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.
DEMOGRAPHICS:

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.

AVERAGE HOUSEHOLD INCOME
188,000

AVERAGE NET WORTH
$1.2 Million

BOAT OWNERS
73%

AVERAGE BOAT LENGTH
25'

AVERAGE BOAT LENGTH PLANNED TO BUY
26'

COLLEGE EDUCATED
87%

MALE / FEMALE
95% / 5%

PROPERTY OWNERS
86%

OWN VACATION PROPERTY
27%

OWN WATER-FRONT PROPERTY
17%

AVERAGE SPENT ON TRIPS
$5,600 DOMESTIC
$7,500 INTERNATIONAL

FISHING HABITS:

NUMBER OF YEARS FISHING IN SALT WATER
28 Years

COMPETED OR ATTENDED IN FISH TOURNAMENTS
37%

READ 4 OF THE PAST 4 ISSUES
87%

NUMBER OF DAYS SPENT FISHING OFF SHORE PER MONTH
6

DOMESTIC

INTERNATIONAL

FISH OFFSHORE
70%

FISH INSHORE
69%

FISH NEARSHORE
62%
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SCOTT SALYERS | Group Publisher
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## DIGITAL RATES

<table>
<thead>
<tr>
<th>DISPLAY ADS</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>
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</table>

<table>
<thead>
<tr>
<th>HIGH IMPACT UNITS</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>

<table>
<thead>
<tr>
<th>SPONSORSHIPS</th>
<th>RATE</th>
<th>INFO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Channel</td>
<td>$12,000</td>
<td>Price is per Year. Includes hosting, fulfilment 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>

<table>
<thead>
<tr>
<th>EMAIL</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>

<table>
<thead>
<tr>
<th>VIDEO</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>

Scott Salyers, Group Publisher at 305-253-0555 or scott.salyers@bonniercorp.com

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.

Approved Third Party Ad Tags
Atlas
Bluestreak
DoubleClick
Interpolls
Mediaplex

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: 728 x 90
300 x 250
Expanded Dimension: 728 x 225
400 x 350; 300 x 600; 600 x 250

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>
</table>

300 x 250
20 x 20

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