

FLYFUSION



2026

Fly Fusion offers authentic storytelling and targeted exposure, connecting premium brands with passionate anglers through the world's largest collection of fly fishing media.

AUTHENTIC + TRUSTED



Fly Fusion (noun)
Definition: The perfect cast, the perfect drift, the perfect take, and the perfect fish — all rolled up into ten unforgettable seconds

O U R B R A N D S T O R Y



B R A N D O P P O R T U N I T I E S



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FLY FUSION, ROOTED IN ITS FLY SHOP ORIGINS, IS MOVING THE NEEDLE ON THE FUTURE OF FLY-FISHING MEDIA. FOR OVER 20 YEARS, WE’VE GROWN, INSPIRED AND CONNECTED THE FLY-FISHING COMMUNITY THROUGH OUR AWARD-WINNING PRINT MAGAZINE, SERIES, DIGITAL PLATFORMS AND FILM EVENTS. WHAT BEGAN AS A COMMUNITY-DRIVEN MAGAZINE ON THE EAST SLOPES OF THE ROCKIES IS NOW A NORTH AMERICAN MULTIMEDIA FORCE — ANCHORED IN AUTHENTICITY, DRIVEN BY STORYTELLING AND POWERED BY THE READERS, VIEWERS, DIGITAL EXPLORERS AND AUDIENCES WHO SEE FLY FUSION AS A TRUSTED SOURCE.

