



SPORT FISHING

MEDIA KIT 2023

IN-DEPTH CUTTING-EDGE EMPOWERING



Sport Fishing is for the passionate enthusiast who wants information on the latest techniques, overlooked destinations and the newest equipment to optimize every day on the water. It's an invaluable source of saltwater fishing information that informs and inspires its readers by delivering in-depth coverage on a broad range of topics of interest to active saltwater anglers. With a long-standing emphasis on vital issues surrounding the conservation and management of fisheries, Sport Fishing empowers its readers to safeguard the future of their sport.

SPORT FISHING



www.sportfishingmag.com



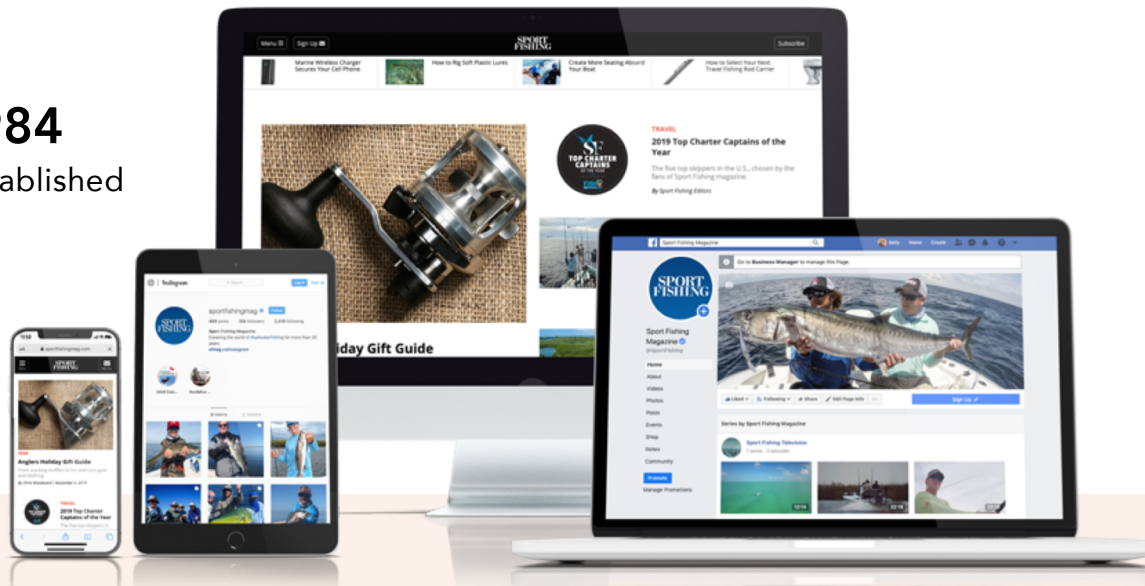
@sportfishingmag



@sportfishingmag

1984

Year Established



326,000

Avg. Monthly Page Views

215,000

Avg. Monthly Unique Visitors

428,300

Social Media Audience

34,000

Custom Email Subscribers

44,000

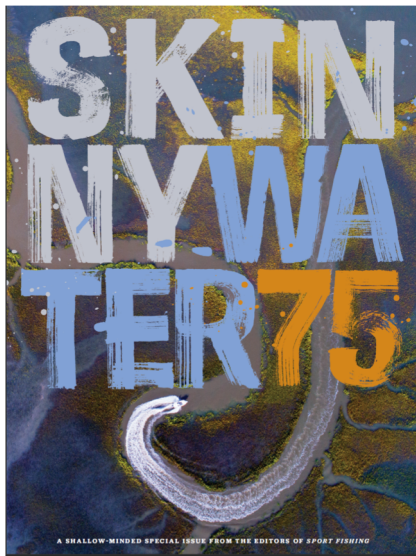
Editorial eNews Subscribers

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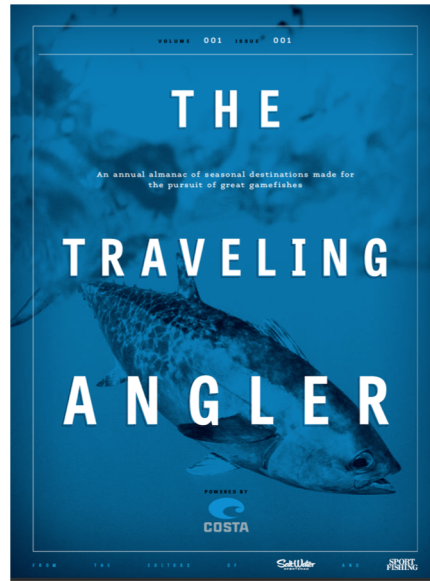
Bonnier's Special Interest Publications



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
6/20/23 Issue in homes



The Traveling Angler:
130k Distribution
12/27/23 Issue in homes



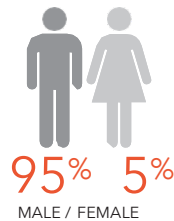
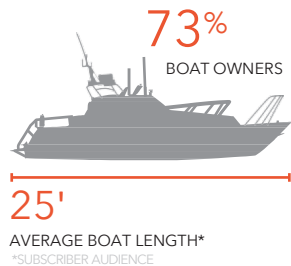
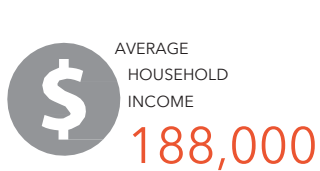
Fishing Boat Buyers Guide:
65k Distribution
12/27/23 Issue in homes

AUDIENCE PROFILE

Sport Fishing'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:





CONTACT

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

NATASHA LLOYD | East & West Coast, Sales & Events
[954-830-4460](tel:954-830-4460) | natasha.lloyd@bonniercorp.com

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

SCOTT SALYERS | Group Publisher
[305-972-2717](tel:305-972-2717) | scott.salyers@bonniercorp.com

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BRITTNEY BALDWIN | Marketing Manager
brittney.baldwin@bonniercorp.com

**SPORT
FISHING**

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)
Contextual Targeted Display Ads	\$35 CPM	728 x 90, 300 x 250 and/or 320 x 50. Targeted to Specific Content or Demographics
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	\$3,500	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	\$35 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	\$8,425	Your video hosted on BoatingMag.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)

- Doubleclick 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 30k
- 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 Most Common Sizes:	Expanded Dimension:
728 x 90	728 x 225
300 x 250	400 x 350; 300 x 600; 600 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

FLASH AD UNITS

- Flash files served via DoubleClick must be coded properly for proper click and impression tracking
- All Flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash
- A click through URL must be supplied
- We accept Flash version 6-10

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");};

The extra parameter for the getURL function determines the target window for the redirected content. "_blank" will generate a new browser window.

CONTACT:

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

AD UNIT	DIMENSIONS	FILE SIZE	FILE TYPE
Leaderboard	728 x 90 Pixels	72 dpi, 40 kb max	gif, jpg, flash, html
Mobile Leaderboard	320 x 50 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

728 x 90

300 x 250

320 x 50

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.