

FISHING-TACKLE.

# Curvecast

The Fly Fishing Podcast for Women

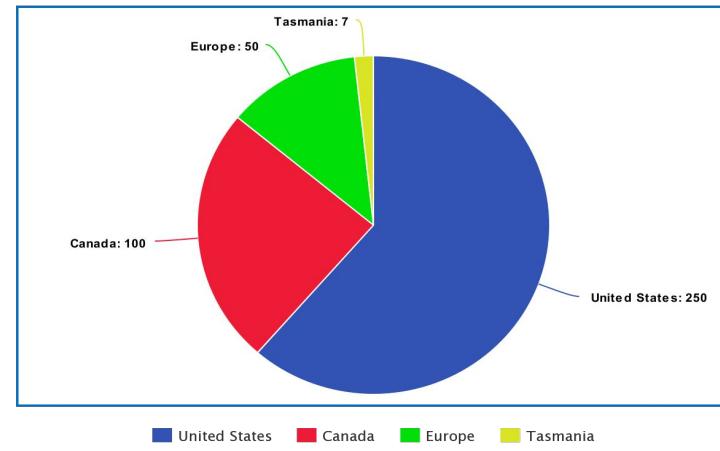
# Curvecast is...

- A Sports and Wilderness podcast.
- A podcast about fly fishing for women who enjoy catch-and-release fishing and the great outdoors.
- Hosted by Kathy Bates, three-time Word Fly Fishing championship holder.



# Curvecast offers:

- Each season is 12 episodes that run between January and April.
- Each episode runs about 35 minutes.
- Each episode gets approximately 2500 downloads in the Midwestern US, with another 1500 downloads per episode in Canada and Europe. There is a small but dedicated audience in Tasmania, who travel to the US every year during fly fishing season.



# What People Say about Curvecast

“Kathy is the funniest, and her voice is so relaxing, but she’s also the most knowledgeable angler I’ve ever heard in my entire life. The episode about fly tying was a delight.”

- User jjrogan1967 on Apple Podcasts

“Curvecast helps me prepare for fly fishing season every year. Their “What To Pack And What To Toss” episode is the best resource. I’d have a 90-lb tackle box and a sore back if it weren’t for Curvecast!”

-User trinadolenz on Podchaser

# What are Curvecasters like?

Curvecast's audience is...

- Aged 35-70
- Educated, with “some college” through Master’s Degrees and a few PhDs
- Earns \$75k-\$100K per household
- Employed in a variety of fields
- Travels annually, especially to fish
- Spends about \$10-\$15K per year on fishing-related gear, travel, and clothing
- Prefers to purchase fishing gear from small businesses

Source: Curvecast's annual survey, Curvecast.com 2022

# What Can Curvecast Do For You?

- Your bait and tackle shop, gear brand, wilderness resort, or fishing guide service can purchase an ad slot on our podcast, where nearly 500 enthusiastic anglers will consume it and include it in their fishing season planning.
- Your women's sports podcast can swap trailers with us, swap interview guest spots with our host Kathy Bates, or swap feed drops during the month of August.
- We consider offers from wilderness resorts to podcast a special live episode from their location in the month of May. This draws at least a hundred Curvecasters to your business.

# Ad Placement in Curvecast

- 2 pre-roll ads, 1 minute each
- 3 mid-roll ads, 30 seconds each
- 2 post-roll ads, 1 minute each

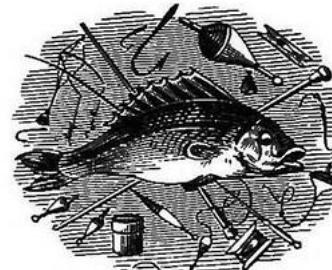
Prices are negotiable.

# Curvecast Season 12, 2022

1. **Title of Episode:** Kathy wants to explain a fishing concept, while her co-host Mimi lorem ipsum has been the industry's standard dummy text since the 1500s.
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# Join The Curve!

- Listen to Curvecast now on Apple Podcasts, Spotify, Pocketcasts, or wherever you find your podcasts.
- Visit our website at [curvecast.net](http://curvecast.net).
- Follow us on Instagram, [@thecurvecastfishing](https://www.instagram.com/thecurvecastfishing).
- Write to us at [gethooked@curvecast.net](mailto:gethooked@curvecast.net).



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