

About The Fisherman

Whether you're an avid angler, a weekend fishing enthusiast, or new to fishing, it's our goal to provide you with the best fishing information available anywhere. Welcome to The Fisherman Magazine, the ultimate fishing authority in the Northeast and Mid-Atlantic regions for inshore, offshore, surf, freshwater and fly fishing. With three regional editions (New England, Long Island, Metro New York, New Jersey & Delaware Bay) we publish 12 monthly, full featured, visually stunning print publications per year. Our unique editorial blend of the people, places, images, techniques, events, news, gear and of course the incredible game fish of the Northeast/Mid-Atlantic.





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.

#1 Advertising Choice In the Northeast



They Have Highly Desirable Demographics \$156,790 - Average Annual Income **\$1,100,000** – Average Net Worth 84% - Own Home Average Age – **51** 94% Male 6% Female **81%** Bachelor's Degree 74% own a boat 23' – Average Size Boat 26 – Average Number Of Years Saltwater Fishing 45% – Participate in Fishing Tournaments 94% of Readers have visited www.thefisherman.com in the past 30 days... They are Active Consumers.... Actively planning purchases 48% plan to purchase rods 43% plan to purchase apparel 14% plan to purchase marine Electronics **52%** plan to purchase reels 9% plan to purchase a Boat 7% plan to purchase a kayak 78% plan to purchase Lures 72% plan to purchase hooks 73% plan to purchase line 53% of Readers plan to spend over \$1000, with 74% planning to spend over \$500.

Customer Brand Loyalty

Plan to renew current subscription	94%
Readers say a subscription is a good value for the money	98%
Trust what they read in The Fisherman	91%
Subscribed for 10 years or more	52%
Doesn't subscribe to any other fishing magazine	29%
Percent of readers who have more confidence in a brand	
or service if seen advertised in The Fisherman	66%
Percent of readers who have made an unplanned purchase	
as a result of seeing an ad	65%

Loyalty and engagementWebsite unique visitor traffic up 71.7% to 211,000 Website page views 31.5% to 963,000 This marks the 6th consecutive year of growth!





66% of Fisherman Subscribers **DO NOT** Subscribe to our closest competitor

66% DO NOT subscribe to On The Water 78% DO NOT subscribe to Saltwater Sportsman 90% DO NOT subscribe to Surfcasters Journal 97% DO NOT subscribe to Sounding





60,000 Words Per Week

4 Videos Per Week

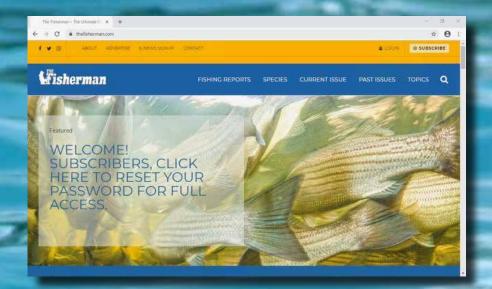
3 New Digital Magazines Per Week

Comprehensive Event Listing

Breaking Fishing News Coverage

15 "At-Large" Fishing Reporters Blogging from











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.



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 lastest 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/mth 970 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 x0250 Banner ad clickable to customers website \$650 / month







TEACH A BIG BOAT NEW TRICKS

Hodade Lemmes* districts the power of Spot-Lock, ** and automatic bolst control. Now for even lapper boses, with up to SY* shall langels.

> SEE THE NEW INITIDE TERROVA >>

THE DO-IT-ALL MOTOR NOW DOES EVEN MORE

How do you make a mater with up to 112 gounds of threat, the power of a Spot-Lock GPS anchor and seay-to-sea control even better? Make it available for even more boats. Now with up to 51° shalts for lagger water and lagger challenges, flightle Tarrous takes more boats to more places.



Spot-Lock ** CI'S Anchor

Let's start with the question every angler

should be arising before they buy a new

trolling motor? Does it have Sept-Lock for

rock-solid GPS anchoring on any spot in any

condition? Of course it does.



Z. II'S AUTOMATIC

i-Priot Link** GPS Troiling System
You can sick a wesstirt on your

You can pick a wegotint on your Hamministin and your Ripida Tiscova will mergate to it. You can slay on a haiding without lifting a linger. You can lock into a spot with GPS accuracy. And you can do all that automatically with Ripida Tennos, thanks to this Hilling Link " GPS brothers.

