

A photograph of a marlin leaping from the ocean surface. The fish is dark blue and silver, with its long, pointed snout angled upwards. A large splash of white water is visible around the fish's midsection. The background is a vast, blue ocean under a clear sky.

Marlin

2023 MEDIA KIT



ADVENTURE CAMARADERIE NOSTALGIA

For more than 40 years, Marlin has empowered big-game offshore fishing enthusiasts through an engaging mix of adventure, nostalgia and camaraderie. The thrill of the sport comes alive with content on dynamic personalities, the finest sport-fishing vessels, latest equipment, techniques and hottest billfishing destinations.

Marlin

25,000

DISTRIBUTION

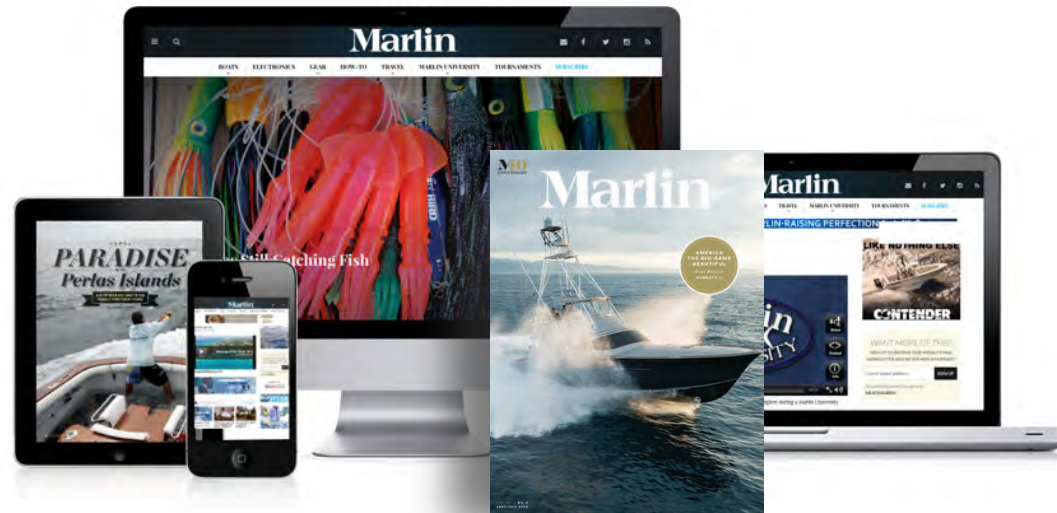
7X

FREQUENCY


1981


YEAR ESTABLISHED

* ALL ISSUES ARE AVAILABLE ON TABLETS AND EREADERS, INCLUDING THE IPAD, NOOK AND KINDLE.



 @MarlinMagazine

 Marlin Magazine

 @MarlinMag

130,000

Avg. Monthly
Page Views

80,000

Avg. Monthly
Unique Visitors

275,000+

Social Media
Audience

20,000

Custom Email
Subscribers

24,000

Editorial eNews
Subscribers

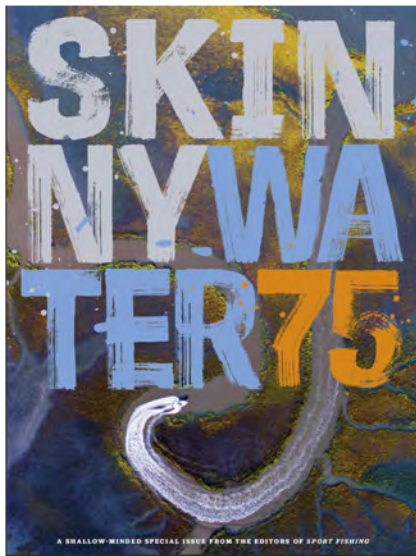
For more than 40 years, Marlin has propped up the big-game fishing world by bringing the adventure, nostalgia and camaraderie its readers crave. The pages come alive with stunning photography and the stories and news that meet the moment. With engaging content that includes destinations, science, history, new-boat reviews, fishing technique and equipment, the magazine caters to both industry professionals and aspiring offshore fishermen.

