



# SPORT FISHING

MEDIA KIT 2025

Credit: Jon Whittle

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



Forty years after its founding, **SPORT FISHING** returns as a quarterly journal that covers the entire fishing spectrum, and does and personal narratives that proviso with an energetic voice driven by adventure, excitement and discovery. The mission: inspire and inform anglers of all kinds, and search out the most epic adventures, most incredible catches and farthest extremes of the pursuit. Expect first-person accounts de a window into the fishery: the boat, the gear, the season, the species. Expect field-tested reviews of gear and product. Expect explorations into fresh and salt. **SPORT FISHING** has no limits - geographic or otherwise. Any destination, vessel, and species can be covered editorially, thereby offering our readers a newly expanded ocean of possibilities.

# SPORT FISHING



www.sportfishingmag.com

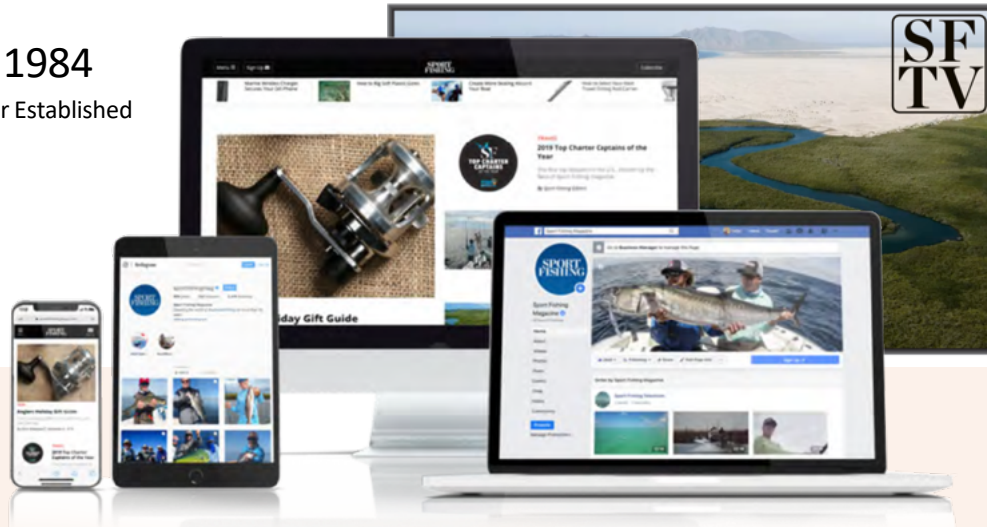


@ sportfishingmag



@ sportfishingmag

1984  
Year Established



3x  
SIP Frequency

160,541  
Avg. Monthly Page  
Views

118,553  
Avg. Monthly  
Unique Visitors

455,100  
Social Media  
Audience

34,000  
Custom Email  
Subscribers

44,000  
Editorial eNews  
Subscribers

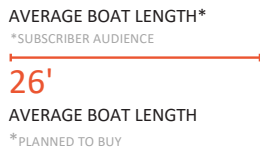
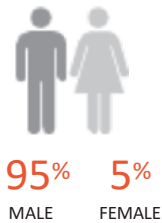
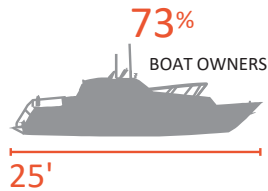
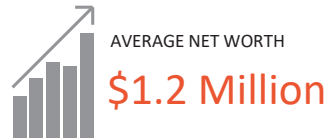
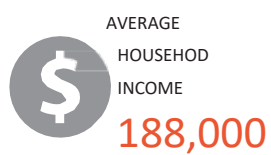
12.2M  
Annual Viewers  
*Sport Fishing* Television

*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.*

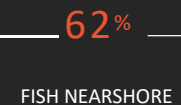
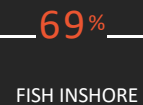
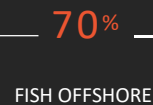
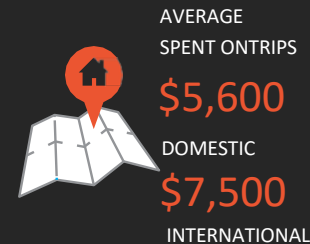
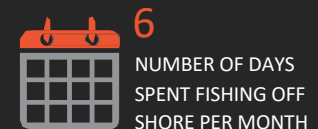
# AUDIENCE PROFILE

**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.



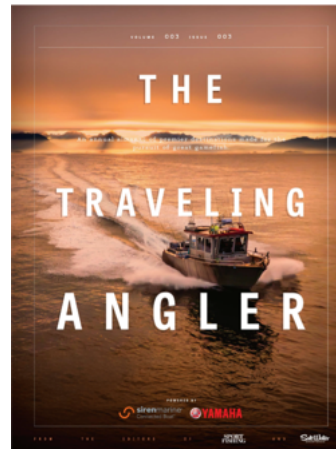
## Skiny Water

Ad Close: 5/7/25

Materials Due: 5/9/25

Issue in homes: 6/23/25

\*dates subject to change for 2025



## The Traveling Angler

Ad Close: 11/7/25

Materials Due: 11/11/25

Issue in homes: 12/29/25

\*dates subject to change for 2025



## Fishing Boat Buyers Guide

Ad Close: 11/3/25

Materials Due: 11/4/25

Issue in homes: 12/29/25

\*dates subject to change for 2025



## 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**
- **Client-supplied Video hosted on the Skinny Water Hub + roadblock banners**
- **1x eNews Inclusion linking back to the Skinny Water Hub Video**
- **1x Custom Email linking back to Skinny Water Hub Video**
- **1x Facebook Page Post Ads.** (Sport Fishing 25,000 Impressions)