BRAND OPPORTUNITIES

PRINT MAGAZINE

CUSTOM CONTENT

EMAIL & SOCIAL

KEYSTONE SERIES

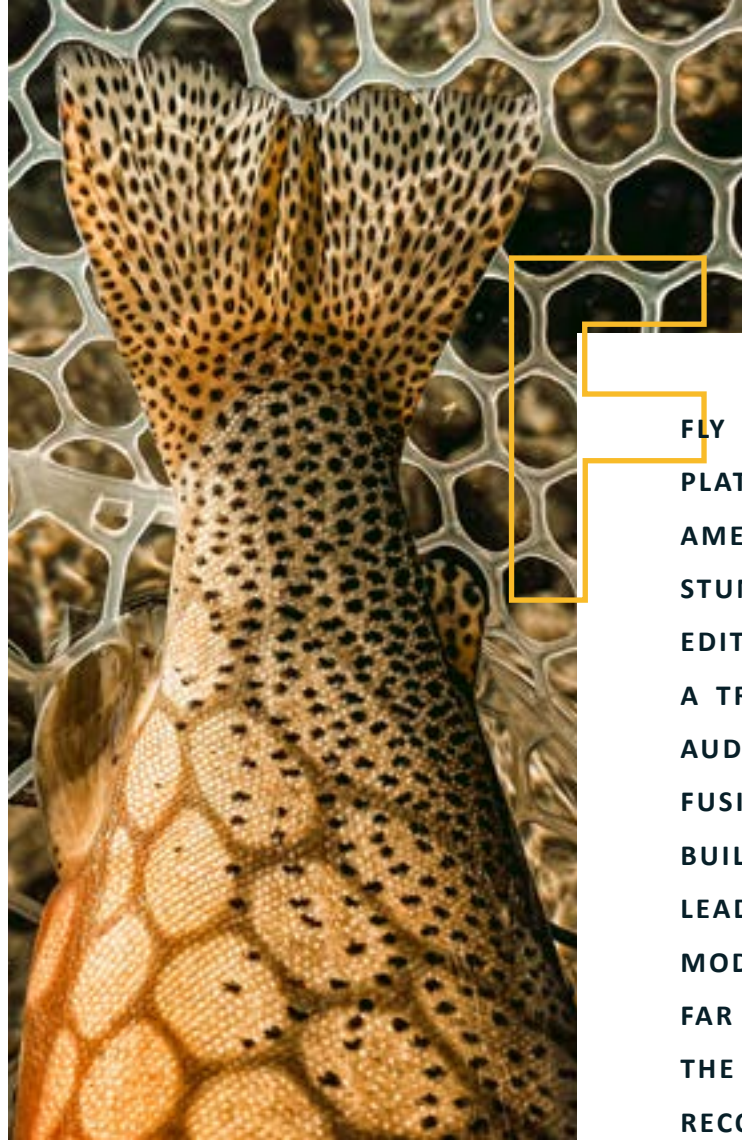
GLOBAL FILM FESTIVAL

FILM AWARDS

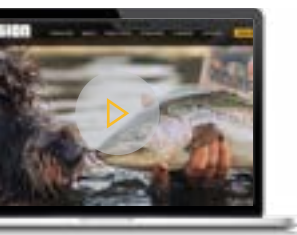
TROUT TOUR

STREAMING PLATFORM

DIGITAL & AFFILIATE



© Photo Blake Clarkson



🎬 PRESS PLAY

Explore Fly Fusion's ad rates and sizes — see how your brand can stand out. Watch the quick 60-second video showcasing the pages of the magazine.



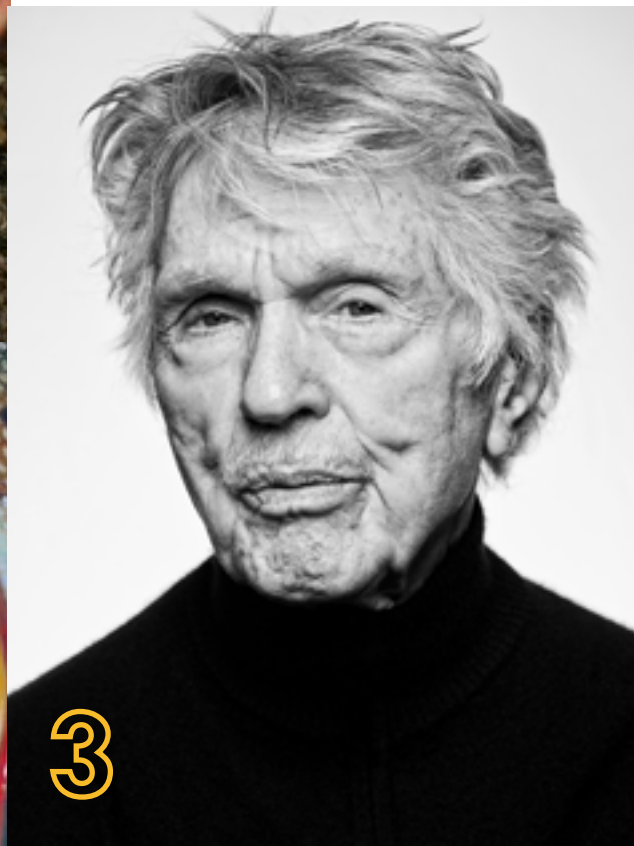
FLY FUSION IS AN AWARD-WINNING MULTI-PLATFORM MEDIA BRAND IN THE NORTH AMERICAN FLY-FISHING MARKET, KNOWN FOR STUNNING PHOTOGRAPHY AND AUTHENTIC EDITORIAL. IT HAS EARNED A REPUTATION AS A TRUSTED VOICE — SERVING A DEDICATED AUDIENCE OF PASSIONATE ANGLERS. FLY FUSION CARRIES THE AUTHORITY AND LOYALTY BUILT THROUGH PREMIUM PRINT WHILE ALSO LEADING DIGITAL INNOVATION THROUGH MODERN CHANNELS. ITS INFLUENCE EXTENDS FAR BEYOND THE PAGE, THROUGH IF4 AND THE TROUT TOUR — TWO OF THE MOST RECOGNIZED FILM EXPERIENCES IN THE FLY-FISHING WORLD. WITH A DYNAMIC MULTI-PLATFORM PRESENCE SPANNING PRINT, FILM, DIGITAL, AND LIVE EVENTS, FLY FUSION OFFERS ADVERTISERS UNRIVALED ACCESS TO ONE OF THE MOST ENGAGED FLY-FISHING AUDIENCES IN NORTH AMERICA.

