The Ultimate Sport Fishing Authority In The Northeast

2021 SISINGIAN MEDIA KIT PRINT ONLINE DIGITAL



• Unmatched Fishing Intelligence

With three regional editions providing you the latest news on the local scene for New England, Long Island and New Jersey/Delaware Bay. The Fisherman is the only publication, website and social media platforms edited by top sport fishing authorities who are actively embedded within each market everyday.

• Unmatched Detailed Coverage

Our various platforms of content delivery captures insider fishing news from every port throughout our network of contributors and hundreds of sport fishing professionals between Maine and Delaware providing the industry's most comprehensive, up to date fishing reports, event coverages, images, unique features and breaking news.....all providing readers exactly what they are looking for and delivers it where they are looking.

• The Ultimate Delivery Formats

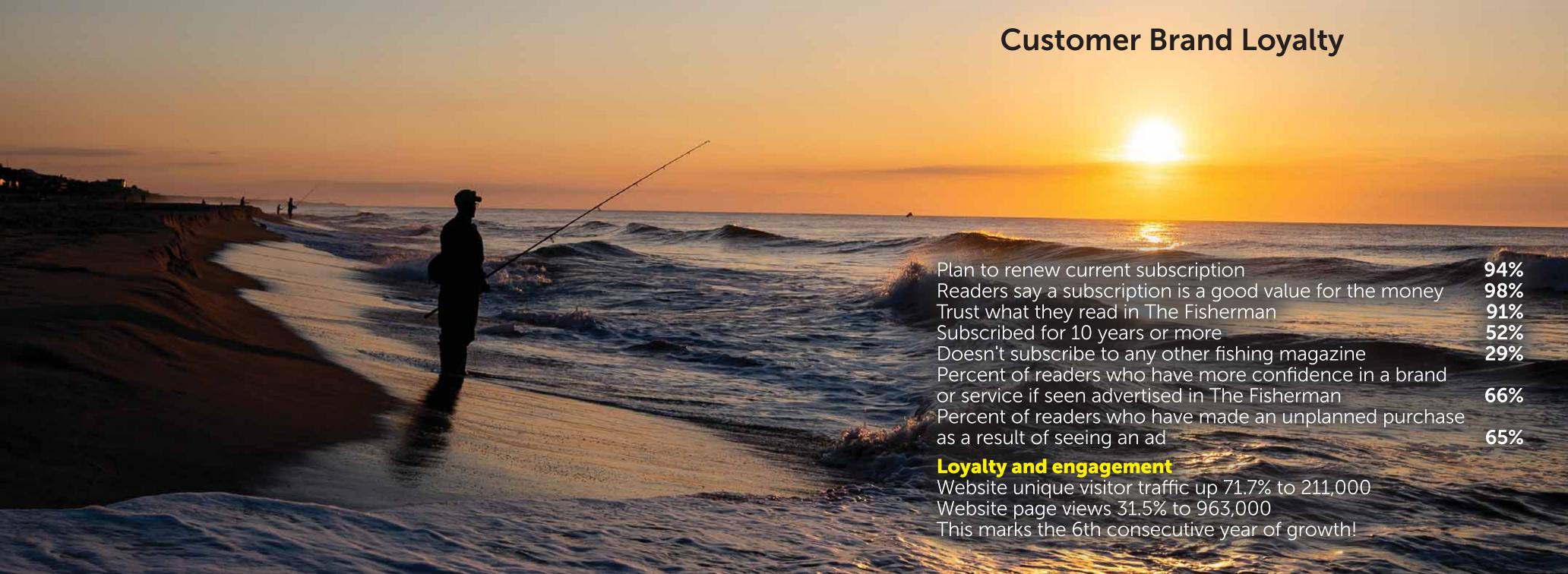
With the long term retention value of our high quality monthly glossy magazine, coupled with the immediacy of our website and digital editions, social media platforms and emailed newsletters and video, no media brand connects and interacts with their readers better and more frequently in the Northeast.

Highest form of Credibility

Position your brand within the pages of an iconic sport fishing publication built on 54 years of experience in the market with over 3,000 published issues, featuring the greatest authorities in fishing, deep involvement with events, fisheries management, marine conservation, landmark industry studies and unmatched advertising client credentials.