EXPLORE HYLOT LINK >>



3.11'S GOT CONNECTIONS The One-Boat Network's

Popods Tomove is part of the One-Boal Network IV, making it connects to your temperating lish finder to help you find – and automatically nevigate to – fish holding structure and even submirged weeks.



4. II'S A RIPTIDE-Riptide Toughness

Safewire fairing is challenging crough without the water that in among your goes. But if you have a Rightdon, you've got min less it ing to wary about. It's built to creat comments before it starts. See how our Phylide meters authorition and other or the meters authorition are of the.

Dedicated Email Blast

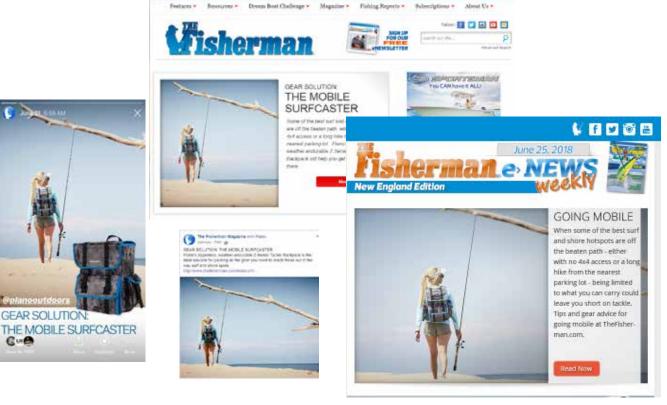
An email designed and sent by The Fisherman that is exclusive to your company, with capabilities to link directly to customers site. This email is sent to almost 38,000 of The Fishermans dedicated followers, and all analytics are available post mailing.

\$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



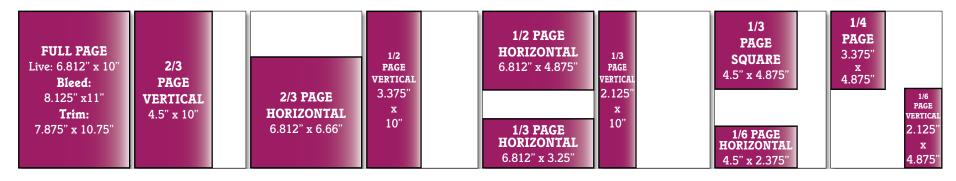


The Fisherman TV

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 ex-actly 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 Fish-ing 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 approxi-mately 2 minutes long when finished, and are posted. The video is then archived both in YouTube and also on The FishermanTV streaming ap. 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 consid-eration 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.



Prinan 2022 Issue and Bonus Distribution Calendar NOTE: Boat & Sportfishing Shows and tournament distribution are subject to change or cancelation.

Issue #	Topic	On Sale Date	Ad Closing
1 – JANUARY MONTHLY	2022 BOAT & MOTOR BUYER'S GUIDE Winter Fishing Playbook Bonus Distribution: NY Boat Show SJ Striper Day, NY Garden State Outdoor Sports Show, NJ Wildwood Fishing & Boating Expo, NJ Delaware Valley Surf Anglers Fishing Show CMTA Hartford Boat Show, CT	December 29, 2021	Glossy 11/24/21
2 – FEBRUARY MONTHLY	MARINE ELECTRONICS BUYER'S GUIDE Off Season Tackle Tuning Bonus Distribution: New Jersey Boat Sale & Expo, NJ Philadelphia Fishing Show at Oaks, PA Palmyra Fishing Show, NJ Boston Boat Show Springfield Sportsman Show, MA NY Sport Fishing Federation Show	January 27, 2022	Glossy 1/06/22
3 – MARCH MONTHLY	2021 TACKLE & GEAR GUIDE WINTER TRAVEL DESTINATIONS Bonus Distribution: Atlantic City Boat Show, NJ World Fishing & Outdoor Expo, NY Saltwater Fishing Expo, NJ Asbury Park Fishing Show, NJ CT Fishing and Outdoor Show New England Saltwater Fishing Show, RI Ward Melville High School Fishing Show Long Island Boat Show, NY	February 24, 2022	Glossy 02/03/22
4 – APRIL MONTHLY	2021 KAYAK BUYERS GUIDE Tautog Fishing Insider Location Guide Massachusetts Striped Bass Assoc. Show	March 28, 2022	Glossy 3/03/21