MAGAZINE

ABOUT

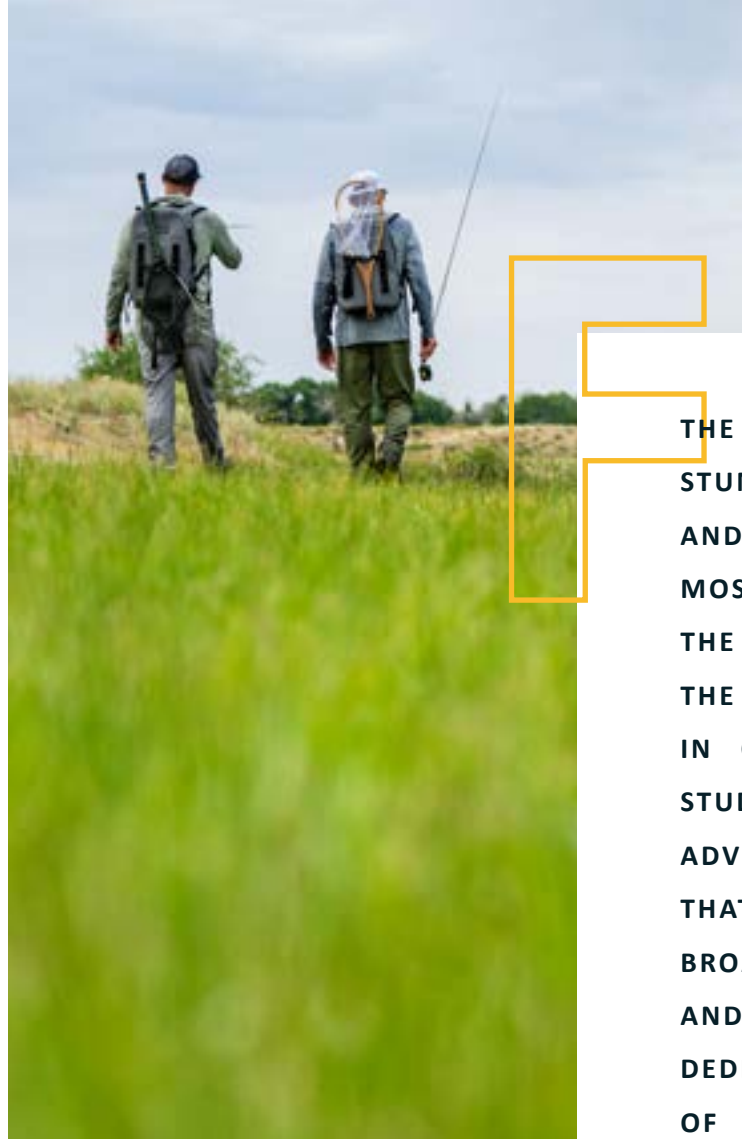


© Photo Blake Clarkson



© Photo Steve Korn Photo

1. WHERE WILD FISH, GIN CLEAR WATER, AND POWERFUL STORYTELLING COME TO LIFE 2. ART IS CORE TO FLY FUSION AND WE LOVE FEATURING ARTISTS LIKE DEREK DEYOUNG. 3. “A RIVER RUNS THROUGH IT” WAS A STAPLE GROWING UP. HONORED TO INCLUDE TOM SKERRITT IN THE PAGES.



THE FLY FUSION SERIES IS A VISUALLY STUNNING, STORY-RICH FLY-FISHING DIGITAL AND BROADCAST SHOW THAT EXPLORES THE MOST REMOTE AND ICONIC WATERS ACROSS THE NORTH AMERICAN WEST. CREATED BY THE PRODUCERS OF FLY FUSION MAGAZINE, IN COLLABORATION WITH OFF THE GRID STUDIOS, THE SERIES BLENDS CINEMATIC ADVENTURE WITH MEANINGFUL NARRATIVES THAT RESONATE WITH PASSIONATE ANGLERS. BROADCAST ON MAJOR OUTDOOR NETWORKS AND STREAMING PLATFORMS, IT REACHES A DEDICATED, HIGH-INCOME DEMOGRAPHIC OF FLY FISHERS WHO ARE LOYAL TO THE BRANDS THEY TRUST. FOR SPONSORS, THE FLY FUSION SERIES OFFERS PREMIUM EXPOSURE, AUTHENTIC BRAND INTEGRATION, AND A UNIQUE OPPORTUNITY TO CONNECT WITH THE FLY FISHING COMMUNITY.

