



rodsonrivers.com
MEDIA KIT

One of the fastest growing fishing communities in the UK

Your opportunity to significantly raise the awareness of your brand and, as a result, increase your ROI to the fastest growing fishing community in the UK.

RodsOnRivers is free to use for the buying and selling of fishing. We do not charge either the fishery owner or the fisherman, which enables us to offer an impartial service.



The idea of RodsOnRivers first came about back in 2007 but was not launched until 2012 due to the incredible success of GunsOnPegs.com. The business has learnt a lot, on its way to dominating the game shooting industry, and we wish to share this expertise with one of our other great passions, fishing. RodsOnRivers offers the ability to anyone who owns a fishery or stretch of river to upload their fishing for free and users are subsequently able to find fishing to suit their requirements for free. We are extremely excited about developing this website into a market leader within the industry.

James Horne, Founder



Average Member Profile

Male

46-55 age bracket

HNW (earning £90K+)

Members eNewsletter

Bi-Weekly Members eNewsletter: providing offers, fishing Blogs, recipes, News sent directly to their inbox.
Cost: £95 for 50 words and a link.

Monthly Fishery Owners eNewsletter

Direct interaction with those that own fisheries. Providing interesting content and key tips to sell fishing online.
Cost: £95 for 50 words and a link.

Section Sponsorship

We can offer many unique sponsorship opportunities. Contact us to discuss our latest opportunities. Including Tackle shops, Sporting Agents & Hotels.

Testimonials

"RodsOnRivers is a superb resource for anyone looking to broaden their fishing horizons - in my case I'd lived overseas for 8 years and moved back to the UK hoping to secure a rod this summer. I posted a couple of enquiries and promptly received a number of excellent chalk stream 'rod' and 'half rod' options in the South to slake my thirst - getting to the right people would have taken many months not so long ago - thank you RodsOnRivers, highly recommended!" Jason Ash, February 2012



Leaderboard

728 x 90 PX

The first position to catch a users eye, the only advert that appears on every page. Ideal for brand building or promotions.

Price: £30 CPM

What is CPM?

CPM is the Cost Per Thousand (milli) page impressions or times your advert is viewed.

Online advertising is one of the most cost effective forms of advertising as you only pay for what you get. If your advert is not being displayed, you are not paying!

Our new improved site design means that there is no chance of you getting lost either, it is like appearing on the front page of an upmarket magazine!

We provide you with a targeted High Net Worth audience who can instantly access your offering, giving you the ability to track precisely the ROI from the campaign.

150,000 advert views at £30cpm will cost:
150 (thousand) x £30 = £4,500

Our current stats

As RodsOnRivers is growing so rapidly, it is very difficult to say what our next month's stats will show. Please contact us for an accurate figure.

What can I buy?

We offer a minimum of 100,000 impressions p.a. and these impressions can be spread across a period that you choose from 1 - 12 months.

You simply need to decide how many impressions you would like, the position you would like and then times it by the cost of that position. E.G. 300,000 impressions for 3 months on the leaderboard: 300 x £30 = £9,000

MPU

Premium advertising placed strategically throughout editorial to sit on the reader's eye line.

Price: £35 CPM

300 x 250 PX

Sidebars

Advertising placed strategically throughout editorial to sit on the reader's eye line.

Price: £20 CPM

300 x 100 PX

Sponsor Buttons

The most affordable way of advertising on RodsOnRivers, an annual fee gets you a quarter of all impressions of that box. Each box can be labelled for a sector- E.G. Tackle Shops.

Price: £295 p.a.

120

X

60 PX

Monthly Reports

Each month we will send you a report showing you the impressions, clicks & click through rate and also give you tips on how to get more from the site if needed. You can therefore immediately judge the effectiveness of your campaign.

N.B. All prices are subject to VAT