Average Weekly Content Load:

60,000 Words Per Week

4 Videos Per Week

3 New Digital Magazines Per Week

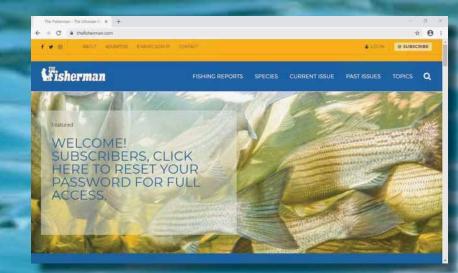
Comprehensive Event Listing

Breaking Fishing News Coverage

15 "At-Large" Fishing Reporters Blogging from

Local Hot Spots throughout

the Northeast









Multi Channel Content Creation and Delivery

The Fisherman offers development of exclusive feature editorial content for your product and will position it for use in a geographically relevant way to our entire community. We can also use content that you will supply. Opportunity is limited.

Content Distribution: (thefisherman.com, Facebook, Instagram, YouTube, Enewsletter, Streaming TV Platforms)



Print Magazine

Our monthly glossy magazine is printed and delivered in 3 Regional Editions that cover the Northeast. Regional specific editorial content and features provide the most current and relevant content for each of the regions separated as New England, New York Metro and New Jersey.

Our magazines are packed with local features, the newest product reviews and the latest news regarding our treasured fisheries and conservation efforts.

All of our magazines are then converted into HTML and are available 24/7 on the fisherman.com. The HTML conversion allows for every word to be google searchable and our editions are then archived indefinitely and searchable by feature, subject species, or certainly date.

We offer a wide variety of advertising space options from the feature sections and also account for our local retail service and for hire boats in the region's most robust and up to date fishing report sections that are authored by the experts in the field.

Pricing varies by size and program.

Weekly Digital Editions

During the prime fishing season (April – mid-November) subscribers receive exclusive online access to our digital magazine supplemental, Weekly Fishing Report Guide. The weekly guide is comprised of the most comprehensive fishing reports published anywhere providing you with up-to-date catch information from hundreds of knowledgeable sources, in the most granular geographic areas. As a special online bonus, subscribers also receive online access to all three regional editions and the extensive digital magazine archive. In full, subscribers receive access to hundreds of issues online. Pricing varies by size and program.



Sisherman.

2021 Monthly Magazine
Advertising Rate Card

FULL MARKET COVERAGE

MONTHLY GLOSSY PAPER FEATURE SECTION

Full Run (New England, Long Island and New Jersey/DE Bay Editions)

	Size	1-3X	4-6X	10-12X
100	Full Page	\$5,525	\$5,250	\$4,850
	2/3 Page	\$3,830	\$3,640	\$3,450
	1/2 Page	\$2,985	\$2,835	\$2,685
	1/3 Page	\$2,060	\$1,960	\$1,856
	1/4 Page	\$1,600	\$1,520	\$1,440
	1/6 Page	\$1,100	\$1,050	\$ 995
	Covers	Second	Third	Fourth
		\$5,802	\$5,664	\$6,078

Note: All Rates Are Net

FULL PAGE
Live: 6.812" x 10"
Bleed:
8.125" x11"
Trim:
7.875" x 10.75"

2/3 PAGE VERTICAL 4.5" x 10" 2/3 PAGE 3. HORIZONTAL 6.812" x 6.66" 1/2 PAGE
HORIZONTAL
6.812" x 4.875"

1/3 PAGE
VERTICAL
2.125"
x
1/3 PAGE
HORIZONTAL
6.812" x 3.25"

1/3
PAGE
SQUARE
4.5" x 4.875"

4.5" x 2.375

1/4 PAGE 3.375" x 4.875"

Fisherma

Monthly Magazine Ads
Will Also Appear
In Digital Edition
For The Entire Month.



2021 Monthly Magazine Regional Rate Card

Monthly Magazine Ads
Will Also Appear In Digital Edition
For The Entire Month.