S E R I E S

A B O U T



1



2

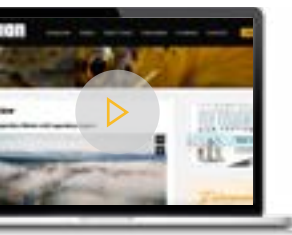


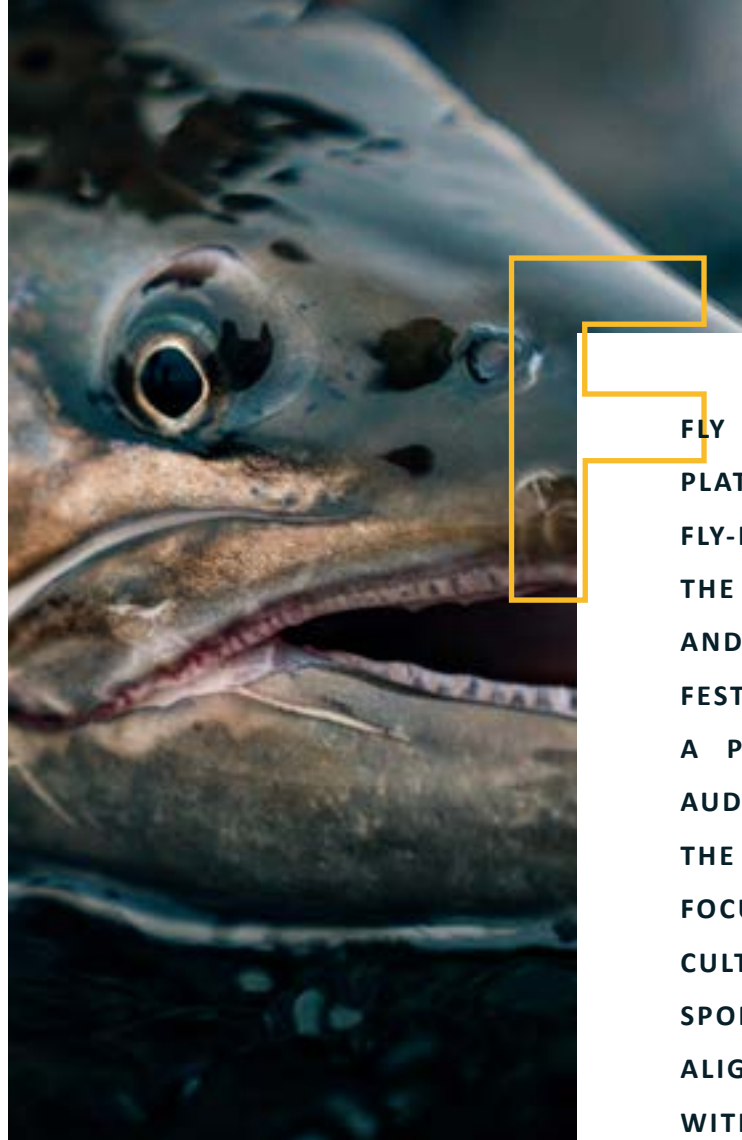
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1. LONGTIME FRIEND OF THE MAGAZINE, PAULA SHEARER, JOINS SEASON FOUR OF THE SERIES - SHOT IN BC AND WYOMING 2. RESPECTED AUTHOR AND CONSERVATIONIST, KIRK DEETER, DOING HIS THING ON SET. 3. AN HONOR TO SPEND A DAY IN TETON NATIONAL PARK FISHING WITH FORMER DIRECTOR OF US FISH AND WILDLIFE, JOHN TURNER.

🎬 PRESS PLAY

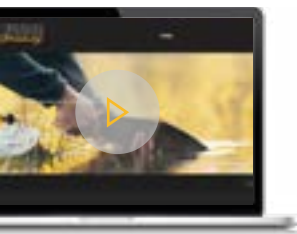
Discover the soul of fly fishing. Watch the Fly Fusion Series sizzle reel — where visuals of the American West meet adventure and storytelling.