Source: Omniture Adobe Online Marketing Suite July 2016 - June 2016. June 30, 2016 AAM Statement. Social Media as of June 2016; Google Analytics 2021

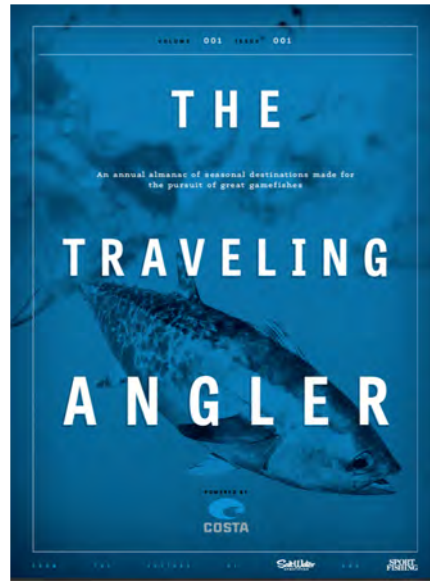
Bonnier's Special Interest Publications



Our editors will release a series of annual special interest publications that will focus on the hottest topics of interest in the saltwater fishing world. Our audiences seek and consume information on shallow water fishing, destination fishing hot spots and the latest fishing boats.



Skinny Water:
50k Distribution
Ad Close: 5/1/23
Materials Due: 5/5/23
Issue in homes: 6/20/23



The Traveling Angler:
130k Distribution
Ad Close: 11/9/23
Materials Due: 11/13/23
Issue in homes: 12/27/23

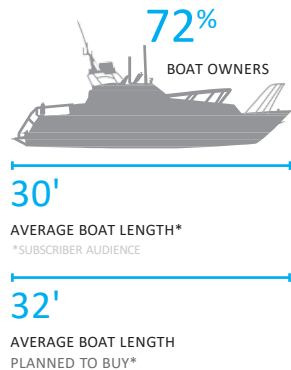
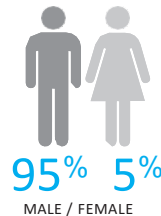
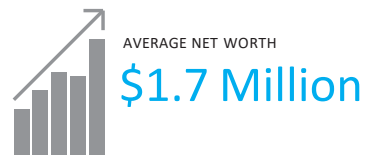
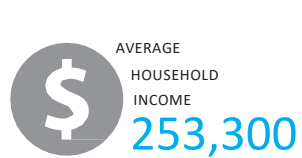


Fishing Boat Buyers Guide:
65k Distribution
Ad Close: 11/2/23
Materials Due: 11/6/23
Issue in homes: 12/27/23

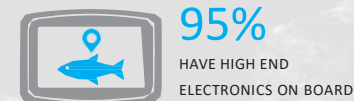
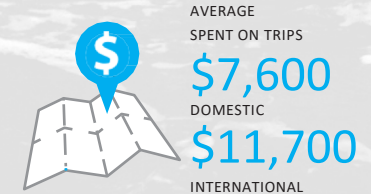
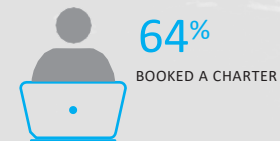
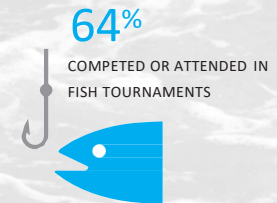
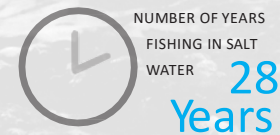
AUDIENCE PROFILE

Marlin's audience represent 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:



PRINT

<div>FEBRUARY</div> <div>SPRING BOAT SHOW</div> <div><ul style="list-style-type: none">Return to the North DropPanama's Dynamic DuoMorocco's Giant White MarlinClose Calls</div>	<div>MARCH</div> <div>KNOWLEDGE IS POWER</div> <div><ul style="list-style-type: none">The Underwater Wireman's ClubAn Insider's Look at Los CabosBe Knowledgeable on Skin Cancer<i>Bad Company</i>: Destination Atlantic</div>	<div>APRIL/MAY</div> <div>SPOTLIGHT: USA</div> <div><ul style="list-style-type: none">Going the Extra Miles70 Years of the IBT in San JuanDining the Eastern Seaboard: Discovering the Best Eateries on your East Coast DeliveryMagical Mel-O-Dee</div>	<div>JUNE/JULY</div> <div>BOAT ISSUE</div> <div><ul style="list-style-type: none">Boat-Refresher CourseLife of a BoatBoatyard Recap: Your Guide to America's Finest Service CentersOperation Sea Weez</div>
<div>AUGUST/SEPTEMBER</div> <div>THE INTERNATIONAL ISSUE</div> <div><ul style="list-style-type: none">An Insider's Look at Australia's Great Barrier ReefKenya: Billfishing on the Dark ContinentKona's Jurassic January</div>	<div>OCTOBER</div> <div>GAME-CHANGING TECHNOLOGY</div> <div><ul style="list-style-type: none">The Next Gen: Boatbuilding's Young GunsNew Top TechDo Fish Feel Pain?The Comments Section</div>	<div>NOVEMBER/DECEMBER</div> <div>FALL BOAT SHOW ISSUE</div> <div><ul style="list-style-type: none">New Boats for 2024Twenty-First Century Fish60 Years of VikingMellow Yellow: Miami's Thomas Flyer</div>	

