

# SPORT FISHING





# IN-DEPTH CUTTING-EDGE EMPOWERING

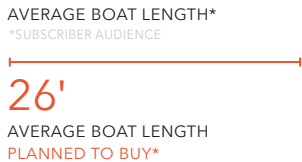
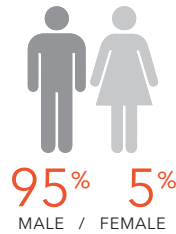
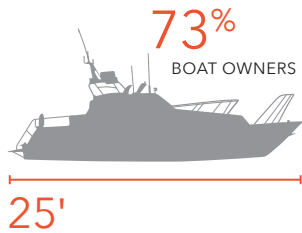
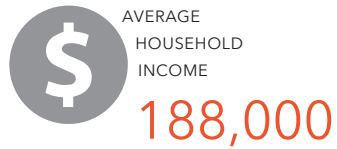
*Sport Fishing* magazine is written for the passionate enthusiast who wants information on the latest techniques, overlooked destinations and the newest equipment to optimize every day on the water. It's an invaluable source of saltwater fishing information that informs and inspires its readers by delivering 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.

# AUDIENCE PROFILE

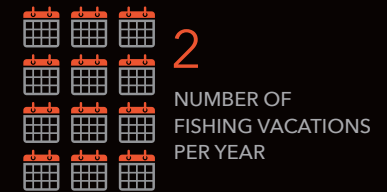
**Sport Fishing's** audience represent active, affluent anglers that can be refined to fit your specific needs. Unless otherwise specified, this information is representative of our total audience across all media channels; contact us to find your target audience.



## DEMOGRAPHICS:



## FISHING HABITS:



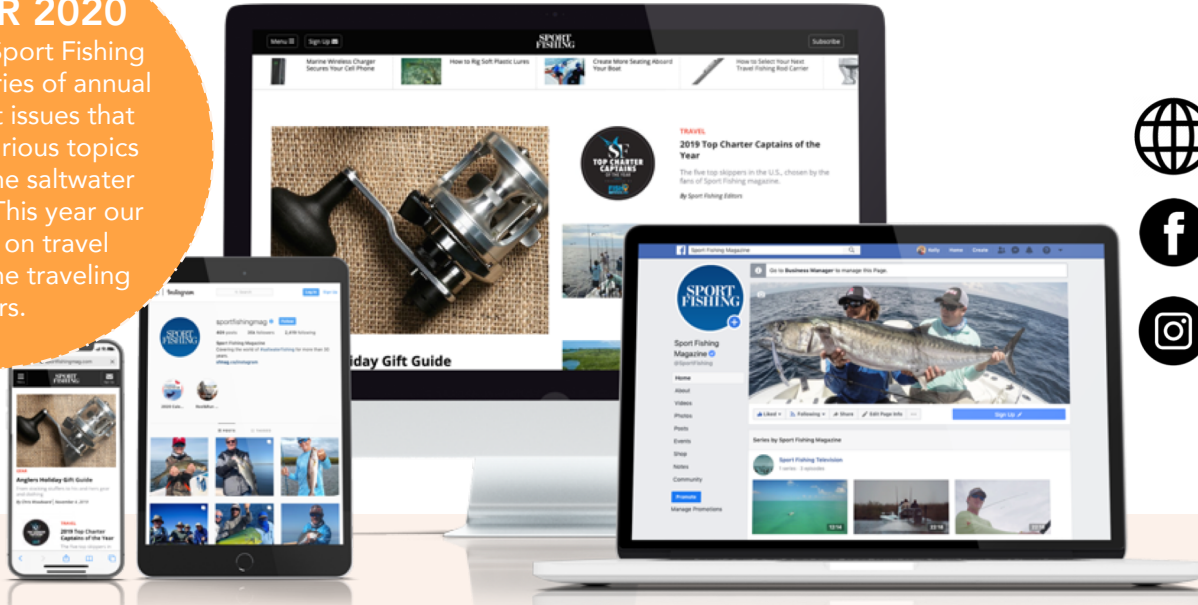
# SPORT FISHING

Special Interest  
Issues in 2020

**1984**  
Year Established

## NEW FOR 2020

The editors of Sport Fishing will release a series of annual special interest issues that will focus on various topics of interest in the saltwater fishing world. This year our focus will be on travel hotspots for the traveling anglers.