FLY FUSION STREAMING IS THE PREMIER PLATFORM FOR HIGH-QUALITY, STORY-DRIVEN FLY-FISHING FILMS AND SERIES, CURATED BY THE TRUSTED PRODUCERS OF FLY FUSION AND THE INTERNATIONAL FLY FISHING FILM FESTIVAL. THE PLATFORM'S CONTENT REACHES A PASSIONATE, AFFLUENT, AND ENGAGED AUDIENCE OF ANGLERS WHO LIVE AND BREATHE THE SPORT. WITH GLOBAL REACH AND A FOCUS ON CONSERVATION, ADVENTURE, AND CULTURE, FLY FUSION STREAMING OFFERS SPONSORS A UNIQUE OPPORTUNITY TO ALIGN WITH A RESPECTED BRAND, CONNECT WITH A PREMIUM NICHE MARKET, AND GAIN EXPOSURE ACROSS DIGITAL, NEWSLETTER AND SOCIAL PLATFORMS.

ABOUT
STREAMING



PRESS PLAY

Discover Fly Fusion Streaming's advertising options — review rates and plans to reach passionate anglers with high-impact, targeted exposure.



© All Photos Capture Adventure Media

1. FLY FUSION STREAMING PROVIDES EXCLUSIVE DIGITAL ACCESS TO THE INTERNATIONAL FLY FISHING FILM FESTIVAL. 2. FIRST TARPON AND BIG SMILES - A CAPTURE ADVENTURE MEDIA MOMENT. 3. OFFERING ANGLERS A 24/7 OPPORTUNITY TO DREAM ABOUT THE NEXT TRIP.



FLY FUSION'S TROUT TOUR IS A CINEMATIC CELEBRATION OF FLY FISHING, SHOWCASING THE BEST NEW TROUT FILMS TO PASSIONATE ANGLERS ACROSS NORTH AMERICA. HOSTED IN ICONIC VENUES, THE TOUR CONNECTS YOUR BRAND WITH A PREMIUM AUDIENCE — AVID ANGLERS WHO LIVE FOR FLY FISHING AND INVEST IN THE GEAR THAT FUELS IT. WITH NATIONAL REACH, GRASSROOTS ENGAGEMENT, AND CROSS-PLATFORM MEDIA SUPPORT, THE TROUT TOUR OFFERS INCREDIBLE EXPOSURE. JOIN US IN DELIVERING UNFORGETTABLE STORIES AND BUILDING BRAND LOYALTY WHERE IT MATTERS MOST. A UNIQUE OPPORTUNITY TO ALIGN WITH A TRUSTED BRAND, CONNECT WITH A PREMIUM NICHE MARKET, AND GAIN EXPOSURE ACROSS DIGITAL, NEWSLETTER AND SOCIAL PLATFORMS.

🎬 PRESS PLAY

Unlock premium brand exposure with Fly Fusion's Trout Tour. Explore sponsor rates and unique partnership opportunities.



ABOUT THE TROUT TOUR



1. SCIENTIFIC ANGLERS PRESENTS THE TROUT TOUR AT THE ELLEN THEATRE IN BOZEMAN, MT 2. A PACKED HOUSE IN CALGARY, AB FOR THE CANADIAN PREMIERE. 3. ON AN OLD FLY SHOP BAR STOOL IS WHERE THE MAGAZINE BEGAN - A FITTING IMAGE FOR THE HOME TOWN LAUNCH.



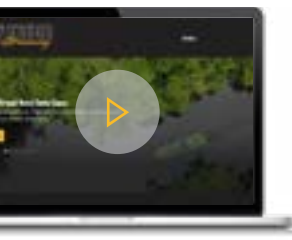
© Photo Jesse Males



THE STIMMIE AWARDS ARE THE FLY-FISHING INDUSTRY'S LEADING PLATFORM FOR RECOGNIZING EXCELLENCE IN STORYTELLING — FROM EMERGING VOICES TO SEASONED MASTERS. WITH DISTINCT AWARD CATEGORIES FOR BOTH EMERGING AND ESTABLISHED FILMMAKERS, THE STIMMIES CELEBRATE THE CREATIVITY AND PASSION THAT DRIVE FLY-FISHING FILM. WHETHER YOU'RE A RISING TALENT OR A SEASONED STORYTELLER, THE STIMMIE AWARDS ARE WHERE FLY-FISHING FILM LEGENDS ARE RECOGNIZED — AND WHERE THE NEXT GENERATION OF THEM BEGINS. THE STIMMIES OFFER SPONSORS HIGH-VALUE BRAND ALIGNMENT WITH INNOVATION, CREATIVITY, AND AUTHENTICITY AT THE CORE OF FLY-FISHING CULTURE. SPONSORING THE STIMMIES IS AN INVESTMENT IN INFLUENCE, REACH, AND THE FUTURE OF THE SPORT.