LONG ISLAND EDITION

FEATURE SECTION AD

Size	1-12X	13-26X	27-38X	
Full Page	\$1,775	\$1,686	\$1,509	
2/3 Page	\$1,231	\$1,169	\$1,045	
1/2 Page	\$ 958	\$ 911	\$ 815	
1/3 Page	\$ 662	\$ 629	\$ 563	
1/4 Page	\$ 515	\$ 489	\$ 438	
1/6 Page	\$ 355	\$ 337	\$ 302	
Covers	Second	cond Third Fourth		
	¢1 042	¢1 010	¢1.050	

NEW ENGLAND EDITION

FEATURE SECTION AD

Size	1-12X	13-26X	27-38X	
Full Page	\$1,108	\$1,025	\$ 942	
2/3 Page	\$ 768	\$ 711	\$ 653	
1/2 Page	\$ 598	\$ 553	\$ 509	
1/3 Page	\$ 414	\$ 383	\$ 351	
1/4 Page	\$ 321	\$ 298	\$ 273	
1/6 Page	\$ 221	\$ 205	\$ 188	
Covers	Second	Third	Fourth	
	¢ 1 16/	¢1 136	\$1.220	

NEW JERSEY EDITION

FEATURE SECTION AD

Size	1-12X	13-26X	27-38X	
Full Page	\$1,522	\$1,446	\$1,294	
2/3 Page	\$1,056	\$1,003	\$ 897	
1/2 Page	\$ 822	\$ 781	\$ 698	
1/3 Page	\$ 569	\$ 540	\$ 483	
1/4 Page	\$ 442	\$ 419	\$ 375	
1/6 Page	\$ 305	\$ 289	\$ 259	
Covers	Second	Third	Fourth	
	\$1,599	\$1,560	\$1,675	

Note: All Rates Are Ne

Digital Offerings

With a brand new site launched and 215,000 unique monthly visitors. www.thefisherman.com has become the hub of everything for Fishing in the Northeast. Content is abound with everything from the latest news and events, fishing reports, regulation news, conservation news, instructional reads, recipes, videos, years of searchable archives, and so much more you just have to see it to believe it. Everything on the site is not only mobile friendly, but also set into HTML, making every word google searchable.

Leaderboard ROS - \$850/mth 970 x 90 and 300 x 250 for mobile

In Article Banner- \$600/mth 300 x 250

Footer Banner - \$450/mth970 x 90 and 300 x 250 for mobile

Homepage Feature Banner - \$400/mth 300 x 250

Fishing Report Section Sponsor -\$300/mth Per edition - 300 x 250 Full Run -\$650





Weekly eNews

Our weekly eNews is an email blast program sent to over 38,000 opted in subscribers, with an amazing 35% open rate. It is sent on Mondays and again on Thursdays with the most up to date information available on sportfishing in the Northeast. Monday's eNews is the delivery vehicle of the Weekly Digital Edition and Thursday is centered around a Weekly Fishing Video Report that features The Fisherman Senior Editors and numerous field experts ranging from Bait & Tackle shop owners to For hire boat Captains and certainly avid anglers all get a chance to tell their story. Both eNews days are packed with Fishing Reports, Feature Articles, any Breaking news and event updates and are all linked directly to the report sources for subscribers to access.

970 x 90 Leader Banner ad Clickable to customers website \$750 / month **300 x 250 Banner** ad clickable to customers website \$650 / month





Z. IPS AUTOMATIC

r-I'dot Link ** GI'S Irolling System You can pick a waypoint on your ministed and your Roads Tomore v

nevents to it. You can stay on a heading

the phylot Lask " GPS troiters

the water heef naming your gow. By

fring to work about. It's built to crush

Dedicated Email Blast

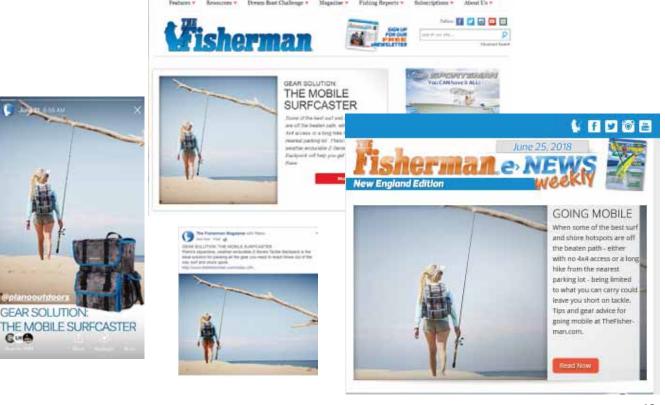
An email designed and sent by The Fisherman that is exclusive to your company, with capabilities to link directly to customers site. This email is sent to almost 38,000 of The Fishermans dedicated followers, and all analytics are available post mailing.

\$1000/mailing

Social Media Posts

One of the hottest growing vehicles to get a message to dedicated groups and we will design a post for your company and present it on the Fisherman social platforms reaching our dedicated followers of Instagram and Facebook with 22,000 and 25,000 followers each respectively.