SCHEDULES AND THEMES ARE STILL BEING FINALIZED AND ARE SUBJECT TO CHANGE.

Issue	Material Due Dates	Space Close	On Sale Date
February	12/5/22	11/29/22	1/17/23
March	1/11/23	1/6/23	2/28/23
April/May	2/8/23	2/3/23	3/28/23
June/July	4/5/23	3/31/23	5/23/23
August/September	6/7/23	6/2/23	7/25/23
October	8/2/23	7/28/23	9/19/23
November/December	9/6/23	9/1/23	10/24/23



CONTACT

NATASHA LLOYD | Publisher/Managing Director - *Marlin*
[954-830-4460](tel:954-830-4460) | natasha.lloyd@bonniercorp.com

DREW TOWNES | Midwest Sales, Television, Events
[407-405-0127](tel:407-405-0127) | drew.townes@bonniercorp.com

BILL SIMKINS | Marketplace, Charter Boats
[407-756-6011](tel:407-756-6011) | bill.simkins@bonniercorp.com

SCOTT SALYERS | Publisher/Managing Director -
Salt Water Sportsman/Sport Fishing
[305-972-2717](tel:305-972-2717) | scott.salyers@bonniercorp.com

JENNIFER DUDAS | Tournament and
Expeditions Director
[407-533-0123](tel:407-533-0123) | jennifer.dudas@bonniercorp.com

LACEY HAGLER | Associate Tournament Director
[561-267-2674](tel:561-267-2674) | lacey.hagler@bonniercorp.com

FRANKI GIORDANO | Marketing Director
franki.giordano@bonniercorp.com

PRINT SPECIFICATIONS

Trim Size: 8.375" x 10.875"**Binding: Perfect Bound, Jog to Foot**

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

AD SIZES: Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

REQUIRED FORMAT: PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

PROOFS: Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

INSERTS: Consult your advertising representative. Production, design and prepress services are available; rates upon request.

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

PRODUCTION GUIDELINES

For all bleed ads: Build file to trim size and add .125 in. bleed on all 4 sides. Ensure crop marks are .125" outside of the bleed, or do not include.

Allow .25 in. safety area within trim on all 4 sides (no live matter)

Spread ads: Supply in a single document

MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

Photos: Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. **Images supplied in RGB will be converted to CMYK.**

LOGOS: Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

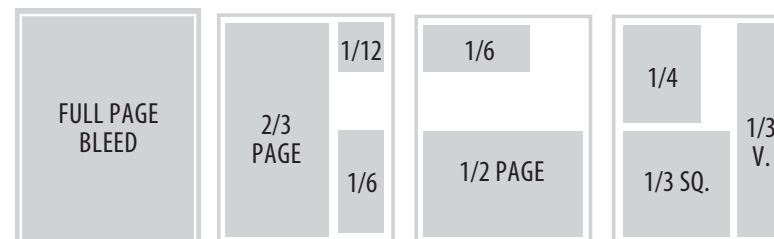
Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. (**Recommended:** use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

Ad Unit	Non-bleed	Bleed	Trim
Full Page	—	8.65" x 11.125"	8.375" x 10.875"
2-Page Spread	—	17" x 11.125"	16.75" x 10.875"
2/3 Page Vertical	4.5" x 9.5"		
1/2 Page Horizontal	7.25" x 4.75"		
1/3 Page Vertical	2.25" x 9.5"		
1/3 Page Square	4.625" x 4.875"		
1/4 Page Square	3.5" x 4.75"		
1/6 Page Vertical	2.25" x 4.875"		
1/6 Page Horizontal	4.625" x 2.36"		
1/12 Page Square	2.25" x 2.36"		

LAYOUT/PRODUCTION NOTES:

Allow .25 in. safety area within TRIM on all 4 sides (no live matter)

Ensure crop marks are .125" outside of the bleed, or do not include.