[www.sportfishingmag.com](http://www.sportfishingmag.com)



@sportfishingmag



@ sportfishingmag

**326,000**

Avg. Monthly Page  
Views

**215,000**

Avg. Monthly  
Unique Visitors

**391,000**

Social Media  
Audience

**33,000**

Custom Email  
Subscribers

**40,000**

Editorial eNews  
Subscribers

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## CONTACT

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**DAVE MOREL** | Publisher of Sport Fishing & Salt Water Sportsman  
407-718-6891 | [dave.morel@bonniercorp.com](mailto:dave.morel@bonniercorp.com)

**DREW TOWNES** | Midwest Sales, Television, Events  
407-571-4730 | [drew.townes@bonniercorp.com](mailto:drew.townes@bonniercorp.com)

**BILL SIMKINS** | Marketplace, Charter Boats  
407-571-4865 | [bill.simkins@bonniercorp.com](mailto:bill.simkins@bonniercorp.com)

**NATASHA LLOYD** | Publisher of Marlin  
954-760-4602 | [natasha.lloyd@bonniercorp.com](mailto:natasha.lloyd@bonniercorp.com)

**DAN JACOBS** | Tournaments and Event Production  
407-571-4680 | [dan.jacobs@bonniercorp.com](mailto:dan.jacobs@bonniercorp.com)

**SCOTT SALYERS** | Group Publisher  
305-253-0555 | [scott.salyers@bonniercorp.com](mailto:scott.salyers@bonniercorp.com)

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**SPORT  
FISHING**

## DIGITAL RATES

DISPLAY ADS	RATE	INFO
728 x 90 Leaderboard (Above the Fold)	\$20 CPM	Run of Site; Guaranteed Above the Fold
300 x 250 Medium Rectangle (Above the Fold)	\$25 CPM	Run of Site; Guaranteed Above the Fold
300 x 600 Large Skyscraper	\$35 CPM	Run of Site
728 x 90 Leaderboard	\$17 CPM	Run of Site; Above and Below the Fold
300 x 250 Medium Rectangle	\$22.50 CPM	Run of Site; Above and Below the Fold
HIGH IMPACT UNITS	RATE	INFO
User Initiated Expandable Unit: 728 x 90	\$35 CPM	Expands down to 728 x 270
User Initiated Expandable Unit: 300 x 250	\$35 CPM	Expands Left to 550 x 250
Pushdown Unit: 970 x 90	\$55 CPM	Appears Between Navigation Bar and Edit Content. Expands Down to 970 X 250
Interstitial	\$100 CPM	640 x 480
Homepage Takeover	\$1,000/ Week	Price is per Week. Includes Exclusive Sponsorship of All Homepage Ad Units
Page Peel	\$35 CPM	100 x 100 / 500 x 500
Page Skin	\$100 CPM	1600 x 900
SPONSORSHIPS	RATE	INFO
Brand Channel	\$12,000	Price is per Year.
Contest/Sweepstakes	\$4,650	Includes hosting, fulfillment and promotion: 100,000 ROS banners, 1x custom email, 1x editorial eNewsletter inclusion. Sponsor provides prizes
EMAIL	RATE	INFO
Custom eBlast	\$150 CPM	Your exclusive message. Geo-targeting is available.
Editorial eNewsletter Display Ad (728 x 90)	\$35 CPM	Price is per email.
Editorial eNewsletter Display Ad (300 x 250)	\$35 CPM	Price is per email.
Editorial eNewsletter Text Link	\$15 CPM	Price is per email. 35 Words
VIDEO	RATE	INFO
Pre-Roll Sponsorship	\$50 CPM	15 Seconds. One Month Minimum.
Dedicated Video Channel	\$6,000	Price is per Year. 60 Minutes
Partner Video	\$1,200	Price is per Year. 3-5 Minutes

**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

