

SPORT FISHING

MEDIA KIT 2026



SALT. FRESH. SKINNY. DEEP. NEAR. FAR. EASY. EXTREME.



SPORT FISHING covers the entire fishing spectrum, featuring personal narratives that bring an energetic voice driven by adventure, excitement, and discovery. Our mission is to inspire and inform anglers of all kinds while seeking out the most epic adventures, the most incredible catches, and the farthest extremes of the sport. Expect first-person accounts that offer a window into the fishery—the boat, the gear, the season, the species. Expect field-tested gear and product reviews. Expect explorations into both fresh and salt water. **SPORT FISHING** has no limits—geographic or otherwise. Any destination, vessel, or species can be covered editorially, offering our readers a newly expanded ocean of possibilities.

SPORT FISHING



www.sportfishingmag.com

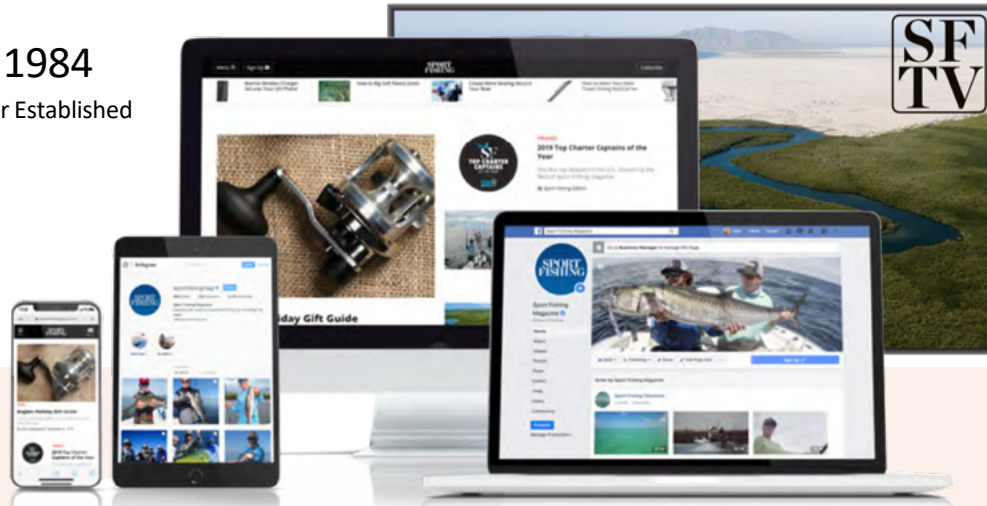


@ sportfishingmag



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1984
Year Established



3x
SIP Frequency

99,540
Avg. Monthly Page
Views

72,742
Avg. Monthly
Unique Visitors

448,800
Social Media
Audience

19,000
Custom Email
Subscribers

27,000
Editorial eNews
Subscribers

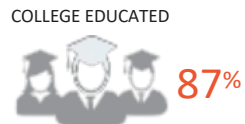
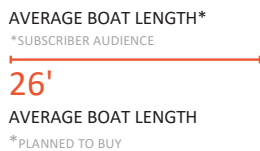
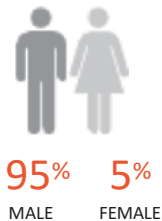
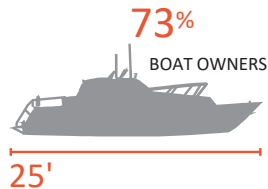
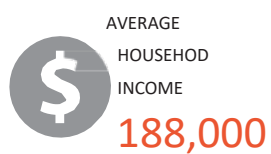
11.2M
Annual Viewers
Sport Fishing Television

*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.*

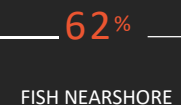
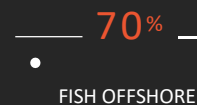
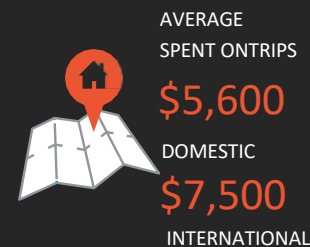
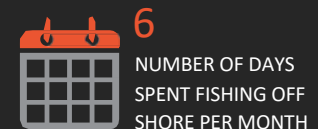
AUDIENCE PROFILE

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.

DEMOGRAPHICS:



FISHING HABITS:



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



ACCESS AN ENGAGED, READY-TO-BUY AUDIENCE IMMERSSED IN INSHORE ADVENTURE WITH EXCLUSIVE NATIONAL EXPOSURE.

Our special issue covers the people, places and things we love most about fishing in sight of land.

Bay boats, flats boats, skiffs, kayaks, SUPs. Inshore adventure is what we're all about. Now in its fourth year, our popular print product has attracted plaudits and sponsors from across the fishing industry. Our third annual Skinny Water special issue is dedicated to all the people, places and things we love about shallow-water fishing. We cover flats skiffs, bay boats, kayaks, SUPs, and all the tackle and electronics you can think of to help them catch more fish. Clothing, including outerwear, waders, boots, are critical gear for this audience.

Why Advertise with Skinny Water?

- You will reach a **highly engaged audience** of inshore and shallow-water fishing enthusiasts.
- You will reach **consumers who are ready to buy**.
- **Content tailored to the angler's lifestyle and needs on the water.**
- **We provide a National distribution** that provides a reach not available through other channels. In just four years, **Skinny Water has gained national recognition and acceptance.**



The Standard Package Includes:

- **1x Full Page in Skinny Water**
- **Client-supplied Video hosted on the Skinny Water Hub**
- **1x eNews Inclusion linking back to the Skinny Water Hub Video + 300x250 ADDED VALUE banner**
- **1x Custom Email linking back to Skinny Water Hub Video**
- **1x Meta Page Post Ads.** (Sport Fishing 50,000 Impressions)

Package Total: \$9,654

The Featured Package Includes:

- **1x Two-Page Spread in Skinny Water**
- **Client-supplied Video hosted on the Skinny Water Hub**
- **2x eNews Inclusion linking back to Skinny Water Hub Video + 300x250 ADDED VALUE banner**
- **1x Custom Email linking back to Skinny Water Hub Video**
- **1x Facebook Page Post Ads** (Sport Fishing 50,000 Impressions)

Package Total: \$13,543

Contact your sales representative today to lock in or customize your program & don't forget to ask about the power of our Salt Water Sportsman Adventures program!

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



SPORT FISHING 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.

SPORT FISHING ADVENTURES

Sport Fishing 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/ Sport Fishing 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



[Check out our Fly Fishing in Alaska Shoot - Presented by Frogg Toggs](#)



CONTACT

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**SPORT
FISHING**