ISSUE THEME & CLOSING DATES

ISSUE	THEME	AD CLOSE	MATERIALS DUE	ON SALE	ON TABLETS
February '23	Spring Boat Show Issue	11/29/22	12/5/22	1/17/23	1/16/23
March '23	Knowledge is Power	1/6/23	1/11/23	2/28/23	2/27/23
April/May '23	Spotlight: USA	2/3/23	2/8/23	3/28/23	3/27/23
June/July '23	Boat Issue	3/31/23	4/5/23	5/23/23	5/22/23
August/September '23	The International Issue	6/2/23	6/7/23	7/25/23	7/24/23
October '23	Game-Changing Technology	7/28/23	8/2/23	9/19/23	9/18/23
November/December '23	Fall Boat Show Issue	9/1/23	9/6/23	10/24/23	10/23/23
February '24	Spring Boat Show Issue	11/28/23	12/4/22	1/23/24	1/22/24

AD MATERIAL SUBMISSIONS

Ad files should be delivered via our Ad Portal at bonniercorp.sendmyad.com.

We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

SEND ALL OTHER MATERIALS TO:

MARLIN Magazine
Attn: Shari Smith
517 N. Virginia Ave.
Winter Park, FL 32789

PRODUCTION CONTACT

407-719-6042
shari.smith@bonniercorp.com

MARINE DISPLAY RATES

FOUR COLOR	1X	TWO COLOR	1X	SPECIAL POSITIONS	1X
Spread	\$35,270	Spread	\$28,608	Cover 2	\$21,360
Full Page	\$18,578	Full Page	\$15,044	Cover 3	\$20,401
2/3 Page	\$14,489	2/3 Page	\$11,700	Cover 4	\$23,219
1/2 Page (Isl)	\$12,804	1/2 Page (Isl)	\$10,341	Page 3	\$20,402
1/2 Page	\$11,489	1/2 Page	\$9,302		
1/3 Page	\$9,094	1/3 Page	\$7,395		
1/4 Page	\$8,008	1/4 Page	\$6,480		
1/6 Page	\$5,683	1/6 Page	\$4,551		

MARKETPLACE | CHARTER BOATS | RESORTS

FOUR COLOR	1X	TWO COLOR	1X
Full Page	\$9,626	Full Page	\$8,662
2/3 Page	\$7,522	2/3 Page	\$6,755
1/2 Page	\$6,139	1/2 Page	\$5,349
1/3 Page	\$4,126	1/3 Page	\$3,731
1/4 Page	\$3,169	1/4 Page	\$2,858
1/6 Page	\$2,887	1/6 Page	\$2,004
1/12 Page	\$1,785	1/12 Page	\$1,156

Charter Listing (Net) — \$5.96 per word with a 20-word minimum

Boats For Sale Listing Rates (Net) — Photos \$35 / \$5.96 per word with a 20-word minimum

Net rates are non-commissionable.

CLOSING DATES

Issue	Material Due Dates	Space Close	On Sale Date
February	12/5/22	11/29/22	1/17/23
March	1/11/23	1/6/23	2/28/23
April/May	2/8/23	2/3/23	3/28/23
June/July	4/5/23	3/31/23	5/23/23
August/September	6/7/23	6/2/23	7/25/23
October	8/2/23	7/28/23	9/19/23
November/December	9/6/23	9/1/23	10/24/23



FREQUENCY

7x

RATES

EFFECTIVE

January 2023

CIRCULATION

25, 000 Avg Paid

AUDIENCE INFO

\$253,000 Avg HHI

72% Are Boat Owners

28 Years Fishing
Experience

Source: 2016 Audience Survey -
Conducted by BCI

For more info, contact
Natasha.Lloyd@bonniercorp.com
to advertise.