Single post on both platforms - \$150 4 Pack on both platforms -\$450



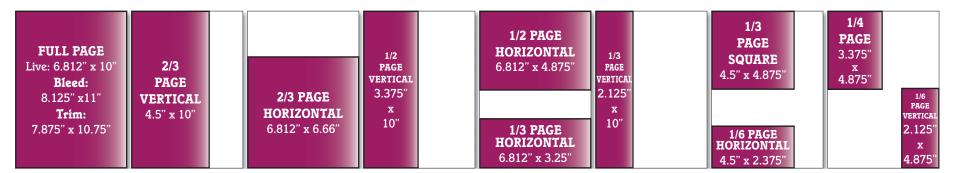


The Fisherman TV

The ultimate streaming channel for sport fishing in the Northeast region of the USA. With over 50 years of publishing The Fisherman magazine we present to you the people, the places, the news, the instruction and amazing fishing that make this unique region world famous. Each week learn exactly where the fish are, see images of the most notable catches and stay up to date on all the fishing news through our 3 regional Weekly Video Fishing Forecasts. Check out our TV Shows and learn from some of the greatest fishing authorities as we bring you on location with us throughout the Northeast and where ever our fishing adventures take us. Streaming on Amazon, RoKu, Android tv & Apple TV Planning, Production, editing and posting on The Fisherman's YouTube channel with over 27,600 followers. Our cinema quality videos are approximately 2 minutes long when finished, and are posted. The video is then archived both in YouTube and also on The FishermanTV streaming app. Custom drone use available. Call for detail.







Ad File Format PDF (Portable Document Format) · All fonts must be embedded. · All image / vector objects must be CMYK for color ads. Image resolution at least 266 dpi. · Maximum ink density is 240% (e.g., C:20, M:20, Y:20, K:100 = 160% ink density)

- 1. Advertisements are accepted upon the representation that an advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.
- 2. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or "position commitment" at any time. Advertisements sent Editorial Style must be identified Advertisement to meet postal requirements.
- 3. Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date.
- 4. Publisher shall not be liable for any cost/damage if for any reason it fails to publish an advertisement.
- 5. Publisher shall have the right to hold advertiser and/or its agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and which advertising was published.
- 6. No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate card.
- 7. Publisher is not liable for delays in delivery and/or non-delivery in the event of acts of God, fire, flood, insurrection, riot, explosion, embargo, strikes, labor or material shortages, transportation interruption of any kind, or any condition beyond the control of publisher affecting production or delivery in any manner.
- 8. No contract will be accepted for a period longer than one year. Advance orders will be billed at prevailing rates when advertising is published.
- 9. All orders are subject to final acceptance at The Fisherman Corporate Headquarters.