🎬 PRESS PLAY

Boost your brand with The Stimmies! Explore sponsor rates and exclusive opportunities to connect with the fly fishing community.



THE STIMMIES

ABOUT



1. "FLAT OUT", BY JOSH HUTCHINS, WINS THE STIMMIES ANGLERS CHOICE AWARD IN 2021. 2. "DAWSON", A FILM BY THE BRAKER BROS, TAKES TOP HONORS AT THE 2024 STIMMIE AWARDS. 3. BEHIND THE SCENES ON "THE FEATHER MECHANIC", BY THE CRAFT, WHICH WON BEST FRESHWATER FILM AT THE 2023 STIMMIE AWARDS.



IF4

ABOUT

THE INTERNATIONAL FLY FISHING FILM FESTIVAL (IF4) IS THE WORLD'S LEADING FLY-FISHING FILM EVENT. WITH A CURATED SELECTION OF THE WORLD'S TOP FLY-FISHING FILMS, IF4 SETS THE STANDARD FOR STORYTELLING, PRODUCTION QUALITY, AND AUDIENCE ENGAGEMENT. THE FESTIVAL SPANS THE GLOBE, REACHING A DEDICATED DEMOGRAPHIC OF ANGLERS. AS A SPONSOR, YOUR BRAND GAINS PREMIER POSITIONING IN A TRUSTED AND ESTABLISHED PLATFORM THAT BUILDS COMMUNITY AND DRIVES CONSUMER CONNECTION. THIS IS THE GATHERING PLACE OF THE FLY-FISHING COMMUNITY AND A CELEBRATION OF FRIENDSHIP, STORIES AND STOKE. A UNIQUE OPPORTUNITY TO ALIGN WITH A TRUSTED BRAND, CONNECT WITH A PREMIUM NICHE MARKET, AND GAIN EXPOSURE ACROSS LIVE EVENT, PRINT, DIGITAL, NEWSLETTER AND SOCIAL PLATFORMS.



PRESS PLAY

Discover exclusive sponsor rates and brand opportunities with IF4 — connect your brand to the world's largest fly-fishing film festival.



1. THE CREATIVE AIR IS SPECIAL AT SUNDANCE. THAT IS ESPECIALLY TRUE IN REDFORD'S PRIVATE SCREENING ROOM. HONORED TO SHOW THE WORLD'S BEST FLY-FISHING FILMS HERE IN ASSOCIATION WITH TROUT UNLIMITED 2. BEND, OR - THE TOWER THEATRE - IS ONE OF OUR FAVORITE TOUR STOPS 3. PEERY'S EGYPTIAN THEATRE IN OGDEN, UT HOLDS ONE OF IF4'S LARGEST CROWDS.

©Photo Nathan Leavitt



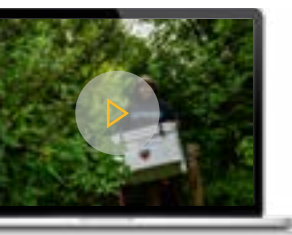
FLY FUSION AND OFF THE GRID STUDIOS—TWO OF THE MOST TRUSTED NAMES IN OUTDOOR MEDIA—HAVE TEAMED UP TO DELIVER A NEW CUSTOM CONTENT PROGRAM THAT’S AS POWERFUL AS IT IS AUTHENTIC. WITH OVER 45 YEARS OF COMBINED EXPERIENCE CREATING AWARD-WINNING CONTENT, LEADING CAMPAIGNS, AND BUILDING TRUST, WE UNDERSTAND WHAT RESONATES WITH AUDIENCES. CUT THROUGH THE NOISE WITH STORYTELLING THAT FEELS REAL AND CONTENT THAT ACTUALLY CONVERTS. IN A LANDSCAPE WHERE ATTENTION IS EARNED, WE OFFER BRANDS A RARE ADVANTAGE: SEASONED CREDIBILITY, CREATIVE EXCELLENCE AND REACH. WHETHER LAUNCHING A PRODUCT OR ELEVATING YOUR BRAND PRESENCE, WE DELIVER MEDIA THAT DRIVES RESULTS—WITHOUT THE GUESSWORK. WE MAKE IT EASIER THAN EVER TO PRODUCE MEANINGFUL MEDIA THAT CONNECTS, PERFORMS AND SELLS. LET’S BUILD SOMETHING THAT MOVES THE NEEDLE—AND YOUR AUDIENCE.