GENERAL DISPLAY RATES

FOUR COLOR	1X	TWO COLOR	1X	SPECIAL POSITIONS	1X
Spread	\$44,086	Spread	\$35,749	Cover 2	\$26,692
Full Page	\$23,205	Full Page	\$18,814	Cover 3	\$25,499
2/3 Page	\$18,106	2/3 Page	\$14,619	Cover 4	\$29,017
1/2 Page (Isl)	\$16,010	1/2 Page (Isl)	\$15,921	Page 3	\$25,499
1/2 Page	\$14,361	1/2 Page	\$11,625		
1/3 Page	\$11,383	1/3 Page	\$9,246		
1/4 Page	\$10,012	1/4 Page	\$8,083		
1/6 Page	\$5,683	1/6 Page	\$5,691		

MARKETPLACE | CHARTER BOATS | RESORTS

FOUR COLOR	1X	TWO COLOR	1X
Full Page	\$9,626	Full Page	\$8,662
2/3 Page	\$7,522	2/3 Page	\$6,755
1/2 Page	\$6,140	1/2 Page	\$5,349
1/3 Page	\$4,126	1/3 Page	\$3,731
1/4 Page	\$3,168	1/4 Page	\$2,858
1/6 Page	\$2,887	1/6 Page	\$2,004
1/12 Page	\$1,785	1/12 Page	\$1,156

Charter Listing (Net) — \$5.96 per word with a 20-word minimum

Boats For Sale Listing Rates (Net) — Photos \$35 / \$5.96 per word with a 20-word minimum

Net rates are non-commissionable.

CLOSING DATES

Issue	Material Due Dates	Space Close	On Sale Date
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April/May	2/8/23	2/3/23	3/28/23
June/July	4/5/23	3/31/23	5/23/23
August/September	6/7/23	6/2/23	7/25/23
October	8/2/23	7/28/23	9/19/23
November/December	9/6/23	9/1/23	10/24/23



FREQUENCY

7x

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Experience

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Conducted by BCI

For more info, contact
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to advertise.

BROKERAGE RATES

FOUR COLOR	1x	8x	TWO COLOR	1x	8x
Spread	\$9,183	\$6,961	Spread	\$7,373	\$5,608
Full Page	\$5,391	\$4,119	Full Page	\$4,306	\$3,279
1/2 Page	\$3,257	\$2,497	1/2 Page	\$2,605	\$1,990
1/4 Page	\$1,997	\$1,706	1/4 Page	\$1,635	\$1,382

MARKETPLACE | CHARTER BOATS | RESORTS

FOUR COLOR	1X	TWO COLOR	1X
Full Page	\$9,168	Full Page	\$8,249
2/3 Page	\$7,165	2/3 Page	\$6,434
1/2 Page	\$5,848	1/2 Page	\$5,095
1/3 Page	\$3,929	1/3 Page	\$3,553
1/4 Page	\$3,018	1/4 Page	\$2,722
1/6 Page	\$2,751	1/6 Page	\$1,909
1/12 Page	\$1,700	1/12 Page	\$1,101

Charter Listing (Net) — \$6.45 per word with a 20-word minimum

Boats For Sale Listing Rates (Net) — Photos \$38 / \$6.45 per word with a 20-word minimum

Net rates are non-commissionable.

CLOSING DATES

Issue	Material Due Dates	Space Close	On Sale Date
February	12/5/22	11/29/22	1/17/23
March	1/11/23	1/6/23	2/28/23
April/May	2/8/23	2/3/23	3/28/23
June/July	4/5/23	3/31/23	5/23/23
August/September	6/7/23	6/2/23	7/25/23
October	8/2/23	7/28/23	9/19/23
November/December	9/6/23	9/1/23	10/24/23



FREQUENCY

7x

RATES

EFFECTIVE

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CIRCULATION

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to advertise.

PRINT ADVERTISING TERMS + CONDITIONS

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.
2. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages beyond advertising rates if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.
3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher, except as specified in a signed contract, and are based on combined print and digital circulation. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
4. Cancellation or changes in orders may not be made by Advertiser or Agency after specified closing date or digital campaign close date. Failure to submit creative materials will result in full charge for all reserved space. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or Agency. In the event of timely cancellation, Advertiser and Agency agree to reimburse Publisher for any unit-related outside production costs incurred prior to cancellation.
5. Positioning of advertisements is at the discretion of Publisher except where specific positioning is granted, in writing, by Publisher.
6. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner. Any claim for underdelivery not asserted within one year of insertion is waived.
7. Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered. Should collection efforts become necessary, Advertiser and Agency agree to pay reasonable attorney fees, expenses, and costs incurred in connection with collection of all monies due, and agree that Orange County, Florida shall be exclusive venue for resolution of any disputes hereunder.
8. Advertiser and Agency warrant that they are properly authorized to publish the entire content and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by Advertiser and Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement as provided by Advertiser or Agency.
9. Creative work produced by Publisher remains the sole property of Publisher.
10. Until credit is approved, Advertisements are run on a prepaid basis only.