Custom Content Video Package starting at -\$2500



ISSUE #	TOPIC	ON SALE DATE	AD CLOSING	ISSUE #	TOPIC	ON SALE DATE	AD CLOSING
	2020 BOAT & MOTOR BUYER'S GUIDE	December 24, 2020	Glossy 11/26/20 Regional 12/03/20	5 – Weekly Digital Issue		April 05, 2021	03/25/21
4 7444457	Bonus Distribution: NY Boat Show			6 – Weekly Digital Issue		April 12, 2021	04/01/21
1 – JANUARY MONTHLY	SJ Striper Day, NY			7 – Weekly Digital Issue		April 19, 2021	04/08/21
MONTHE	Garden State Outdoor Sports Show, NJ New England Fishing & Outdoor Expo, MA CMTA Hartford Boat Show, CT			8 – MAY MONTHLY	2021 SEASON OPENER* Baits, Rigs & Tactics to Score Dream Boat Challenge Kicks Off Plus Coastal Kayak Clash & Black Drum Battle	April 29, 2021	Glossy 04/1/21 Regional 4/15/21
	MARINE ELECTRONICS BUYER'S GUIDE Winter Work Bench & Lure Building			9 – Weekly Digital Issue	•	May 03, 2021	04/22/21
	Bonus Distribution:		Glossy 12/30/20 Regional 01/07/21	10 – Weekly Digital Issue		May 10, 2021	04/29/21
	Atlantic City Boat Show, NJ New Jersey Boat Sale & Expo, NJ	January 28, 2021		11 – Weekly Digital Issue		May 17, 2021	05/06/21
2 – FEBRUARY MONTHLY	Philadelphia Fishing Show at Oaks, PA Palmyra Fishing Show, NJ			12 – Weekly Digital Issue		May 24, 2021	05/13/21
	Surf Day, NJ Boston Boat Show Connecticut Outdoor Expo Springfield Sportsman Show, MA NY Sport Fishing Federation Show				SUMMER FLOUNDE/FLUKE! OFFSHORE ACTION BEGINS Shark Tournament Guide & Distribution: Fluke – Fest Tournament, CT Fluke Til Ya Puke Tournament, RI Bad Daddy Fishing Tournament, MA		
3 – MARCH MONTHLY	2021 KAYAK BUYERS GUIDE Bonus Distribution: World Fishing & Outdoor Expo, NY Saltwater Fishing Expo, NJ Asbury Park Fishing Show, NJ Philadelphia Boat Show, Oaks, PA New England Saltwater Fishing Show, RI Ward Melville High School Fishing Show Long Island Boat Show, NY	February 25, 2021	Glossy 01/28/21 Regional 02/04/21	13-JUNE MONTHLY	South Jersey Shark Tournament, NJ Warriors for Warriors Tournament, NJ Canyon Club Overnight Tuna Tourney, NJ Forked River Tuna Club Shark Tourney, NJ Junior Anglers Day, NY Woodcleft Shark Tournament, NY Great Gun Anglers Shark Tourney, NY Combs Duke of Fluke Tournament, NY Bay Shore Mako Tournament, NY Star Island Shark Tournament, NY	June 03, 2021	Glossy 05/06/21 Regional 05/20/21
4 – APRIL MONTHLY	2021 KAYAK BUYERS GUIDE Inshore Focus on Fluke, Striped Bass, Weakfish and Bluefish NORTHEAST FISHING & HUNTING EXPO, CT MASSACHUSETTS STRIPED BASS ASSOC. SHOW	April 01, 2021	Glossy 03/04/21 Regional 03/11/21	14 – Weekly Digital Issue	Freeport Hudson Anglers Shark Tourney,NY Molnar's Landing Shark Tournament, NY Suffolk Marine Striper Tournament, NY Moriches Anglers Shark Tournament, NY	June 07, 2021	05/27/21

ISSUE #	TOPIC	ON SALE DATE	AD CLOSING	ISSUE #	TOPIC	ON SALE DATE	AD CLOSING
15 – Weekly Digital Issue 16 – Weekly Digital Issue		June 14, 2021 June 21, 2021	06/03/21 06/10/21	24 – Weekly Digital Issue 25 – Weekly Digital Issue		August 16, 2021 August 23, 2021	08/05/21 08/12/21
17 – JULY MONTHLY	SUMMER OPTIONS Wreck & Reef Variety Bonus Distribution: Niantic Shark Week, CT North Atlantic Monster Shark Tourney,, MA Tri – State Canyon Shootout, RI Oak Bluffs Bluewater Classic, MA Assorted ASAC Tournament, NJ Sterling Harbor's Duke of Fluke Tourney, NJ South Jersey Tourney – Jr. Angler Offshore Point Pleasant Elk's Fluke Tournament, NJ The Ike Foundation's Pro Am, NJ Freeport Hudson Anglers Fluke Tourney, NY Hampton Bays FD Fluke Tournament, NY	Glossy 06/03/21 Regional 06/17/21	26 – SEPTEMBER MONTHLY	SURF FISHING SPECIAL ISSUE Gearing Up For THe Fall Run Bonus Distribution: Norwalk Boat Show, CT OC TunaFest, MA Fall Surf Club Challenge, RI Martha's Vineyard Striped Bass Derby, MA The Nantucket Inshore Classic, MA Tobay Boat Show, NY Jersey Shore Boat Sale & Expo, NJ Multiple ASAC Tournaments, NJ NJBBA Children's Surf Tournament, NJ The Fisherman's Surf Show, NY Montauk Surf Classic, NY White Water Marine Fishing Challenge, NY Marine Max Shootout, NY	September 02, 20210	Glossy 08/06/21 Regional 08/19/21	
	Molnar's Landing Fluke Tournament, NY Moriches Angler's Fluke Tournament, NY	Tournament, NY		27 – Weekly Digital Issue 28 – Weekly Digital Issue		September 06, 2021 September 13, 2021	08/26/21 09/02/21
	Surf Rats Ball, NY LI Marlin & Tuna Tournament, NY			29 – Weekly Digital Issue		September 20, 2021	09/09/21
18 – Weekly Digital Issue 19 – Weekly Digital Issue 20 – Weekly Digital Issue	TARGETING SUMMER VISITORS	July 05, 2021 July 12 2021 July 19, 2021	06/24/21 07/01/21 07/08/21	30 – OCTOBER MONTHLY	A GUIDE TO STRIPED PASS Tog – Tober Tournament, CT LBI Surf Classic, NJ Multiple ASAC Tournaments, NJ South Shore Surf Classic, NY Star Island Striped Bass Tournament, NY	September 30, 2021	Glossy 09/02/21 Regional 09/16/21
	Inshore mahi, Spanish mackerel, False albacore, Atlantic bonito & more!			31 – Weekly Digital Issue	otal lotalia otripoa baso roalilament, itt	October 04, 2021	09/23/21
	MULLIDIE ASAC TOUTIGITETIS, NO INTO INTO A STORY			32 – Weekly Digital Issue		October 11, 2021	09/30/21
21 – AUGUST MONTHLY		Glossy 07/01/21 Regional 07/15/21	33 – Weekly Digital Issue 34 – NOVEMBER MONTHLY 35 – Weekly Digital Issue	FALL BOTTOM FISHING Black Sea Bass, Blackfish & Cod Multiple ASAC Tournaments, NJ Babylon Surf Fishing Cup, NY	October 18, 2021 October 28, 2021 November 01, 2021	10/07/21 Glossy 10/01/21 Regional 10/14/21 10/21/21	
	LIBBA Jamboree, NY Star Island Mako Tournament, NY			36 – Weekly Digital Issue		November 08, 2021	10/28/21
22 Wookly Digital Janua	,	August 02, 2021	07/22/21	37 – Weekly Digital Issue 38 – DECEMBER	DI ACIVEDIDAY LIQUIDAY CIET CUIDE	November 15, 2021	11/04/21
22 – Weekly Digital Issue 23 – Weekly Digital Issue	i e e e e e e e e e e e e e e e e e e e	August 02, 2021 August 09, 2021	07/29/21	MONTHLY	BLACK FRIDAY — HOLIDAY GIFT GUIDE 2021 Boat Show Preview	November 25, 2021	Glossy 10/29/21 Regional 11/11/21
24							35



