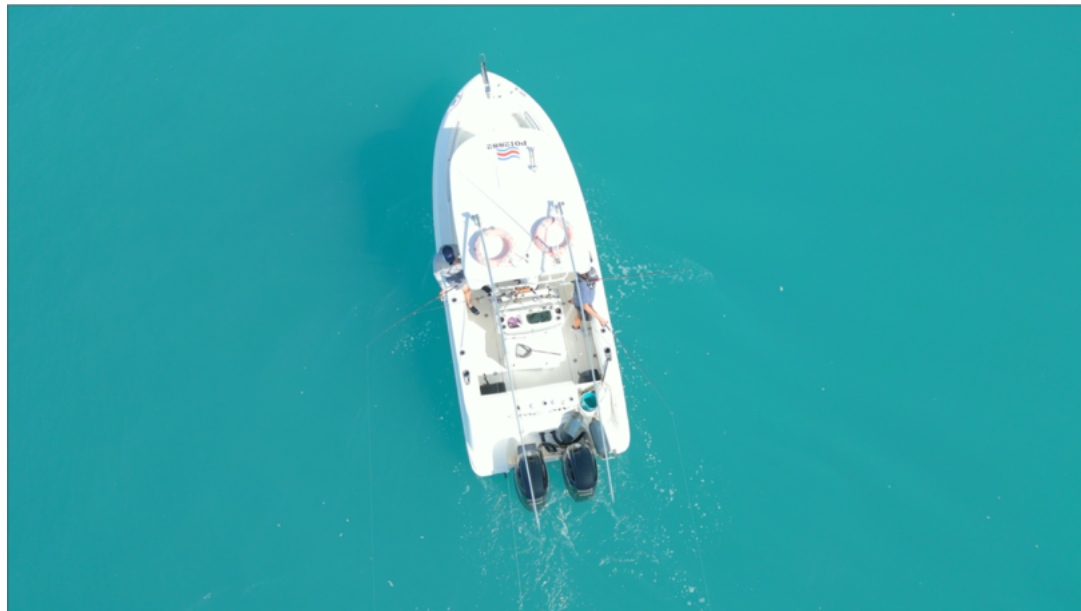


SPORT FISHING

MEDIA KIT 2024



IN-DEPTH CUTTING-EDGE EMPOWERING



Sport Fishing is for the passionate enthusiast who wants information on the latest techniques, coolest fishing 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.