Issue #	Topic	On Sale Date	Ad Closing
5 – Weekly Digial Issue		April 7, 2022	03/24/22
6 – Weekly Digial Issue		April 14, 2022	03/28/22
7 – Weekly Digial Issue		April 21, 2022	04/07/22
8 – MAY MONTHLY	2022 SEASON OPENER Inshore Focus on Fluke, Striped Bass, Weakfish and Bluefish	April 28, 2022	Glossy 03/25/21
9 – Weekly Digial Issue		May, 05, 2022	04/22/22
10 – Weekly Digial Issue		May 12, 2022	04/29/22
11 – Weekly Digial Issue		May 19, 2022	05/06/22
12 – Weekly Digial Issue		May 26, 2022	05/13/22
13-JUNE MONTHLY	LIGHT TACKLE FISHING Shark Tournament Guide & Bonus Distribution: Fluke – Fest Tournament, CT Niantic Shark Week, CT North Atlantic Monster Shark Tourney, MA Fluke Til Ya Puke Tournament, RI Bad Daddy Fishing Tournament, MA Ladies Invetational Bluefish Tournament, NJ Warriors for Warriors Tournament, NJ Canyon Club Overnight Tuna Tourney, NJ Junior Anglers Day, NY Combs Duke of Fluke Tournament, NY Bay Shore Mako Tournament, NY Suffolk Marine Striper Tournament, NY	June 2, 2022	Glossy 05/05/22
14 – Weekly Digial Issue		June 09, 2022	05/26/22

Issue #	Topic	On Sale Date	Ad Closing
15 – Weekly Digial Issue 16 – Weekly Digial Issue		June 16, 2022 June 23, 2022	06/02/21 06/09/21
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 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 Molnar's Landing Fluke Tournament, NY Moriches Angler's Fluke Tournament, NY Surf Rats Ball, NY LI Marlin & Tuna Tournament, NY	June 30, 2022	Glossy 06/02/21
18 – Weekly Digial Issue		July 07, 2022	06/23/22
19 – Weekly Digial Issue		July 14 2022	06/30/22
20 – Weekly Digial Issue 21 – AUGUST MONTHLY	TARGETING SUMMER VISITORS Inshore mahi, Spanish mackerel, False albacore, Atlantic bonito & more! Bonus Distribution: South Jersey Tournaments — Mid- Atlantic Friendly Sons of Shillelagh Fluke Tourn,NJ Multiple ASAC Tournaments, NJ Marine Max Offshore Shootout, NY Captree B&T Snapper Derby, NY BBBS Hampton's Classic, NY Babylon Tuna Tournament, NY LIBBA Jamboree, NY	July 21, 2022 July 28, 2022	07/07/22 Glossy 06/30/22
22 – Weekly Digial Issue 23 – Weekly Digial Issue 24 – Weekly Digial Issue 25 – Weekly Digial Issue 22		August 04, 2022 August 11, 2022 August 18, 2022 August 25, 2022	07/21/22 07/28/22 08/04/22 08/11/22

Issue

26 – SEPTEMBER MONTHLY	SURF FISHING SPECIAL ISSUE Best of ICAST 2021 Fall Offshore Run - Bluefin Bonus Distribution: Norwalk Boat Show, CT 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 01, 2022	Glossy 08/04/22
27 – Weekly Digial Issue		September 08, 2022	08/26/22
28 – Weekly Digial Issue		September 15, 2022	09/03/22
29 – Weekly Digial Issue		September 22, 2022	09/09/22
30 – OCTOBER MONTHLY	THE STRIPED BASS ISSUE FALL RUN SUCCESS GUIDE Tog – Tober Tournament, CT LBI Surf Classic, NJ Multiple ASAC Tournaments, NJ South Shore Surf Classic, NY Star Island Striped Bass Tournament, NY	September 29, 2022	Glossy 8/25/22
31 – Weekly Digial Issue		October 06, 2022	09/16/22
32 – Weekly Digial Issue		October 13, 2022	09/30/22
33 – Weekly Digial Issue		October 20, 2022	10/07/22
34 - NOVEMBER MONTHLY	REEF AND FALL BOTTOM FISHING TAUTOG, COD & SEA BASS Multiple ASAC Tournaments, NJ Babylon Surf Fishing Cup, NY	October 27, 2022	Glossy 09/29/22
35 – Weekly Digial Issue		November 3, 2022	10/20/22
36 – Weekly Digial Issue		November 10, 2022	10/27/22
37 – Weekly Digial Issue		November 17, 2022	11/03/22
38 – DECEMBER MONTHLY	BLACK FRIDAY - HOLIDAY GIFT GUIDE 2022 Boat Show Preview	November 24, 2022	Glossy 10/27/22



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

Michael Caruso

Publisher

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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.
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- 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.