENTS





**EPIC DESTINATIONS.**

**EXPERT INSTRUCTORS.**

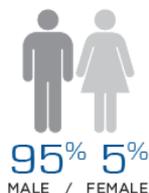
**FULLY CURATED.**

Marlin Expeditions is not just an ordinary fishing trip. It's the best offshore fishing experience you'll ever have. We travel to the best big-game destinations on Earth and teach the most cutting-edge techniques to catch billfish. Whether you're new to sport fishing or a tournament angler looking to up your game, our expert instructors share their decades of knowledge, experience and passion to provide hands-on, side-by-side coaching and guidance. Explore new places, make new friends, and learn new skills with Marlin Expeditions.

## AUDIENCE PROFILE

Marlin's audience represents active, affluent anglers that can be refined to fit your specific needs. Unless otherwise specified, this information is representative of our total audience across all media channels; contact us to find your target audience.

### DEMOGRAPHICS:



### FISHING HABITS:



# 2023 MARLIN EXPEDITIONS EVENTS SCHEDULE

COSTA RICA	GUATEMALA (LADIES ONLY)	GUATEMALA	CAPE VERDE, AFRICA
<b>Feb 27 – March 4</b> <b>March 13 - 18</b>	<b>April 22– 27</b>	<b>May 30 – June 4</b>	<b>July 5 - 11</b>
<p>Costa Rica is indeed a billfishing paradise. With lots of shots and generally calm seas, the sailfish season runs from January through April, but anglers catch marlin and sailfish here every month of the year. When the conditions are right, the bite can be unreal: Many boats here have had days of more than 40 sailfish releases, with some topping 75 in a single day.</p> <p>The most exhilarating fishing style is to pitch a ballyhoo to teased-up billfish right off the transom. We teach the most effective techniques to connect you with that coveted behind-the-boat bite.</p> <p>Come with us to fish on the world-famous “Fly Boats” by Maverick Sportfishing at Los Sueños Resort and Marina in Costa Rica.</p>	<p>We pair female anglers with the best female fishing professionals in the industry for the ultimate learning experience. Whether you’re looking to take your first-ever swing at a billfish or fine-tune your angling technique, these ladies are ready to help you gain the confidence to pitch even the angriest of billfish. Angling is all about technique, so if you can hold a fishing rod, you can catch anything. We show you how.</p> <p>“These ladies all have a common goal to not only learn proper angling skills, but to also gain the confidence to hook, fight and release a billfish all on their own,” says lead instructor and Marlin senior editor Capt. Jen Copeland</p>	<p>Guatemala’s huge numbers of billfish make it impossible to pass up. More than 100 releases in a single day, totaling 300 catches across three days, are a real possibility. Almost nowhere else in the world offers this many shots at billfish, and we make sure you’re there during prime season.</p> <p>At Casa Vieja Lodge, you’ll fish from world-class vessels that are run by highly respected captains. Boats here troll circle-hook ballyhoo in conjunction with teasers in a bait-and-switch setup. Boats will run two or four ballyhoos, with two or more teasers from the fly-bridge and cockpit. If a marlin comes up on one of the smaller baits or teasers, the angler reaches for the big pitch bait that is on standby at all times.</p>	<p>If you’re seeking adventure across the pond, and possibly the blue marlin of a lifetime, pack your bags and meet us in Cape Verde. Located off the west coast of Africa, it’s one of the world’s premier marlin-fishing destinations. In terms of numbers and size, the accolades speak for themselves. Anglers fishing these historic waters have brought to the scale more than 20 blue marlin over 1,000 pounds. With plenty of deep banks and drop-offs that hold all sizes of marlin, your first bite might just be a grander.</p> <p>Cape Verde’s tourism industry is on the rise. For marlin fishermen, this is welcome news; accessibility to this ostensibly remote location is improving with each passing season.</p> <p style="text-align: right;"><a href="http://MarlinExpeditions.com">MarlinExpeditions.com</a></p>