**Package Total: \$9,475**

### The Featured Package Includes:

- **1x Two-Page Spread in Skinny Water**
- **Client-supplied Video hosted on the Skinny Water Hub + roadblock banners**
- **1x 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: \$13,020**

*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!*

# THE TRAVELING ANGLER

The Traveling Angler, created by the editors of *Sport Fishing* and *Salt Water Sportsman*, is back for the third 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 consists of *Sport Fishing* and *Salt Water Sportsman's* Most Likely to Travel Audience! 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.**



## PROGRAM DETAILS

### PRINT :

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

### CLOSING

**DATE: 11/3/2025**

### DIGITAL :

- Destination Profile OR Travel Centric Article written by Firecrown to live on The Traveling Angler content hub on *Sport Fishing* + surrounding roadblock banners
- 1x editorial eNews inclusion promoting the Destination Profile or Travel Centric article to *Sport Fishing* audience
- 1x Facebook Page Post Ads' driving traffic to your website
- 1x Custom Emails to *Sport Fishing* audience, included in the Featured Package

**Standard Package Price: \$8,890 // Featured Package Price: \$13,370**

# 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 **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, 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 + surrounding banners; 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: \$8,725; SPF: \$7,990

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 writers, editors, and photographers. 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 Sport Fishing Adventures channel
- 2 short-form social videos via Sport Fishing channels
- 1 long-form + 2 short-form videos per creator
- Affiliate links on the landing page
- Promotional package Add On

### RESULTS:

- » 794 videos generating 180+ million views
- » 12.9+ million views on YouTube
- » 18-30 minute watch times

### Salt Water Sportsman/ Sport Fishing Adventure Views

YouTube	Facebook	TikTok	Instagram
12,997,455	96,669,872	41,613,210	28,857,051

## 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**

DISPLAY ADS	RATE	INFO
728 x 90 Leaderboard (Above the Fold)	\$25CPM	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) 728 x 90, 300 x 250 and/or 320 x 50. Targeted to Specific Content or Demographics
Contextual Targeted Display Ads	\$35 CPM	
SOCIAL	RATE	INFO
Facebook/Instagram Carousel Ads	\$45 CPM	Use of multiple images/links within one ad; appear on user's feed from brand (targeting available)
Sponsored Facebook/Instagram Post	\$3,500	Post Appears on Brand's Timeline (Reach not guaranteed)
Facebook/Instagram Page Post Ads	\$30 CPM	Ads Appear in User's Facebook Feed from Brand (Targeting Available; Reach guaranteed)
Native Video Post	\$100 CPM	Sponsorship Incorporated Organically; 3rd Party Videos Not Permitted.
5-Day Instagram Takeover	\$8,000	Includes 5x Sponsored Instagram Posts (1 per day) + Stories Mon-Thurs
7-Day Instagram Takeover	\$11,200	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)
Editorial eNewsletter Display Ad	\$35 CPM	728 x 90 or 300 x 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	\$8,830	Your video hosted on sportfishingmag.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)

- Google Ad manager 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 150k
- 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

**Approved Third Party Rich Media**

Eyeblaster  
EyeReturn  
Eyewonder  
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	Expanded Dimension:
Most Common Sizes:	728 x 225
728 x 90	400 x 350; 300 x 600; 600
300 x 250	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

**AD UNIT GRID:**

- Page Skin needs to be removed as this is no longer supported.
- Add Billboard 970x250
- Add Half Page 300x600
- Update all file types to gif, jpg, png, html5
- Update all file size to 150kb.

**HTML5 AD UNITS**

- HTML5 should be provided as a Zip bundle with all assets included in the zip folder.
- HTML5 creatives must be SSL compatible to serve to HTTPS sites
- Use the size meta tag to indicate the intended size for your creative and ensure your creative renders at the right dimensions: <meta name="ad.size" content="width=[x],height=[y]">
- HTML5 creatives can only have fixed dimensions (e.g., 300x250, 728x90, 320x50, etc.). Dynamic sizes such as "Fluid" aren't supported.
- We do not recommend hard-coded click through URLs in the asset because it prevents Google Ad Manager from tracking clicks. Below is an example of how the click tag should appear.

**HTML5 Click Tag Example**

- A click tag should be inserted in the <head> of an HTML document. See this example:  

```
<head>
<meta name="ad.size" content="width=300,height=250">
<script type="text/javascript">
  var clickTag = "http://www.google.com";
</script>
</head>
```
- In the body of your HTML document, your creative must use the click tag variable as the click-through URL:
- <a href="javascript:void(window.open(clickTag))">
 
 </a>

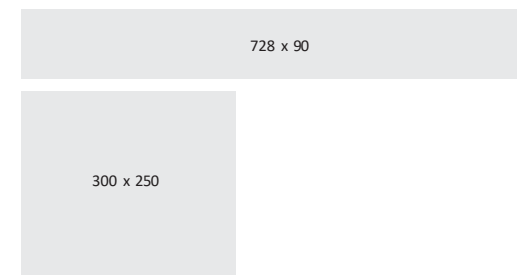
**FLASH MX/ALL VERSIONS**

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");}

AD UNIT	DIMENSIONS	FILE SIZE	FILE TYPE
Leaderboard	728 x 90 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



**MATERIAL CONTACT:**

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