SPORT FISHING
Sport Fishing magazine is written 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.
Brand Overview

2,617,020
Avg. Monthly
Page Views

335,300
Avg. Monthly
Unique Visitors

420,000+
Social Media
Audience

33,000
Custom Email
Subscribers

40,000
Editorial eNews
Subscribers

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

Within Sport Fishing’s audience are anglers of various skill-levels, brand affinities and purchase intent. Using research and database management, we can identify, surface and activate high-value enthusiasts across all of our media channels in order to drive tangible results.

Source: Ominiture 06/15 - 06/16; Facebook, Twitter, Instagram, Youtube; Silverpop/Pentaho 06/15 - 06/16
Sport Fishing’s audience represents 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.

**AUDIENCE PROFILE**

**DEMOGRAPHICS:**

- **Average Age:** 54
- **Gender:** 95% Male, 5% Female
- **College Educated:** 87%
- **Average Household Income:** $188,000
- **Average Net Worth:** $1.2 Million
- **Average Boat Length:** 25’
- **Boat Owners:** 73%
- **Average Boat Length Planned to Buy:** 26’
- **Fish Years in Salt Water:** 28
- **Number of Boat Owners:**
  - Domestic: 86%
  - International: 14%
- **Own Vacation Property:** 27%
- **Own Water-Front Property:** 17%
- **Own 2 or More Boats:** 35%
- **Plan to Buy Boat in Next 2 Years:** 23%
- **Number of Days Spent Fishing Off-Shore per Month:** 6

**FISHING HABITS:**

- **Number of Years Fishing in Salt Water:** 28
- **Competed or Attended in Fish Tournaments:** 37%
- **Read 4 of the Past 4 Issues:** 87%
- **Average Spent on Trips:**
  - Domestic: $5,600
  - International: $7,500
- **Number of Fishing Vacations per Year:**
  - Domestic: 2
  - International: 2
- **Fish Offshore:** 70%
- **Fish Inshore:** 69%
- **Fish Nearshore:** 62%
CONTACT

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DREW TOWNES | Midwest Sales, Television, Events
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BILL SIMKINS | Marketplace, Charter Boats
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NATASHA LLOYD | Publisher of Marlin
954-760-4602 | natasha.lloyd@bonniercorp.com

DAN JACOBS | Tournaments and Event Production
407-571-4680 | dan.jacobs@bonniercorp.com

SCOTT SALLYERS | Group Publisher
305-253-0555 | scott.sallyers@bonniercorp.com

SPORT FISHING
# MARINE DISPLAY RATES

## FOUR COLOR 1X
- Spread: $40,756
- Full Page: $21,362
- 2/3 Page: $16,719
- 1/2 Page (Isl): $15,023
- 1/2 Page: $13,732
- 1/3 Page: $10,721
- 1/4 Page: $8,483
- 1/6 Page: $6,675

## TWO COLOR 1X
- Spread: $34,498
- Full Page: $18,146
- 2/3 Page: $14,706
- 1/2 Page (Isl): $12,627
- 1/2 Page: $11,447
- 1/3 Page: $9,074
- 1/4 Page: $7,025
- 1/6 Page: $5,454

## SPECIAL POSITION 1X
- Cover 2: $25,740
- Cover 3: $24,673
- Cover 4: $26,816
- Pages 3, 5, 7 & 9: $23,600

## MARKETPLACE / CHARTER BOATS & RESORTS

## FOUR COLOR 1X
- Full Page: $9,127
- 2/3 Page: $7,318
- 1/2 Page (Isl): $7,506
- 1/2 Page: $5,672
- 1/3 Page: $3,910
- 1/4 Page: $2,997
- 1/6 Page: $2,298
- 3" Col: $1,794
- 2" Col/1/12 Page: $1,305
- 1" Col/1/24 Page: $755

## TWO COLOR 1X
- Full Page: $7,263
- 2/3 Page: $5,724
- 1/2 Page (Isl): $5,066
- 1/2 Page: $4,501
- 1/3 Page: $3,035
- 1/4 Page: $2,406
- 1/6 Page: $1,613
- 3" Col: $1,250
- 2" Col/1/12 Page: $854
- 1" Col/1/24 Page: $462

Charter Listing (Net) $3.83 per word with a 20-word minimum
Net Rates are non-commissionable.