SPORT FISHING



www.sportfishingmag.com



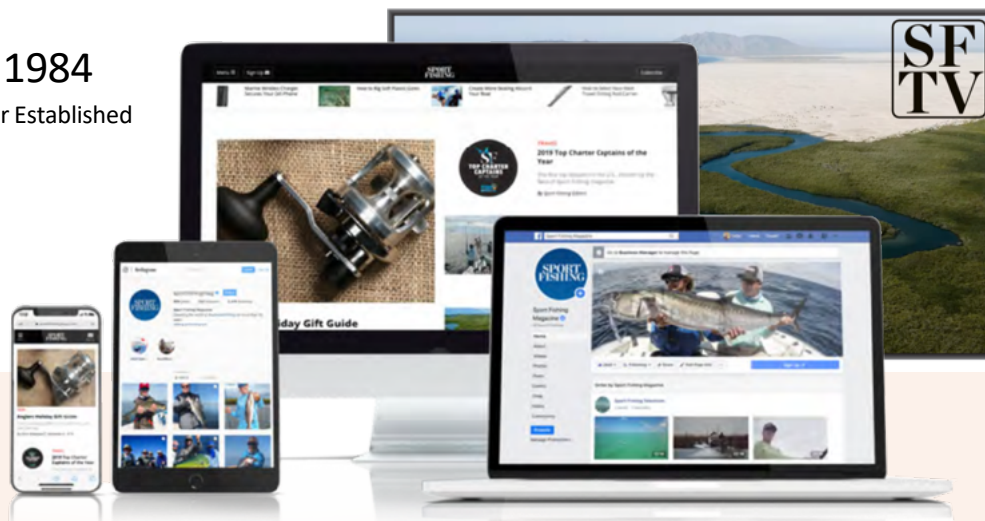
@ sportfishingmag



@ sportfishingmag

1984

Year Established



326,000

Avg. Monthly Page
Views

215,000

Avg. Monthly
Unique Visitors

428,300

Social Media
Audience

34,000

Custom Email
Subscribers

44,000

Editorial eNews
Subscribers

13.3M

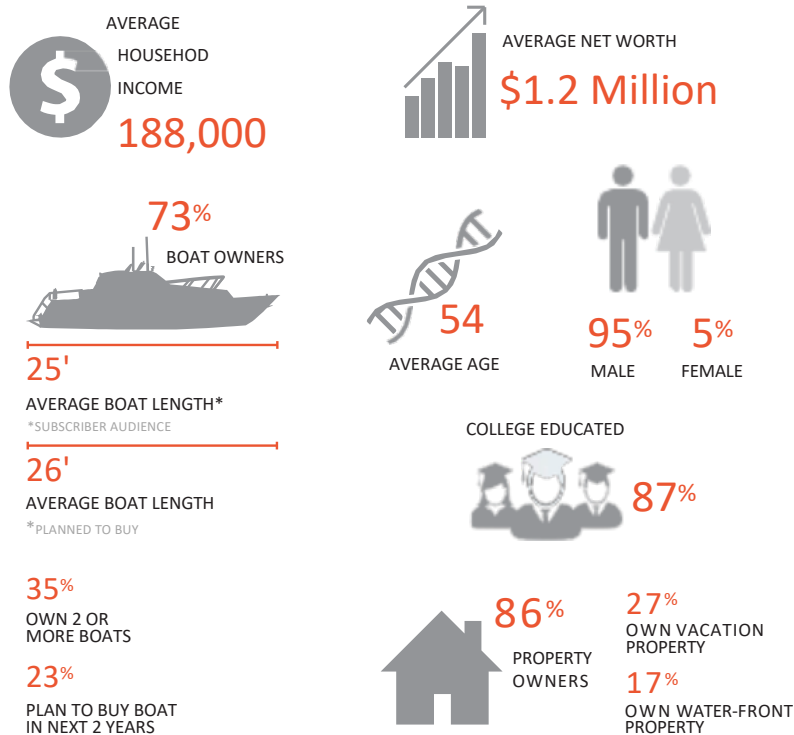
Annual Viewers
Sport Fishing Television

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.

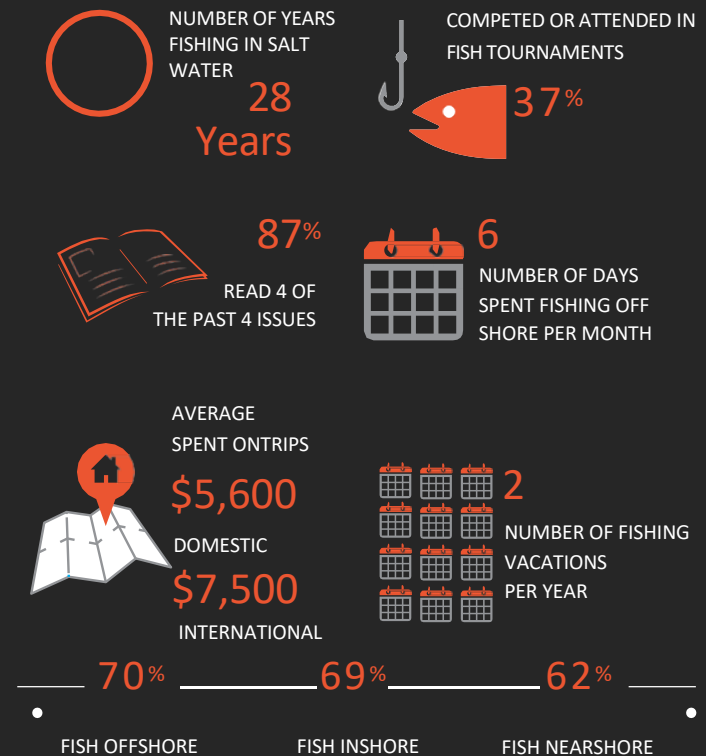
AUDIENCE PROFILE

Sport Fishing's audience 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:



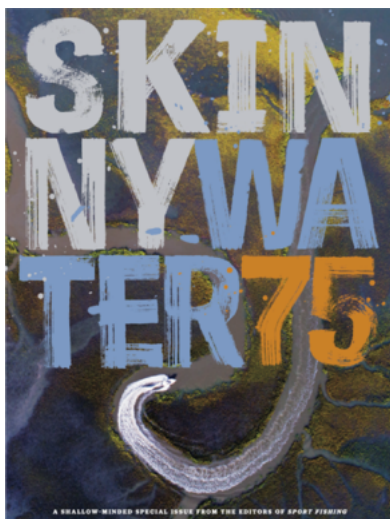
FISHING HABITS:



Firecrown's Special Interest Publications



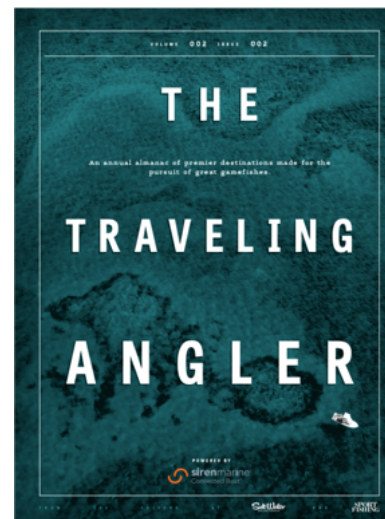
Sport Fishing and *Salt Water Sportsman* editors curate a series of annual special interest publications that focus on the hottest topics of interest in the saltwater fishing world. Our editors have identified and feed audiences that seek and consume specialized information on shallow water fishing, destination fishing hot spots and the latest fishing boats.