Angelo Donofrio
Long Island Advertising/
Associate Publisher
P: (631) 605-0187
E:adonofrio@thefisherman.com



Dale NicholsonNew England
Advertising Sales Manager
P: (203) 843 – 4332
E: dnicholson@thefisherman.com



John DeBona
New Jersey/Delaware Bay
Advertising Sales Manager
P: (732) 778 – 9694
E: jdebona@thefisherman.com



Corporate Office
14 Ramsey Road,
Shirley, NY 11967
P: (631) 345 - 5200
www.TheFisherman.com

Contact

For print and online display advertising rates, please call your local advertising sales manager.

Michael Caruso

Publisher

14 Ramsey Road, Shirley, NY 11967

P: (631) 345 - 5200 ext. 204

E: mcaruso@thefisherman.com



Advertising Contract Terms and Conditions

- Advertisements are accepted upon the representation that an advertiser and its agency have the right to publish the contents thereof.
 In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.
- 2) All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or "position commitment" at any time. Advertisements sent Editorial Style must be identified Advertisement to meet postal requirements.
- 3) Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date.
- 4) Publisher shall not be liable for any cost/damage if for any reason it fails to publish an advertisement.
- 5) Publisher shall have the right to hold advertiser and/or its agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and which advertising was published.
- 6) No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate card.
- 7) Publisher is not liable for delays in delivery and/or non delivery in the event of acts of God, fire, flood, insurrection, riot, explosion, embargo, strikes, labor or material shortages, transportation interruption of any kind, or any condition beyond the control of publisher affecting production or delivery in any manner.
- 8) No contract will be accepted for a period longer than one year. Advance orders will be billed at prevailing rates when advertising is published.
- 9) All orders are subject to final acceptance at The Fisherman Corporate Headquarters.
- 10) The Fisherman makes no guarantee or representation as to the quantity and/or quality of visits, impressions, circulation, or other usage of The Fisherman magazine. thefisherman.com web site, Enewsletters, or Emails or of the advertisement unless The Fisherman expressly agrees otherwise in writing.
- 11) All issues relating to advertising will be governed by the laws of the State of New York applicable to contracts to be performed entirely therein.