## ISSUE THEME & CLOSING DATES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>SPACE CLOSE</th>
<th>MATERIALS DUE</th>
<th>ON SALE / PRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEB'20</td>
<td>EXPLORATION &amp; ADVENTURE</td>
<td>12/4/19</td>
<td>12/6/19</td>
<td>1/21/20</td>
</tr>
<tr>
<td>MAR</td>
<td>OPPORTUNITY</td>
<td>1/7/20</td>
<td>1/8/20</td>
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</tr>
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<td>APR</td>
<td>COMPETITION</td>
<td>2/3/20</td>
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<td>COASTAL EXPERIENCE</td>
<td>4/7/20</td>
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<td>JUL/AUG</td>
<td>BLUEWATER ADVANTAGE</td>
<td>5/5/20</td>
<td>5/7/20</td>
<td>6/23/20</td>
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<tr>
<td>SEPT/OCT</td>
<td>MIXED BAG</td>
<td>6/30/20</td>
<td>7/9/20</td>
<td>8/18/20</td>
</tr>
<tr>
<td>NOV/DEC</td>
<td>EVALUATION (GEAR)</td>
<td>8/31/20</td>
<td>9/2/20</td>
<td>10/20/20</td>
</tr>
<tr>
<td>FEB’21</td>
<td>TBD</td>
<td>12/1/20</td>
<td>12/3/20</td>
<td>1/19/21</td>
</tr>
</tbody>
</table>

Source: 2016 Audience Survey - Conducted by BCI
Contact your Regional Director or scott.salyers@bonniercorp.com to advertise.
### GENERAL DISPLAY RATES

<table>
<thead>
<tr>
<th>FOUR COLOR</th>
<th>1X</th>
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<th>1X</th>
<th>SPECIAL POSITION</th>
<th>1X</th>
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</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$50,948</td>
<td>Spread</td>
<td>$43,683</td>
<td>Cover 2</td>
<td>$32,180</td>
</tr>
<tr>
<td>Full Page</td>
<td>$26,816</td>
<td>Full Page</td>
<td>$22,682</td>
<td>Cover 3</td>
<td>$30,833</td>
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<tr>
<td>2/3 Page</td>
<td>$20,897</td>
<td>2/3 Page</td>
<td>$18,388</td>
<td>Cover 4</td>
<td>$33,523</td>
</tr>
<tr>
<td>1/2 Page (Is)</td>
<td>$18,776</td>
<td>1/2 Page (Is)</td>
<td>$15,884</td>
<td>Pages 3, 5, 7 &amp; 9</td>
<td>$29,497</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$17,162</td>
<td>1/2 Page</td>
<td>$14,315</td>
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<tr>
<td>1/3 Page</td>
<td>$13,405</td>
<td>1/3 Page</td>
<td>$11,341</td>
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</tr>
<tr>
<td>1/4 Page</td>
<td>$10,608</td>
<td>1/4 Page</td>
<td>$8,781</td>
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<tr>
<td>1/6 Page</td>
<td>$8,342</td>
<td>1/6 Page</td>
<td>$6,813</td>
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**MARKETPLACE / CHARTER BOATS & RESORTS**

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<td>1/6 Page</td>
<td>$2,298</td>
<td>1/6 Page</td>
<td>$1,380</td>
</tr>
<tr>
<td>3&quot; Col</td>
<td>$1,794</td>
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<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
</tbody>
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2020 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.
## Digital Rates

### Display Ads

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
<th>Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90 Leaderboard (Above the Fold)</td>
<td>$20 CPM</td>
<td>Run of Site; Guaranteed Above the Fold</td>
</tr>
<tr>
<td>300 x 250 Medium Rectangle (Above the Fold)</td>
<td>$25 CPM</td>
<td>Run of Site; Guaranteed Above the Fold</td>
</tr>
<tr>
<td>300 x 600 Large Skyscraper</td>
<td>$35 CPM</td>
<td>Run of Site</td>
</tr>
<tr>
<td>728 x 90 Leaderboard</td>
<td>$17 CPM</td>
<td>Run of Site; Above and Below the Fold</td>
</tr>
<tr>
<td>300 x 250 Medium Rectangle</td>
<td>$22.50 CPM</td>
<td>Run of Site; Above and Below the Fold</td>
</tr>
</tbody>
</table>

### High Impact Units

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
<th>Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>User Initiated Expandable Unit: 728 x 90</td>
<td>$35 CPM</td>
<td>Expands down to 728 x 270</td>
</tr>
<tr>
<td>User Initiated Expandable Unit: 300 x 250</td>
<td>$35 CPM</td>
<td>Expands Left to 550 x 250</td>
</tr>
<tr>
<td>Pushdown Unit: 970 x 90</td>
<td>$55 CPM</td>
<td>Appears Between Navigation Bar and Edit Content. Expands Down to 970 X 250</td>
</tr>
<tr>
<td>Interstitial</td>
<td>$100 CPM</td>
<td>640 x 480</td>
</tr>
<tr>
<td>Homepage Takeover</td>
<td>$1,000/Week</td>
<td>Price is per Week. Includes Exclusive Sponsorship of All Homepage Ad Units</td>
</tr>
<tr>
<td>Page Peel</td>
<td>$35 CPM</td>
<td>100 x 100 / 500 x 500</td>
</tr>
<tr>
<td>Page Skin</td>
<td>$100 CPM</td>
<td>1600 x 900</td>
</tr>
</tbody>
</table>