CUSTOM CONTENT

ABOUT



1. A SPECIAL TROUT UNLIMITED EDITION REEL FROM ROSS REELS IS FEATURED IN BRANDED CONTENT DISTRIBUTED ACCROSS ALL FLY FUSION’S CHANNELS. 2. ADIPOSE BOATWORKS CREATES THE PERFECT BACKDROP TO THE RELEASE OF THIS BEAUTIFUL BROWN 3. SKWALA GEAR WAS WORKED HARD ON THE RAINY DAYS OF THIS SHOOT.



PRESS PLAY

Partner with Fly Fusion and Off The Grid Studios for authentic, trusted content that will drive real results and moves your audience.



I N B O X

T H E

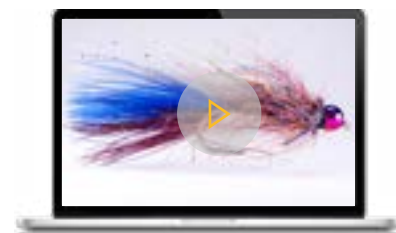


FLY FUSION'S EMAIL PROGRAM IS ONE OF THE LARGEST DIRECT-TO-ANGLER PLATFORMS IN FLY FISHING. BUILT ON THE SAME TRUSTED STANDARDS AS THE MAGAZINE, IT OFFERS PARTNERS HIGH-ENGAGEMENT ACCESS TO A LOYAL READERSHIP. PAIRED WITH SOCIAL, THIS PLATFORM DELIVERS TARGETED EMAIL REACH THAT DRIVES AUTHENTIC ENGAGEMENT:

THE DRIFT REPORT: MONTHLY SUBSCRIBER EXCLUSIVE, WITH TIPS AND SHORT STORIES.

THE HEADWATERS REPORT: LONG-FORM MONTHLY WITH BROAD FULL LIST REACH.

THE SLACK REPORT: A FLEXIBLE PROGRAM FOR PARTNER CONTENT, BROAD REACH AND TIMELY BRAND VISIBILITY.



📺 P R E S S P L A Y

Engage loyal fly anglers on a trusted platform with web banners, custom campaigns, emails, and social for authentic, multi-channel brand visibility.

1 0 0 K +
THE DRIFT REPORT
ANNUAL SENDS

1 M +
THE HEADWATERS REPORT
ANNUAL SENDS

1 M +
THE SLACK REPORT
ANNUAL SENDS

L I M I T L E S S
CUSTOM
CAMPAIGNS



©Photo Nathan Leavitt

E M A I L

T A R G E T E D E M A I L R E A C H T H A T D R I V E S A U T H E N T I C E N G A G E M E N T



S T A T S

T H E

MALE



87 %

BUY GEAR



100 %

TRAVEL TO FISH



84 %

7 5 K +

EMAIL
SUBSCRIBERS

4 0 %

EMAIL OPEN
RATE

2 M +

IF4 DIGITAL
IMPRESSIONS

1 1 3 K +

SOCIAL MEDIA
FOLLOWING



1 4 0 K +

ANNUAL PRINT COPIES



1 M +

ANNUAL DIGITAL ISSUE SENDS



1 0 K +

TROUT TOUR LIVE AUDIENCE



6 0 K +

IF4 LIVE AUDIENCE



LET'S BUILD SOMETHING THAT MOVES THE NEEDLE.

CHRIS BIRD, FOUNDER

CBIRD@FLYFUSIONMAG.COM