Skinny Water:
6/18/24 Issue in homes



Fishing Boat Buyers Guide:
12/30/24 Issue in homes



The Traveling Angler:
12/30/24 Issue in homes



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 third 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 three years, **Skinny Water has gained national recognition and acceptance.**



The Standard Package Includes:

- **1x Full Page in Skinny Water.** (50,000 distribution)
- **Client-supplied Video hosted on the Skinny Water Hub.**
- **1x eNews Inclusion linking back to the Skinny Water Hub Video.** (Sport Fishing 44,000 opt-ins).
- **1x Custom Email linking back to Skinny Water Hub Video.** (Sport Fishing 34,000 opt-ins)
- **1x Facebook Page Post Ads.** (sport Fishing 25,000 Impressions)

Package Total: \$9,225

The Featured Package Includes:

- **1x Two-Page Spread in Skinny Water.** (50,000 distribution)
- **Client-supplied Video hosted on the Skinny Water Hub.**
- **1x eNews Inclusion linking back to Skinny Water Hub Video + 300x250 ADDED VALUE banner.** (Sport Fishing 44,000 opt-ins)
- **1x Custom Email linking back to Skinny Water Hub Video.** (Sport Fishing 34,000 opt-ins)
- **1x Facebook Page Post Ads.** (sport Fishing 50,000 Impressions)

Package Total: \$12,770

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!

2025 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 **65,000** of our most qualified subscribers (just before the January boat shows).

We'll have one of our Editors test and walk through your boat, taking viewers through the main features and high points at this year's Fort Lauderdale International Boat Show. You'll also be featured in our SLS's [Creator](#) FLIBS round-up video!

PRINT:

- Half Page Ad: \$3,465
- Full Page Ad: \$5,775
- Spread: \$9,995

CLOSING DATE:

- 10/31/2024

PREMIUM PROGRAM DETAILS - DIGITAL:

- 1x FBBG Walkthrough Video produced and edited by Firecrown (65,000 distribution)
- 1x FBBG Boat Review hosted on all three brand websites, featuring Video + surrounding banners; Lives on FBBG content hubs
- 1x Custom Email promoting FBBG Review Page + Video
- 1x Facebook Native Video Ads (35,000 total views)
- 1x Organic Instagram Reel
- Firecrown produced video + IG reel shared for your promo purposes

Digital Package Price: SLS: \$8,675; SPF: \$7,940

Discounted Rate + Added Value with purchase of two brands



THE TRAVELING ANGLER

2024 SPECIAL ISSUE PUBLICATION

The Traveling Angler, created by the editors of *Sport Fishing* and *Salt Water Sportsman*, is back for the second year in a row! This issue is the annual almanac of seasonal destinations made for the pursuit of great gamefishes—consumed by some of the most **affluent outdoor travel audiences** on the planet.

The Traveling Angler has a circulation of **40,000** consisting of *Sport Fishing* and *Salt Water Sportsman's* Most Likely to Travel Audience with a digital bonus distribution of **235,000** to our boating, fishing, and travel audiences for a **total distribution of 275,000!** It has a broader scope than our standard salt-focused print issues—covering fresh and salt; fly, big game, and hunting lodges; recipes; apparel, etc. The demand for travel-related gear is essential for a successful trip and will play a role in content as well. **Place your destinations, fishing resorts and charter operations at the top of their itineraries with this year's print and digital offerings.**

FEATURED PROGRAM DETAILS



PRINT :

- Half-Page Ad: \$2,750
- Full Page Ad: \$4,500
- Spread: \$6,250

CLOSING

DATE: 11/7/2024

DIGITAL :

- Destination Profile OR Placement in an Adventure Gear Recap Article written by Firecrown to live on The Traveling Angler content hubs on all three brands + promoted via editorial email
- 3x editorial eNews inclusions promoting the Destination Profile or Product Placement in Adventure Gear article to all three audiences (Total 138k opt-ins)
- 3x Custom Emails to all three audiences, driving traffic to your website (Total 109k opt-ins)