### Sponsorships

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Rate</th>
<th>Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Channel</td>
<td>$12,000</td>
<td>Includes hosting, fulfillment and promotion: 100,000 ROS banners, 1x custom email, 1x editorial eNewsletter inclusion. Sponsor provides prizes</td>
</tr>
<tr>
<td>Contest/Sweepstakes</td>
<td>$4,650</td>
<td></td>
</tr>
</tbody>
</table>

### Email

<table>
<thead>
<tr>
<th>Email Type</th>
<th>Rate</th>
<th>Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom eBlast</td>
<td>$150 CPM</td>
<td>Your exclusive message. Geo-targeting is available.</td>
</tr>
<tr>
<td>Editorial eNewsletter Display Ad (728 x 90)</td>
<td>$35 CPM</td>
<td>Price is per email.</td>
</tr>
<tr>
<td>Editorial eNewsletter Display Ad (300 x 250)</td>
<td>$35 CPM</td>
<td>Price is per email.</td>
</tr>
<tr>
<td>Editorial eNewsletter Text Link</td>
<td>$15 CPM</td>
<td>Price is per email. 35 Words</td>
</tr>
</tbody>
</table>

### Video

<table>
<thead>
<tr>
<th>Video Type</th>
<th>Rate</th>
<th>Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Roll Sponsorship</td>
<td>$50 CPM</td>
<td>15 Seconds. One Month Minimum.</td>
</tr>
<tr>
<td>Dedicated Video Channel</td>
<td>$6,000</td>
<td>Price is per Year. 60 Minutes</td>
</tr>
<tr>
<td>Partner Video</td>
<td>$1,200</td>
<td>Price is per Year. 3-5 Minutes</td>
</tr>
</tbody>
</table>

Note: All rates are net.
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.

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

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>DIMENSIONS</th>
<th>FILE SIZE</th>
<th>FILE TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 Pixels</td>
<td>72 dpi, 40 kb max</td>
<td>gif, jpg, flash, html</td>
</tr>
<tr>
<td>Mobile Leaderboard</td>
<td>320 x 50 Pixels</td>
<td>72 dpi, 40 kb max</td>
<td>gif, jpg, flash, html</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 Pixels</td>
<td>72 dpi, 40 kb max</td>
<td>gif, jpg, flash, html</td>
</tr>
<tr>
<td>Pushdown Unit Condensed</td>
<td>970 x 90 Pixels</td>
<td>72 dpi, 40 kb max</td>
<td>gif, jpg, flash, html</td>
</tr>
<tr>
<td>Pushdown Unit Expanded</td>
<td>970 x 250 Pixels</td>
<td>72 dpi, 40 kb max</td>
<td>gif, jpg, flash, html</td>
</tr>
<tr>
<td>Page Skin</td>
<td>1600 x 900 Pixels</td>
<td>72 dpi, 80 kb max</td>
<td>gif, jpg, flash, html</td>
</tr>
<tr>
<td>eNews Med Rectangle</td>
<td>300 x 250 Pixels</td>
<td>72 dpi, 40 kb max</td>
<td>gif, jpg</td>
</tr>
<tr>
<td>Custom eBlast</td>
<td>600 Pixels Wide</td>
<td>72 dpi, 30 kb max</td>
<td>html</td>
</tr>
<tr>
<td>Video Hosting</td>
<td>608 x 300 pixels</td>
<td>40 mb max</td>
<td>flv, avi, mov</td>
</tr>
<tr>
<td>Logo Sponsorship</td>
<td>150 x 40 Pixels</td>
<td>30 kb max</td>
<td>gif, jpg</td>
</tr>
</tbody>
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### PRINT

#### FEBRUARY
**EXPLORATION & ADVENTURE**
- Fishing the Ring of Fire: Papua New Guinea
- How an Outboard Works
- Handle Fish With Care
- The New Sargassum Menace

**OPPORTUNITY**
- Cedar Key Getaway
- Billfisher’s Guide to Costa Rica
- Fishing Pacific Colombia
- Pitch Baits
- The Argument Against Artificial Reels

