



Salt Water

SPORTSMAN

2026 MEDIA KIT



Salt Water Sportsman has been the fishing authority since its founding in 1939. We bring authenticity and expertise to bear on the most useful and interesting topics in saltwater fishing, including boating, tackle, gear, travel and technology.

Our team of editors and contributors teach, entertain, advise and advocate in print and across a network that includes web, video, social media, email and events. Our goal is to inform and empower saltwater anglers, wherever they are in their journey.

AUTHENTIC CREDIBLE RESOURCEFUL



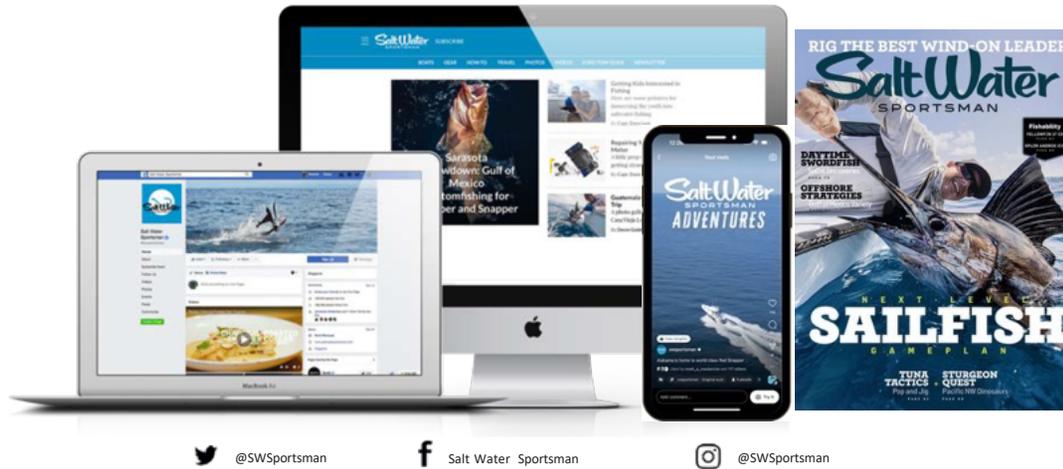
Salt Water SPORTSMAN

BRAND OVERVIEW

8x
Frequency

1939
Year Established

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



99,448

Avg. Monthly
Page Views

67,340

Avg. Monthly
Unique Visitors

276,200+

Social Media
Audience

32,000

Custom Email
Subscribers

41,000

Editorial eNews
Subscribers

1.3M

Views per month across all
Salt Water Sportsman
Adventures platforms

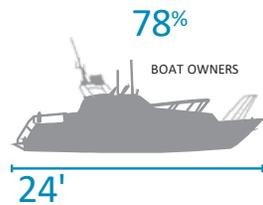
Within *Salt Water Sportsman's* audience are anglers of various skill-levels, brand affinities and purchase intent. Using research and database management, we can identify, surface and activate high-value enthusiasts across all of our media channels in order to drive tangible results.

Source: Google Analytics 2024

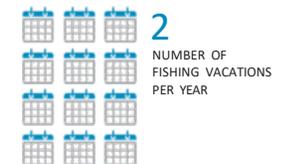
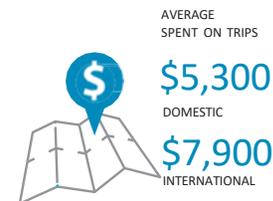
AUDIENCE PROFILE

Salt Water Sportsman'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.