DISPLAY ADS	RATE	INFO
728 x 90 Leaderboard (Above the Fold)	\$25 CPM	Run of Site; Guaranteed Above the Fold Placement
300 x 250 Medium Rectangle (Above the Fold)	\$30 CPM	Run of Site; Guaranteed Above the Fold Placement
300 x 600 Large Skyscraper (Static)	\$35 CPM	Run of Site
970 x 250 Leaderboard	\$55 CPM	Run of Site; Above and Below the Fold Placement
300 x 250 Medium Rectangle	\$25 CPM	Run of Site; Above and Below the Fold Placement
HIGH IMPACT UNITS	RATE	INFO
Native Video Ad (Outstream)	\$50 CPM	Appears Naturally Throughout Pages as User Moves Around Website
Video Pre-Roll	\$75 CPM	Video Ad Appearing Before Videos on Website
Pushdown Unit: 970 x 90	\$55 CPM	Appears Between Navigation Bar and Edit Content. Expands Down to 970 X 250
ROS Interstitial: 640 x 480 (Static)	\$100 CPM	Appears Between Pages as User Moves Around Website
Homepage Interstitial: 640 x 480 (Static)	\$100 CPM	Appears Before User is Directed to Homepage
Homepage Takeover	\$1,000/week	Price is per Week. Includes Exclusive Sponsorship of All Homepage Ad Units
SPONSORSHIPS	RATE	INFO
Online Contest / Sweepstakes	\$17,250	30 Days - Includes: hosting, fulfillment and promotion (100,000 ROS banners, 1x custom email, 1x editorial eNewsletter inclusion, 1x sponsored social post, FB Ads and opt-in email database) Sponsor provides prize(s) 728 x 90, 300 x 250 and/or 320 x 50. Targeted to Specific Content or Demographics
Contextual Targeted Display Ads	\$35 CPM	
SOCIAL	RATE	INFO
Facebook/Instagram Carousel Ads	\$45 CPM	Use of multiple images/links within one ad; appear on user's feed from brand (targeting available)
Sponsored Facebook/Instagram Post	\$1,750	Post Appears on Brand's Timeline (Reach not guaranteed)
Facebook/Instagram Page Post Ads	\$30 CPM	Ads Appear in User's Facebook Feed from Brand (Targeting Available; Reach guaranteed)
Native Video Post	\$100 CPM	Sponsorship Incorporated Organically; 3rd Party Videos Not Permitted.
5-Day Instagram Takeover	\$8,000	Includes 5x Sponsored Instagram Posts (1 per day) + Stories Mon-Thurs
7-Day Instagram Takeover	\$11,200	Includes 7x Sponsored Instagram Posys (1 per day) + Stories Mon-Thurs
Instagram Story Ad	\$40 CPM	Ads running within Stories on brand's Instagram page
EMAIL	RATE	INFO
Custom Email	\$150 CPM	Your exclusive message. Price is Per Email (Targeting Available)
Editorial eNewsletter Display Ad	\$38 CPM	728 x 90 or 300 x 250. Price is Per Email
Editorial eNewsletter Sponsored Inclusion	\$50 CPM	Includes image, header and description; natural integration into eNewsletter
VIDEO	RATE	INFO
Video Launch Package	\$6,425	Your video hosted on marlinmag.com plus promotion (1x eNews banner, Facebook Native Video Post and 25,000 ROS banners)

STANDARD GUIDELINES:

These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)

- Google Ad manager is used to serve all Bonnier Corp Advertisements
- There is a 24-hour turnaround time once all creatives are submitted to Online Advertising Operations
- All ad units must launch a new browser window when clicked on
- All static ads types are accepted (.jpg, .gif, .swf, .html)
- Max initial load file size should not exceed 150k
- Below is a list of the most commonly used third party vendors.

For a complete list of approved vendors please contact Bonnier. Bonnier has the ability to serve third party tags that are not on the list of approved vendors but we will not be able to track click-throughs.