#### MARCH
**COMPETITION**
- Guide to Better Bridling
- Trek to Grand Cay
- Marathon Humps for Spring Blackfin
- Boat Hull Shapes
- Peanuts for Yellowfin

**TECHNOLOGY**
- Strange Strategies for Specks
- Jigging Charleston
- Invasion of the Big-Head Blues
- California’s Burgeoning White Seabass Fishery

#### APRIL
**EVALUATION (GEAR)**
- Expedition to Seychelles
- Holiday Gift Guide
- Spin Giants
- Keys Winter Barracuda
- The Forage-Fish Conundrum

**OPPORTUNITY**
- Cedar Key Getaway
- Billfisher’s Guide to Costa Rica
- Fishing Pacific Colombia
- Pitch Baits
- The Argument Against Artificial Reels

**COASTAL EXPERIENCE**
- La Paz, BCS
- Plugging Pedasi (Panama)
- Secrets of Coastal-River Flounder
- Tarpon-Fishing the Minnow Run (Treasure Coast, FL)

#### MAY
**BLUEWATER ADVANTAGE**
- BVI Kayak Adventure
- NE Hot New Fishery: Black Sea Bass
- Light-Tackle Mahi
- International Tackle Show Preview
- Game Changers: 35 Tackle Innovations

**MIXED BAG**
- Cape Lookout: False Albacore in the Fall
- Louisiana: Nearshore Plastics
- SoCal: Offshore Ready
- Fly Fishing for Stripers
- The Sudden Plastic Cephalopod Revolution

**TECHNOLOGY**
- Strange Strategies for Specks
- Jigging Charleston
- Invasion of the Big-Head Blues
- California’s Burgeoning White Seabass Fishery

#### JUNE
**JULY/AUGUST**
- BVI Kayak Adventure
- NE Hot New Fishery: Black Sea Bass
- Light-Tackle Mahi
- International Tackle Show Preview
- Game Changers: 35 Tackle Innovations

**SEPTEMBER/OCTOBER**
- Cape Lookout: False Albacore in the Fall
- Louisiana: Nearshore Plastics
- SoCal: Offshore Ready
- Fly Fishing for Stripers
- The Sudden Plastic Cephalopod Revolution

**EVALUATION (GEAR)**
- Expedition to Seychelles
- Holiday Gift Guide
- Spin Giants
- Keys Winter Barracuda
- The Forage-Fish Conundrum

**NOVEMBER/DECEMBER**
- Cedar Key Getaway
- Billfisher’s Guide to Costa Rica
- Fishing Pacific Colombia
- Pitch Baits
- The Argument Against Artificial Reels

#### WEB

#### JANUARY
- Sport Fishing News Roundup
- 360-degree boat tour videos
- Navico Event

#### FEBRUARY
- Miami Boat Show galleries and videos
- 360-degree boat tour videos
- Industry and/or Advocacy content

#### MARCH
- 360-degree boat tour videos
- Industry and/or Advocacy content

#### APRIL
- 360-degree boat tour videos
- Industry and/or Advocacy content

#### MAY
- 360-degree boat tour videos
- Industry and/or Advocacy content
- Mangrove Madness

#### JUNE
- 360-degree boat tour videos
- Industry and/or Advocacy content
- Venice Videos

#### JULY
- Gallery: ICAST
- Videos: ICAST
- BVI Kayak Adventure Gallery

#### AUGUST
- Industry and/or Advocacy content
- Destination Gallery

#### SEPTEMBER
- Scout Media Event
- NMEA

#### OCTOBER
- Marsh Madness Gallery

#### NOVEMBER
- Gallery: Ft. Lauderdale Boat Show
- Videos: Ft. Lauderdale Boat Show

#### DECEMBER
- The Best of Last Cast, 2019
- News Roundup
- 360-Degree Boat Tour Video

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**SCHEDULES AND THEMES ARE SUBJECT TO CHANGE.**
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.

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%.

Material submissions should be delivered via our Ad Portal at adportal.bonniercorp.com.

SEND ALL OTHER MATERIALS TO:
SPORT FISHING Magazine
Attn: Shari Smith
460 N. Orlando Ave., Suite 200
Winter Park, FL 32789

PRODUCTION CONTACT
407-571-4794
shari.smith@bonniercorp.com

ISSUE CLOSING DATES

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<th>ISSUE</th>
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<th>MATERIALS DUE</th>
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<td>12/6/19</td>
<td>1/21/20</td>
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AD MATERIAL SUBMISSIONS

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

For ads supplied electronically, advertiser must supply an additional content proofing jpg. We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

Production Notes:

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

Ensure that crop marks are offset .125 in. from bleed.

2020 PRINT SPECIFICATIONS