

# THE Fisherman

## 2023 MEDIA KIT



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) we publish 12 monthly, full featured, visually stunning print publications per year. Subscribers also receive weekly digital magazine edition's. TheFisherman.com is the most comprehensive fishing information source in the region. Our social media community consists of active lifestyle fishing enthusiasts. Our twice weekly enewsletters receive the highest open rate. It's our unique editorial blend of the people, places, images, techniques, events, reports, news, gear and of course the incredible game fish of the Northeast/Mid-Atlantic, that make The Fisherman the #1 media brand in the region.



# #1 Advertising Choice In the Northeast

- ***Unmatched Fishing Intelligence***

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

- ***Unmatched Detailed Coverage***

Our platforms deliver insider fishing news from every port between Maine and Delaware providing the industry's most comprehensive, up to date fishing reports, event coverage, images, unique features and breaking news.

- ***Highest form of Credibility***

Position your brand within the pages of an iconic sport fishing publication built on 56 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.



# The Ultimate Sport Fishing Consumer

*The Fisherman's Reader base has the financial power to impact your business!*

## 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

**81%** 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 over the next 12 months.**



## 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	86%
Percent of readers who have made an unplanned purchase as a result of seeing an ad	65%

## Loyalty and engagement

The **Fisherman.com** visitor traffic 215,000 per month



# **Exclusive Readership: We Stand Alone**

## **The Fisherman Subscriber base:**

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



# Average Weekly Content Load:

60,000 Words Per Week

4 Videos Per Week

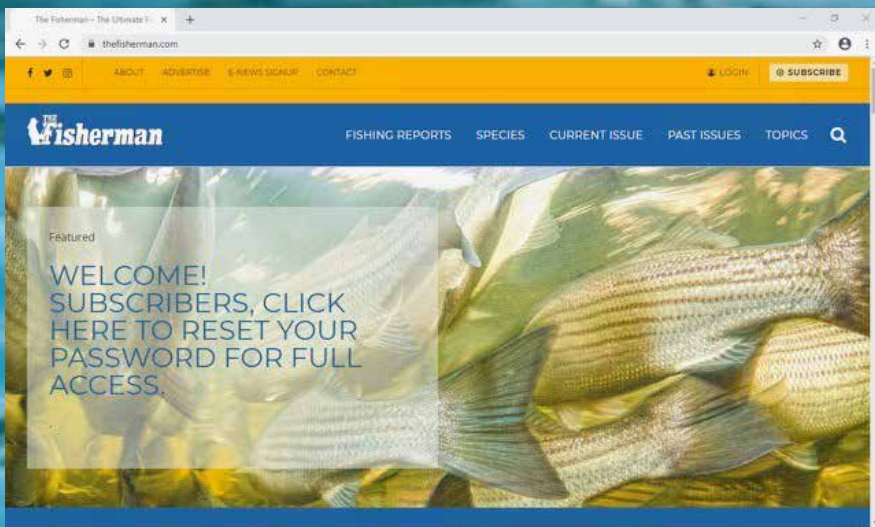
3 New Digital Magazines Per Week

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 thefisherman.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](http://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/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



## Video Fishing Forecast - Commercial Insertion

It's our unique weekly video newscast about fishing. The ultimate resource for regionally relevant, timely and comprehensive coverage of fishing in each of our three regional areas. With 75,000 views per month our 4 week video commercial campaign assures advertisers deep reach and

weekly frequency delivered by the most trusted and influential authorities in fishing. The Fisherman's editorial staff.

**Video commercial Pricing**  
(4 week blocks - 15 second commercial):

**New Jersey/Delaware Bay Edition** \$300

**Long Island/ Metropolitan New York Edition** \$275

**New England Edition** \$225

**All three editions** \$725



## Weekly eNews

Our weekly eNews is an email blast program sent to over 38,000 opted-in subscribers, with an amazing 48% 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 0250 Banner**  
ad clickable to customers website \$650 / month



**MINN KOTA**



**TEACH A BIG BOAT NEW TRICKS**

Update **Terrosa** delivers the power of Spot-Lock™ and automatic boat control. Now for even bigger boats, with up to 81" shaft lengths.