# 2023 MARLIN EXPEDITIONS EVENTS SCHEDULE

PANAMA	KONA, HAWAII	CABO SAN LUCAS	GREAT BARRIER REEF
<b>August 4 - 10</b>	<b>September 21 - 27</b>	<b>November 6 - 11</b>	<b>November 4 - 11</b>
<p>Located 150 miles southeast of Panama City in the pristine, remote Darien jungle; Tropic Stat Lodge has more fishing world records than any other resprt. Spend more time fishing &amp; less time getting to the fish! The reef is only 20 minutes away.</p> <p>Our Pacific waters are famed for holding a vast variety of treasured species including Black Marlin, Blue Marlin and Sailfish along with monster Dorado, Roosterfish and Cubera Snapper – attracting anglers from all over the world.</p>	<p>Hawaii’s volcanic islands serve as natural feeding outposts for many pelagic species, including the blue marlin, which is no doubt at the very top of every big-game angler’s list. And Kona’s waters are also home to every billfish that swims in the Pacific. The depths plummet rapidly, so the trolling often begins as soon as the boats clear the harbor markers.</p> <p>To cover ground at a good clip, nearly everyone pulls a spread of artificial lures, with some of the world’s most popular designs originating in Kona. Heavy tackle fishing is the name of the game in the blue marlin mecca, with most boats running their lures from 80- and 130-pound outfits.</p>	<p>Dubbed the Striped Marlin Capital of the World, Cabo San Lucas and the southern tip of the Baja California Peninsula have some of the best fishing there is. The focal point of sportfishing here is Marina Cabo San Lucas and its 380 slips, launch ramp, fuel docks, and ships store, as well as restaurants and shops along the <i>malecon</i>.</p> <p>Striped marlin are the most prolific billfish species found in these storied waters, and are targeted using a wide variety of fishing methods, including lures, dead and live bait, and even fly.</p>	<p>Since 1966, the Great Barrier Reef—from Lizard Island to Cairns—has hosted thousands of anglers looking for their grander black.</p> <p>Before the early 1960s, no one really knew about it—few local fishermen ever ventured out past the edge of the Great Barrier Reef. Then in 1966, an epic black marlin fight went viral in the sport-fishing world: an incredible 1,064-pound giant that set a new IGFA world record, a fish so big it had to be towed all the way back to Cairns. The record-breaking fish inspired anglers to test the fishery for themselves – and they never stopped. Today, Cairns and the Great Barrier Reef hold 12 of the 22 IGFA line class world records for black marlin.</p>

## EXPERT INSTRUCTORS

Marlin Expeditions' expert-level instructors deliver comprehensive techniques to hook, fight and release your own billfish with hands-on, personalized, side-by-side coaching in real-world bluewater conditions.



**Capt. Jen Copeland**



**Capt. Doug Covin**



**Debbi David**



**Capt. Laurel David**



**Capt. Brad Goodrich**



**Capt. Bo Jenyns**



**Capt. Andrew Kennedy**



**Tyler "Squid" Morris**



**Charles Perry**



**Chessy Rica**



**Sam White**

# EXAMPLE COURSE OUTLINE

## YOU'LL LEARN IT ALL

### ARRIVAL DAY

- Destination arrival.
- Cocktail party & dinner.

### DAYS 1-3

- Breakfast.
- Instructor guided fishing.
- Dinner & Seminar.

### DAY 4

- Go-With-What-You-Learned mini tournament.
- Guided fishing instruction.
- Awards ceremony & dinner.

### DEPARTURE DAY

- Group travel to the airport.





PRESENTED BY



## FOR MORE INFORMATION

JENNIFER DUDAS | MARLIN EXPEDITIONS DIRECTOR  
407-533-0123 | [jennifer.dudas@bonniercorp.com](mailto:jennifer.dudas@bonniercorp.com)

LACEY HAGLER, ASSOCIATE TOURNAMENT DIRECTOR  
561-267-2674 | [Lacey.Hagler@bonniercorp.com](mailto:Lacey.Hagler@bonniercorp.com)

NATASHA LLOYD, PUBLISHER/ MANAGING DIRECTOR  
MARLIN  
954-830-4460 | [Natasha.Lloyd@bonniercorp.com](mailto:Natasha.Lloyd@bonniercorp.com)

DREW TOWNES, MIDWEST SALES/TELEVISION  
407-571-4730 | [Drew.Townes@bonniercorp.com](mailto:Drew.Townes@bonniercorp.com)

BILL SIMKINS, MARKETPLACE SALES  
407-571-4865 | [Bill.Simkins@bonniercorp.com](mailto:Bill.Simkins@bonniercorp.com)

SCOTT SALYERS, PUBLISHER/MANAGING DIRECTOR  
SPORTFISHING, SALTWATER SPORTSMAN  
305-253-0555 | [Scott.Salyers@bonniercorp.com](mailto:Scott.Salyers@bonniercorp.com)

FRANKI GIORDANO, MARKETING DIRECTOR  
561-866-1190 | [Franki.Giordano@bonniercorp.com](mailto:Franki.Giordano@bonniercorp.com)