+ Demographics



+ Fishing Habits



FEBRUARY	MARCH	APRIL	MAY
<p>SPRING MIGRATIONS</p> <p>Warming waters get fish moving, and this issue previews the 2026 fishing season. Feature coverage includes New Jersey striped bass, Channel Island sea bass, Virginia Beach cobia, and America's best fishing cities.</p> <p>Gear: Hooks: An explanation of the different styles of hooks and applications for different species and styles of fishing. Tackle Storage: Boxes and trays for tackle organization/transport.</p>	<p>MARSH MADNESS</p> <p>The doldrums of winter are behind us, and warmer weather means the marsh is starting to produce trophy game fish. Feature coverage includes St. Augustine flood tides for redfish, the Alabama beaches, how to fish inside corners, and bait finesse systems for saltwater.</p> <p>Gear: Truck and Trailer Accessories: Turn your truck into a fishing and towing machine. Topwater Lures: The latest and greatest surface lures for inshore.</p>	<p>SLAM!</p> <p>Where to go and how to fish for a variety of slams, broken down by destination and target species. Feature coverage includes achieving a royal slam, the South Texas slam, best domestic and international destinations for a slam, and highlights from the IGFA's slam and trophy club.</p> <p>Gear: Gaffs, Nets and Grips: Deep dive into the tools that put fish in the boat. Shorts: The latest technical fishing shorts to keep you comfortable on the water.</p>	<p>TACKLE TO TABLE</p> <p>Our first-ever issue dedicated to all things hook and cook. Feature coverage includes salmon fishing in Oregon, Florida Keys hogfish, "my best advice" from our favorite fishmongers, and can I eat it?: species that don't get proper credit as table fare.</p> <p>Gear: Outfitting Your Galley: Tools, gadgets and installations for cooking on the boat. Portable Grills/Smokers/Cookers: Whether it's shore lunch, on the deck or tailgating, a roundup of portable cooking devices.</p>
JUNE/JULY	AUGUST/SEPTEMBER	OCTOBER	NOVEMBER/DECEMBER
<p>THE DEEP</p> <p>Chasing game fish down in the dark, from swordfish to bottomfish. Feature coverage includes Northeast Canyon deep drop, daytime swording off the Mississippi Delta, Kitty Mitchell grouper in the Florida Keys, and summertime barred sand bass.</p> <p>Gear: Deep Drop Gear and Tackle: What it takes to catch fish where the sun don't shine. Backpacks: Fishing packs to transport and protect your gear and tackle.</p>	<p>THE INTERNATIONAL ISSUE</p> <p><i>Salt Water Sportsman</i> packs the passport for fishing trips to the Caribbean, Central America and beyond. Feature coverage includes Belize's Turneffe Island Resort, giant yellowfin in El Salvador, bonefishing in Roatan, and A-list game fish at Crocodile Bay in Costa Rica.</p> <p>Gear: Dress For Any Climate: Apparel combinations that will keep you comfortable according to your destination. Pliers: Lightweight and multi-functional tools to keep on your hip.</p>	<p>FALL MIGRATIONS</p> <p>Cooling temperatures equals migrations to look out for - from Atlantic to Pacific. Feature coverage includes triggerfish in the Northeast and SoCal, Destination: Fourchon, Louisiana, topwater calico bass techniques, and using gliders from boats and kayaks for stripers, tarpon and snook.</p> <p>Gear: Safety Bag/Ditch Bag: Build your own bag that'll keep you alive should the s#@t hit the fan. Waders: From the Jersey surf to the Texas flats, waders that keep you warm and dry.</p>	<p>BIG GAME BONANZA</p> <p><i>Salt Water Sportsman</i> covers everything big-game: sailfish, marlin, mahi, tuna, and swordfish. Feature coverage includes Jupiter pelagics, tuna madness, multi-lure mania, and how to read bird behavior.</p> <p>Gear: Boat Rigging for Big-Game: Outriggers, rod holders and their accoutrements that turn your boat into a monster hunter. Standup Gear: The latest in belts and harnesses.</p>

2026 SCHEDULE AND THEMES ARE STILL BEING PLANNED AND ARE SUBJECT TO CHANGE

Issue	Space Close	Material Due Dates	In-Home
February	12/2/25	12/3/25	1/20/26
March	1/5/26	1/6/26	2/16/26
April	1/29/26	1/30/26	3/16/26
May	3/5/26	3/6/26	4/20/26
June/July	4/2/26	4/3/26	5/18/26
August/September	6/3/26	6/4/26	7/20/26
October	7/30/26	7/31/26	9/14/26
November/December	9/3/26	9/4/26	10/19/26

