

Fishotopia.com is NOT your average online fishing site, bulging with brag shots of brawny blokes, big fish and gratuitous logos. The internet is saturated with those and our research told us that Aussie fishos are over it!

That's why Fishotopia.com offers its audience something fresh... a recreational fishing information channel, filled with educational and entertaining content crafted to improve the skills and knowledge of every angler who visits. The only secretive aspect to Fishotopia.com, is that the most valuable intel is housed in the exclusive members-only area, behind a pay-wall.

Advertising exists on the free-to-air section of the website, where Starlo's reviews and overviews are hosted (blogs and videos) and all Starlo & Jo's public social media channels are streamed. Jo's blogs and audio visual content also tip in, rounding out the entertainment.

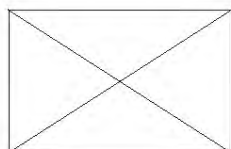
Starlo & Jo have a diverse online audience that rivals most in the Australian recreational fishing industry. Whilst the demographics show that the vast majority of followers (well in excess of 20K) are Australian residents, the audience spans an impressive 47 countries!

The 25 - 45 year old age bracket comprises 60% of this audience. Naturally, the vast majority are males. However, the growing number of women picking up the rod is a trend that all fishing enterprise needs to nurture... women are the untapped market. Having Jo's influence (and a much greater female following at 20%+) is an enormous asset to Fishotopia.com and its supporters.

advertising throughout the public site

MREC sized ads appear in on every page of the website.

Our website advertising prices refer to supply of one LREC & one MREC ad per booking. Clearly, these may be smaller, but they are powerful.



390x250

390 pixels wide

250 pixels high

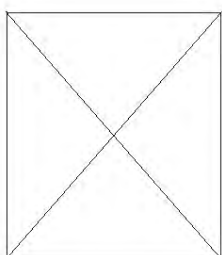
144 ppi



advertising on the homepage

LREC sized ads appear in two locations on the homepage. They do not appear on any other pages in the website.

Our website advertising prices refer to supply of one LREC & one MREC ad per booking.



800x920

800 pixels wide

920 pixels high

144 ppi



OFFERS

WEB ADVERTISING PER QUARTER

(3 month minimum booking)

INCLUDED	COST (excl. GST)
1 x MREC + 1 x LREC	\$250

PACKAGE DEAL PER QUARTER

(3 month minimum booking)

INCLUDED	COST (excl. GST)
1 x MREC + 1 x LREC + 1 x ENFB	\$500

To ensure the best outcomes for our advertisers, we limit our bookings to a total of 10x separate ads per quarter, in an effort to maximise exposure in the random rotation. This may mean that ad space is not always available.



advertising in the eNewsletter

Fishotopian — our email newsletter — lands in our subscribers' inboxes on or around the first business day of each month.

The eZine contains an editorial message from Starlo & Jo, snippets of fishing news from the past month & highlights of what has tipped into the website.

ENFB ad size	1200x550 pixels
casual rate (month by month)	\$150 + GST
quarterly rate (3x consecutive emails)	\$400 + GST

PLEASE NOTE: Limited Availability as we limit the number of ads per email to four, to avoid opt-out by subscribers.

For more information or to discuss advertising your product on Fishotopia.com:

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E: ads@fishotopia.com.au
P: PO Box 3042
Tuross Head NSW 2537
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To review our advertising Terms & Conditions, please visit fishotopia.com.au/advertising-with-us/