**See THE NEW Riptide Terrosa >>**

**THE DO-IT-ALL MOTOR NOW DOES EVEN MORE**

How do you make a motor with up to 112 pounds of thrust, the power of a Spot-Lock GPS anchor and easy-to-use control even better? Make it available for even more boats. Now with up to 67" shafts for bigger water and bigger challenges, Riptide Terrosa takes more boats to more places.



**1. IT NEVER LOSES YOUR SPOT! Spot-Lock™ GPS Anchor**

Let's start with the question every angler should be asking before they buy any anchor: Will it hold? Does it have **Spot-Lock** for rock-solid GPS anchoring on any spot in any condition? Of course it does.

**EXPLORE SPOT-LOCK >>**



**2. IT'S AUTOMATIC i-Pilot Link™ GPS Trailing System**

You can pick a waypoint on your Humminbird and your Riptide Terrosa will navigate to it. You can rely on a heading without lifting a finger. You can lock into a spot with GPS accuracy. And you can do all that automatically with Riptide Terrosa, thanks to the **i-Pilot Link™ GPS Trailing System** that comes standard.

**EXPLORE i-PILOT LINK >>**

**ONE-BOAT NETWORK™**



**3. IT'S GOT CONNECTIONS The One-Boat Network™**

Riptide Terrosa is part of the One-Boat Network™, meaning it connects to your **Humminbird** fish finder to help you find – and automatically navigate to – fish holding structure and even submerged wrecks.



**4. IT'S A BUILT-IN Riptide Toughness**

Seawater fishing is challenging enough without the water itself running your gear. But if you have a Riptide, you've got one less thing to worry about. It's built to crush corrosion before it starts. See how our Riptide motor outperforms any other.

## 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**

Features Resources Down Boat Challenge Magazine Fishing Reports Subscriptions About Us

**GEAR SOLUTION: THE MOBILE SURFCASTER**

Some of the best surf and shore spots are off the beaten path, and not accessible to a lot of people. That's where the mobile surfcaster comes in. It's a portable, weather-resistant, 2-bank backpack that helps you get there.

**June 25, 2018**

**The Fisherman e-NEWS weekly**

**GOING MOBILE**

When some of the best surf and shore hotspots are off the beaten path - either with no 4x4 access or a long hike from the nearest parking lot - being limited to what you can carry could leave you short on tackle. Tips and gear advice for going mobile at TheFisherman.com.

**Read Now**

# THE Fisherman

## 2023 Monthly Print 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
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

<b>FULL PAGE</b> Live: 6.812" x 10" <b>Bleed:</b> 8.125" x 11" <b>Trim:</b> 7.875" x 10.75"	<b>2/3 PAGE VERTICAL</b> 4.5" x 10"		<b>2/3 PAGE HORIZONTAL</b> 6.812" x 6.66"	<b>1/2 PAGE VERTICAL</b> 3.375" x 10"		<b>1/2 PAGE HORIZONTAL</b> 6.812" x 4.875"	<b>1/3 PAGE VERTICAL</b> 2.125" x 10"	<b>1/3 PAGE SQUARE</b> 4.5" x 4.875"	<b>1/4 PAGE</b> 3.375" x 4.875"		<b>1/6 PAGE VERTICAL</b> 2.125" x 4.875"
						<b>1/3 PAGE HORIZONTAL</b> 6.812" x 3.25"		<b>1/6 PAGE HORIZONTAL</b> 4.5" x 2.375"			

THE Fisherman



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.

Issue #	Topic	On Sale Date	Ad Closing
1 – JANUARY MONTHLY	<b>2023 BOAT &amp; MOTOR BUYER'S GUIDE</b> <i>Bonus Distribution:</i> NY Boat Show SJ Striper Day, NY Garden State Outdoor Sports Show, NJ New England Fishing & Outdoor Expo, MA	December 19, 2021	Glossy 11/24/22
2 – FEBRUARY MONTHLY	<b>MARINE ELECTRONICS BUYER'S GUIDE</b> <i>Bonus Distribution:</i> New Jersey Boat Sale & Expo, NJ Philadelphia Fishing Show at Oaks, PA Palmyra Fishing Show, NJ Boston Boat Show Connecticut Outdoor Expo Surf Day, NJ Springfield Sportsman Show, MA NY Sport Fishing Federation Show	January 23, 2023	Glossy 12/28/22
3 – MARCH MONTHLY	<b>2023 FISHING PRE-GUIDE</b> <i>Bonus Distribution:</i> Atlantic City Boat Show, NJ World Fishing & Outdoor Expo, NY Saltwater Fishing Expo, NJ Philadelphia Boat Show, Oaks, PA New England Saltwater Fishing Show, RI Ward Melville High School Fishing Show Long Island Boat Show, NY	February 20, 2023	Glossy 1/26/23
4 – APRIL MONTHLY	<b>SPRING SEASON PRIMER</b> Northeast Fishing & Hunting Expo, CT Massachusetts Striped Bass Assoc. Show	March 27, 2023	Glossy 3/02/23