FIRECROWN'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

Ad Close: 5/6/26

Materials Due: 5/8/26

Issue in homes: 6/22/26

*dates subject to change for 2026



Fishing Boat Buyers Guide

Ad Close: 11/6/26

Materials Due: 11/9/26

Issue in homes: 12/28/26

*dates subject to change for 2026

2026 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**, one of our most anticipated issues, distributed to **60,000** of our most qualified subscribers (just before the January boat shows).

We'll have one of our editors test and walk through your boat, showcasing its main features and highlights at this year's Fort Lauderdale International Boat Show. Not attending the Boat Show? Ask us about our Saltwater Roundups!

PRINT:

- Full Page Ad: \$5,920
- Spread: \$9,995

CLOSING DATE:

- 11/3/2025

PREMIUM PROGRAM DETAILS - DIGITAL:

- 1x FBBG Walkthrough Video produced and edited by Firecrown
- 1x FBBG Boat Review hosted on *Salt Water Sportsman* and *Sport Fishing*, featuring Video; Lives on FBBG content hubs
- 1x Custom Email promoting FBBG Review Page + Video
- 1x Facebook Native Video Ads (50,000 total views)
- 1x Organic Instagram Reel
- Firecrown produced video + IG reel shared for your promo purposes

Digital Package Price: SLS: \$9,300; SPF: \$8,050

Discounted Rate + Added Value with purchase of two brands



Salt Water SPORTSMAN ADVENTURES

A new generation of storytellers, creating content across every digital and social media channel, powered by the original and most respected voice in saltwater fishing, reaching your target audience.

SALT WATER SPORTSMAN ADVENTURES

Salt Water Sportsman Adventures are destination fishing trips where we send YouTube anglers out to fish and travel with our own videographers, photographers, and editors. Each YouTuber shoots and posts their own videos from each trip, and Salt Water Sportsman does the same, creating a high-impact story that delivers high-volume impressions and metrics.

DELIVERABLES:

Sponsorship guarantees a minimum of 3 YouTube episodes and 6 short form videos per shoot at least 9 videos across all channels. Deliverables include organic visual placements and verbal calls to action that direct viewers to links in the description below.

PROGRAM INCLUDES:

- 1 long-form YouTube video on Salt Water Sportsman Adventures channel
- 2 short-form social videos via Salt Water Sportsman channels
- 1 long-form + 2 short-form videos per creator
- Affiliate links on YouTube
- Media Capture Add On
- Promotional package Add On

RESULTS:

- » 1116 videos generating 231+ million views
- » 26+ million views on YouTube
- » 18-30 minute watch times

Salt Water Sportsman Adventure Views

YouTube	Facebook	TikTok	Instagram
26,040,882	107,183,305	47,398,943	50,971,799

OUR VIEWS DRIVE CLICKS

“Working with the Salt Water Sportsman Adventure program has been an awesome experience in every way possible. Not only have the trips been well-planned, enjoyable and a ton of fun, but Salt Water Sportsman and the creators have gone above and beyond to highlight our Return ‘Em Right program. This has led to a huge boost in following and website traffic after each trip, with 60% of all traffic pushed to the RER education module now coming from YouTube.”

- Nick Haddad

Sustainable Fisheries Communications Manager,
Florida Sea Grant



[See all videos from these shoots and read bios on our creators here.](#)



The 39th Annual Seminar Series!

Inshore • Nearshore • Offshore

Learn how to catch more — and bigger — fish in your local waters. The Seminar Series projects **over 1 million impressions** through broadcast viewership and promotional efforts.

About the Series

The Seminar Series “*No Holds Barred*” format requires our experts to reveal their prime fishing spots, the best times to fish them and the best baits and lures to use!