Digital Package Price: \$7,835 // Package Value: \$25,870



CONTACT

DREW TOWNES | Midwest Sales, Television, Events [407-405-0127](tel:407-405-0127) | drew.townes@firecrown.com

BILL SIMKINS | Marketplace, Charter Boats [407-756-6011](tel:407-756-6011) | bill.simkins@firecrown.com

MADI HALL | Marketing Manager
madi.hall@firecrown.com

SCOTT SALYERS | Group Publisher
[305-972-2717](tel:305-972-2717) | scott.salyers@firecrown.com

**SPORT
FISHING**

DISPLAY ADS	RATE	INFO
728 x 90 Leaderboard (Above the Fold)	\$25 CPM	Run of Site; Guaranteed Above the Fold Placement
300 x 250 Medium Rectangle (Above the Fold)	\$30 CPM	Run of Site; Guaranteed Above the Fold Placement
300 x 600 Large Skyscraper (Static)	\$35 CPM	Run of Site
970 x 250 Leaderboard	\$55 CPM	Run of Site; Above and Below the Fold Placement
300 x 250 Medium Rectangle	\$25 CPM	Run of Site; Above and Below the Fold Placement
HIGH IMPACT UNITS	RATE	INFO
Native Video Ad (Outstream)	\$50 CPM	Appears Naturally Throughout Pages as User Moves Around Website
Video Pre-Roll	\$75 CPM	Video Ad Appearing Before Videos on Website
Pushdown Unit: 970 x 90	\$55 CPM	Appears Between Navigation Bar and Edit Content. Expands Down to 970 X 250
ROS Interstitial: 640 x 480 (Static)	\$100 CPM	Appears Between Pages as User Moves Around Website
Homepage Interstitial: 640 x 480 (Static)	\$100 CPM	Appears Before User is Directed to Homepage
Homepage Takeover	\$1,000/week	Price is per Week. Includes Exclusive Sponsorship of All Homepage Ad Units
SPONSORSHIPS	RATE	INFO
Online Contest / Sweepstakes	\$17,250	30 Days - Includes: hosting, fulfillment and promotion (100,000 ROS banners, 1x custom email, 1x editorial eNewsletter inclusion, 1x sponsored social post, FB Ads and opt-in email database) Sponsor provides prize(s)
Contextual Targeted Display Ads	\$35 CPM	728 x 90, 300 x 250 and/or 320 x 50. Targeted to Specific Content or Demographics
SOCIAL	RATE	INFO
Facebook/Instagram Carousel Ads Sponsored	\$45 CPM	Use of multiple images/links within one ad; appear on user's feed from brand (targeting available) Post Appears on Brand's Timeline (Reach not guaranteed)
Facebook/Instagram Post	\$3,500	
Facebook/Instagram Page Post Ads Native	\$30 CPM	Ads Appear in User's Facebook Feed from Brand (Targeting Available; Reach guaranteed) Sponsorship
Video Post	\$100 CPM	Incorporated Organically; 3rd Party Videos Not Permitted.
5-Day Instagram Takeover 7-Day Instagram Takeover	\$8,000 \$11,200	Includes 5x Sponsored Instagram Posts (1 per day) + Stories Mon-Thurs Includes 7x Sponsored Instagram Posys (1 per day) + Stories Mon-Thurs
Instagram Story Ad	\$40 CPM	Ads running within Stories on brand's Instagram page
EMAIL	RATE	INFO
Custom Email	\$150 CPM	Your exclusive message. Price is Per Email (Targeting Available) 728 x 90 or 300 x
Editorial eNewsletter Display Ad	\$35 CPM	250. Price is Per Email
Editorial eNewsletter Sponsored Inclusion	\$50 CPM	Includes image, header and description; natural integration into eNewsletter
VIDEO	RATE	INFO
Video Launch Package	\$8,425	Your video hosted on BoatingMag.com plus promotion (1x eNews banner, Facebook Native Video Post and 25,000 ROS banners)

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 Bluestreak	Eyeblaster
DoubleClick	EyeReturn
Interpolls	Eyewonder
Mediaplex	Pointroll 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");}
TheextraparameterforthegetURLfunctiondeterminesthetarget window for the redirected content. "_blank"will generate a new browser window.

CONTACT:

Shanna Torres
Material Contact
shanna.torres@firecrown.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 gif,
Medium Rectangle	300 x 250 Pixels	72 dpi, 40 kb max	jpg, flash, html gif, jpg,
Pushdown Unit Condensed	970 x 90 Pixels	72 dpi, 40 kb max	flash, html gif, jpg, flash,
Pushdown Unit Expanded	970 x 250 Pixels	72 dpi, 40 kb max	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