Approved Third Party Ad Tags	Approved Third Party Rich Media
Atlas	Eyeblaster
Bluestreak	EyeReturn
DoubleClick	Eyewonder
Interpolls	Pointroll
Mediaplex	Unicast

THIRD PARTY SPECIFICATIONS

- Third Party tags should be served via JavaScript Ad calls, not iframes
- Audio needs be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Max initial load file size should not exceed 30k
- Additional polite download should not exceed 80k
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 seconds

Expanding Ads	Expanded Dimension:
Most Common Sizes:	728 x 225
728 x 90	400 x 350; 300 x 600; 600 x 250
300 x 250	

MOUSE OVER/MOUSE OFF

- Ad should expand upon mouse over or click on expand button
- Ad should retract upon mouse off or clicking a close button
- If the ad expands with user click, the panel still must retract when mouse is removed
- Any sound should be user initiated by click, not mouse

AD UNIT GRID:

- Page Skin needs to be removed as this is no longer supported.
- Add Billboard 970x250
- Add Half Page 300x600
- Update all file types to gif, jpg, png, html5
- Update all file size to 150kb.

HTML5 AD UNITS

- HTML5 should be provided as a Zip bundle with all assets included in the zip folder.
- HTML5 creatives must be SSL compatible to serve to HTTPS sites
- Use the size meta tag to indicate the intended size for your creative and ensure your creative renders at the right dimensions: `<meta name="ad.size" content="width=[x],height=[y]">`
- HTML5 creatives can only have fixed dimensions (e.g., 300x250, 728x90, 320x50, etc.). Dynamic sizes such as "Fluid" aren't supported.
- We do not recommend hard-coded click through URLs in the asset because it prevents Google Ad Manager from tracking clicks. Below is an example of how the click tag should appear.

HTML5 Click Tag Example

- A click tag should be inserted in the <head> of an HTML document. See this example:

```
<head>
<meta name="ad.size" content="width=300,height=250">
<script type="text/javascript">
  var clickTag = "http://www.google.com";
</script>
</head>
```
- In the body of your HTML document, your creative must use the click tag variable as the click-through URL:
- `

`

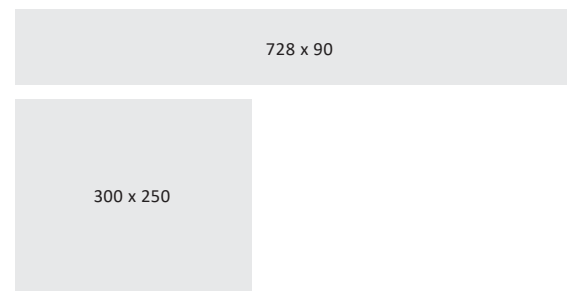
FLASH MX/ALL VERSIONS

A clickable flash object such as a button or hitarea in the flash movie clip will require some actionscript attached to it.

1. Associate the on(release) event with that object.
2. The object will now listen for that particular event. When the event occurs it will trigger actionscript instructions.
3. Place the 'getURL(clickTAG);' actionscript as the instructions. The flash ad code generated will be programmed to pass in the 'clickTAG' as a parameter to that flash ad upon which clicking on the ad will direct the user to the click through URL value found in the clickTAG.
4. Make sure to check off the "Expression" checkbox for the URL field that is the variable for the getURL actionscript function.

Button Code: on (release) {getURL (_level0.clickTag, "_blank");}

AD UNIT	DIMENSIONS	FILE SIZE	FILE TYPE
Leaderboard	728 x 90 Pixels	72 dpi, 40 kb max	gif, jpg, flash, html
Medium Rectangle	300 x 250 Pixels	72 dpi, 40 kb max	gif, jpg, flash, html
Pushdown Unit Condensed	970 x 90 Pixels	72 dpi, 40 kb max	gif, jpg, flash, html
Pushdown Unit Expanded	970 x 250 Pixels	72 dpi, 40 kb max	gif, jpg, flash, html
Page Skin	1600 x 900 Pixels	72 dpi, 80 kb max	gif, jpg, flash, html
eNews Med Rectangle	300 x 250 Pixels	72 dpi, 40 kb max	gif, jpg
Custom eBlast	600 Pixels Wide	72 dpi, 30 kb max	html
Video Hosting	608 x 300 pixels	40 mb max	flv, avi, mov
Logo Sponsorship	150 x 40 Pixels	30 kb max	gif, jpg



MATERIAL CONTACT:

Shanna Torres
 Materials Contact
shanna.torres@bonniercorp.com
 Phone: (407) 571-4550

SKINNY WATER

Shallow Water Special Edition presented by Sport Fishing



AD SIZE	NON-BLEED	BLEED	TRIM
2-Page Spread	N/A	16.5" x 11"	16.25" x 10.75"
Full Page	7" x 10"	8.375" x 11"	8.125" x 10.75"
1/2 Page Horizontal	6.875" x 4.687"	8.375" x 5.5"	8.125" x 5.25"

PRINT SPECIFICATIONS

Trim Size: 8.125" x 10.75"

Binding: Perfect Bound, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

AD SIZES: Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

REQUIRED FORMAT: PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

PROOFS: Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

INSERTS: Consult your advertising representative. Production, design and prepress services are available; rates upon request.