Series Overview:

- **Broadcast debut:** Outdoor America
- **Also airing on:** World Fishing Network (WFN), with potential for additional streaming placements
- **Schedule:** Q2 (exact dates/times TBD)
- **Format:** 13 weekly episodes (approx. 30 minutes each)
- **Additional content:** Episodes may be segmented into shorter clips for Outdoor America platforms (Streaming)

Seminar Series Premiere Parties:

- **2–4 in-person Premiere Parties** planned following the seminars
- **Proposed locations:** Atlantic City, Islamorada, Dania, Tampa
- **Featuring:** 4–6 local guest pro captains and anglers
- **Timing:** Sunday afternoons
- **Promotion:** Geo-targeted emails to drive attendance

Ask about our optional Social Cuts — George creates 3–5 custom edits for your social platforms.



[Sample Broadcast Episode](#)

[National Seminar Series Link](#)



CONTACT

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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: Firecrown 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 SWOP 3 certified proof that contains the ISO 12647-7 Digital Control Strip 2009.

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.

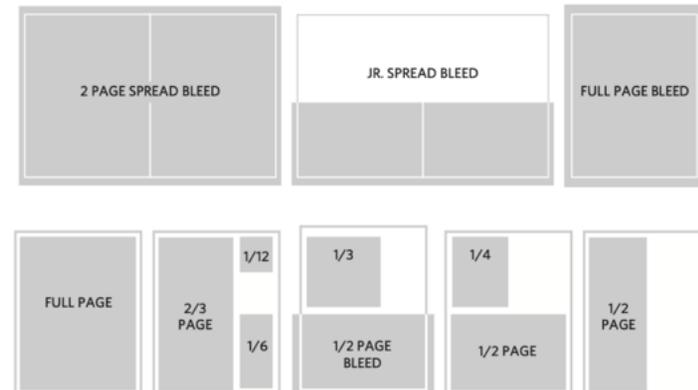
Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. (**Recommended:** use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines,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

Dimensions	Non bleed size	Bleed size	Trim size
Full Page	7.825" x 10.375"	8.625" x 11.125"	8.375" x 10.875"
2-Page Spread	—	17" x 11.125"	16.75" x 10.875"
1/2 Page Spread	—	17" x 5.45"	16.75" x 5.2"
1/2 Page Horizontal	7.25" x 4.75"	8.625" x 5.45"	8.375" x 5.2"
2/3 Page Vertical	4.5" x 9.5"		
1/2 Page Vertical	3.3" x 9.5"		
Marketplace	Non bleed size		
1/3 Page Square	4.625" x 4.75"		
1/4 Page Square	3.5" x 4.75"		
1/6 Page Vertical	2.25" x 4.75"		
1/12 Page Square	2.25" x 2.25"		

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	IN HOME & ON TABLETS
FEB '26	The Spring Migrations Issue	12/2/2025	12/3/2025	1/20/2026
MAR '26	The Marsh Madness Issue	1/5/2026	1/7/2026	2/16/2026
APR '26	The Slam! Issue	1/29/2026	1/30/2026	3/16/2026
MAY '26	The Tackle to Table Issue	3/5/2026	3/6/2026	4/20/2026
JUNE/JULY '26	The Deep Issue	4/2/2026	4/3/2026	5/18/2026
AUG/SEPT '26	The International Issue	6/3/2026	6/4/2026	7/20/2026
OCT '26	The Fall Migration Issue	7/30/2026	7/31/2026	9/14/2026
NOV/DEC '26	The Big-Game Bonanza Issue	9/3/2026	9/4/2026	10/19/2026
FEB '27	The Spring Migrations Issue	12/1/2026	12/6/2026	1/18/2027

AD MATERIAL SUBMISSIONS

Ad files should be submitted via our Ad Portal at firecrown.sendmyad.com.

PRODUCTION CONTACT
peter.coffin@firecrown.com

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