Issue #	Topic	On Sale Date	Ad Closing
5 – Weekly Digial Issue	<b>2023 SEASON OPENER</b> <b>Inshore Focus on Fluke, Striped Bass, Weakfish and Bluefish</b>	April 3, 2023	3/23/23
6 – Weekly Digial Issue		April 10, 2023	3/27/23
7 – Weekly Digial Issue		April 17, 2023	4/06/23
8 – MAY MONTHLY		April 24, 2023	Glossy 3/30/23
9 – Weekly Digial Issue		May, 01, 2023	4/20/23
10 – Weekly Digial Issue	<b>INSHORE SPECIAL ISSUE</b> <i>Bonus Distribution:</i> Fluke – Fest Tournament, CT 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	May 08, 2023	4/27/23
11 – Weekly Digial Issue		May 15, 2023	5/04/23
12–JUNE MONTHLY		May 22, 2023	Glossy 4/27/23
13 – Weekly Digial Issue			
14 – Weekly Digial Issue			
15 – Weekly Digial Issue		May 29, 2023	5/20/23
16 – Weekly Digial Issue		June 05, 2023	5/25/23
		June 12, 2023	6/01/23
		June 19, 2023	6/08/23

17 – JULY MONTHLY

**OFFSHORE SPECIAL ISSUE****Wreck & Reef Variety***Bonus Distribution:*

Niantic Shark Week, CT  
 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 22, 2023

Glossy 6/01/23

18 – Weekly Digial Issue

19 – Weekly Digial Issue

20 – Weekly Digial Issue

21 – AUGUST MONTHLY

**WRECK AND BOTTOM FISHIBG GUIDE****Summer Pelagic's (Mahi, Shark, Tuna, Marlin)***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 03, 2023

July 10 2023

July 17, 2023

July 24, 2023

6/22/23

6/29/23

7/06/23

Glossy 6/29/23

22 – Weekly Digial Issue

23 – Weekly Digial Issue

24 – Weekly Digial Issue

25 – Weekly Digial Issue

July 31, 2023

August 07, 2023

August 14, 2023

August 21, 2023

7/21/23

7/27/23

8/03/23

8/10/23

26 – SEPTEMBER MONTHLY

**FALL OFFSHORE TUNA SPECIAL ISSUE***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

August 28, 2023

Glossy 8/03/23

27 – Weekly Digial Issue

28 – Weekly Digial Issue

29 – Weekly Digial Issue

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 04, 2023

8/24/23

September 11, 2023

8/31/23

September 18, 2023

9/07/23

September 25, 2023

Glossy 8/31/23

31 – Weekly Digial Issue

32 – Weekly Digial Issue

33 – Weekly Digial Issue

34 – NOVEMBER MONTHLY

**REEF AND FALL BOTTOM FISHING****TAUTOG, COD & SEA BASS**

Multiple ASAC Tournaments, NJ  
 Babylon Surf Fishing Cup, NY

October 02, 2023

9/21/23

October 09, 2023

9/28/23

October 16, 2023

10/05/23

October 23, 2023

Glossy 9/28/23

35 – Weekly Digial Issue

36 – Weekly Digial Issue

37 – Weekly Digial Issue

38 – DECEMBER MONTHLY

**BLACK FRIDAY – HOLIDAY GIFT GUIDE**  
**2023 Boat Show Preview**

October 30, 2023

10/19/23

November 06, 2023

10/26/23

November 13, 2023

11/02/23

November 20, 2023

Glossy 10/26/23



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**www.TheFisherman.com**

# Contact

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

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Publisher

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**Advertising Contract Terms and Conditions**

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.

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.