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

PRODUCTION GUIDELINES

For all bleed ads: Build file to trim size and add .125 in. bleed on all 4 sides. Ensure that crop marks are offset .125 in. from bleed.

Allow .25 in. safety area within trim on all 4 sides (no live matter)

Spread ads: Supply in a single document

MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

Photos: Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. **Images supplied in RGB will be converted to CMYK.**

LOGOS: Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. (**Recommended:** use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.



AD MATERIAL SUBMISSIONS

Ad files should be delivered via our Ad Portal at bonniercorp.sendmyad.com.

We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

SEND ALL OTHER MATERIALS TO:

SPORT FISHING Magazine
Attn: Peter Coffin
517 N. Virginia Ave.
Winter Park, FL 32789

PRODUCTION CONTACT
407-571-4740
peter.coffin@bonniercorp.com

THE TRAVELING ANGLER

2024 SPECIAL ISSUE PUBLICATION

The pent up demand in outdoor travel will be realized with The Traveling Angler, created by the editors of *Sport Fishing*, *Marlin*, and *Salt Water Sportsman* and consumed by some of the most **affluent outdoor travel audiences** on the planet. Their thirst for traveling to fishing, hunting, and outdoor recreation activities will be quenched with this **365 day, 24/7** print, digital, and email program.

The Traveling Angler has a circulation of 130,000 consisting of *Sport Fishing*, *Marlin*, and *Salt Water Sportsman's* Most Likely to Travel Audience with a bonus distribution of 150,000 to our boating, cruising, and travel audiences for a **total distribution of 280,000!** It has a broader scope than our standard salt-focused print issues – covering fresh and salt; fly, big game, and hunting lodges; recipes; apparel, etc. The demand for travel-related gear is essential for a successful trip and will play a role in content as well. Promote your destinations, fishing resorts, charter operations, and more!



FEATURED PROGRAM DETAILS

PRINT:

- Half-Page Ad: \$2,750
- Full Page Ad: \$4,500
- Spread: \$6,250

CLOSING

DATE: 11/9/2023

DIGITAL:

- Custom article written by Bonnier to live on The Traveling Angler content hubs on all three brands
- 100% SOV banners surrounding custom article, linking back to the your website + SOV banners on Traveling Angler edit articles & content hubs
- 3x editorial eNews inclusions promoting the article to *Salt Water Sportsman*, *Sport Fishing* and *Marlin* audiences (Total 138k opt-ins)

Digital Package Price: \$2,930

Package Value: \$11,530

Additional distribution to the *Islands* audience: \$1,050

2024 Fishing Boat Buyers Guide

Now is your chance to have our Editors' show off your newest or best selling build to our audience. Boaters and Anglers look forward to this guide every year.



Get your boat in front of **the right people, at the right time in our annual [Fishing Boat Buyers Guide](#)**.

We'll have one of our Editors test and walk through your boat, taking viewers through the main features, high points, specs and performance data!

PACKAGE HIGHLIGHTS:

- Increase **excitement and exposure for your boat** pushed out by our trusted brands
- Reach over 278,000 viewers and subscribers through email, social media and web promotion

The Premium Package Includes:

- Full Page Display Ad + Full Page Boat Review in 2023 Fishing Boat Buyer's Guide (65k distribution)
- 1x FBBG Boat Review Video produced and edited by Bonnier; See example [here](#)
- FBBG Boat Review hosted on all three brand websites, featuring FBBG Boat Review Video + surrounding banners; Lives on FBBG content hub
- 3x Custom Emails promoting FBBG Boat Review Video (55,000 opt-ins *Salt Water Sportsman*, 34,000 opt-ins *Sport Fishing* and 20,000 for *Marlin*)
- 3x Facebook Native Video Ads promoting video to all three brands (60,000 total views)
- Instagram Reel promoted to each of the three brands
- **Added Value** Shared Custom Emails driving traffic to your website; **Early booking incentive.**

Total: \$18,025

With the opportunity to promote on just one brand for a discounted price.