

THE Fisherman

2026 MEDIA KIT



OUR MISSION

THE Fisherman

Fishing - It's who we are...

Welcome to The Fisherman Magazine, the ultimate fishing magazine and digital media authority in the Northeast and Mid-Atlantic regions for nearly 60 years!

With timely, relevant and authentic coverage of inshore, offshore, surf, freshwater and fly fishing through our three regional editions (New England, Long Island, Metro New York, New Jersey & Delaware Bay) our authoritative editorial team publishes 12 monthly magazine issues. Additionally, April through November, we publish a weekly digital supplement magazine that provides anglers with the most comprehensive and timely fishing information source in the region.

Subscribers and visitors to TheFisherman.com gain access to the largest archive of fishing information in existence. Our twice-weekly eNewsletter, and social media content are where consumer purchasing trends originate and influence begins.

Across all of our media platforms 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 and Mid-Atlantic, that make The Fisherman



THE Fisherman

No one covers the Northeast like The Fisherman



New England Edition

Long Island, Metro, NY Edition

New Jersey/Delaware Bay Edition

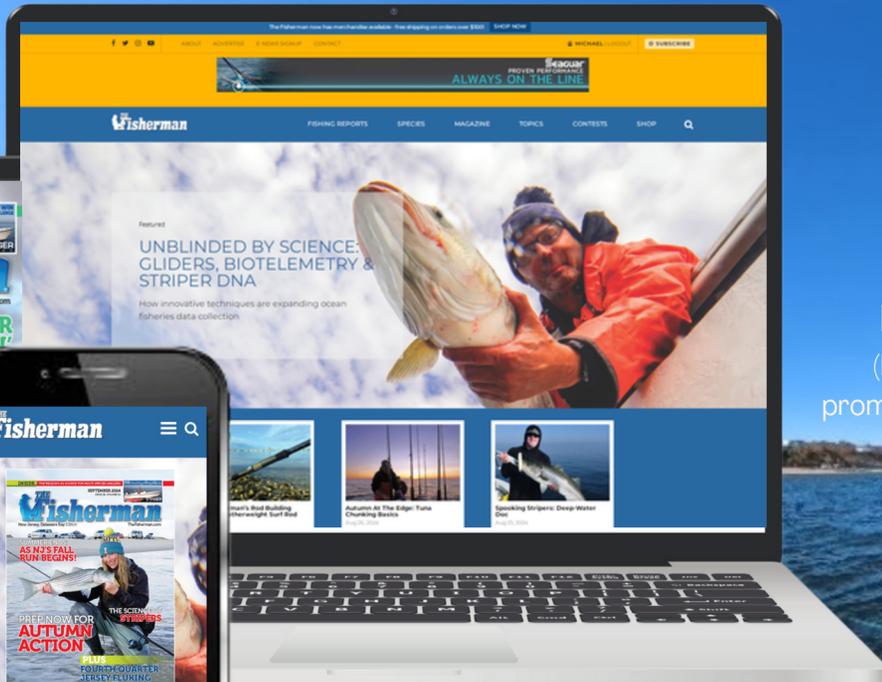
The Fisherman's Readership area:

*Affluent coastal boat owners and saltwater anglers are concentrated in the Northeast and is home to The Fisherman's Readership.

The geography we cover has:

- 28% of all Saltwater Anglers in the US
- 25% of all Coastal US Registered Boat Owners

OUR MEDIA PLATFORMS



Magazine Readership - 62,694

(Full run, includes, subscribers, newstand, promotional copies and avg. 3 readers per copy)

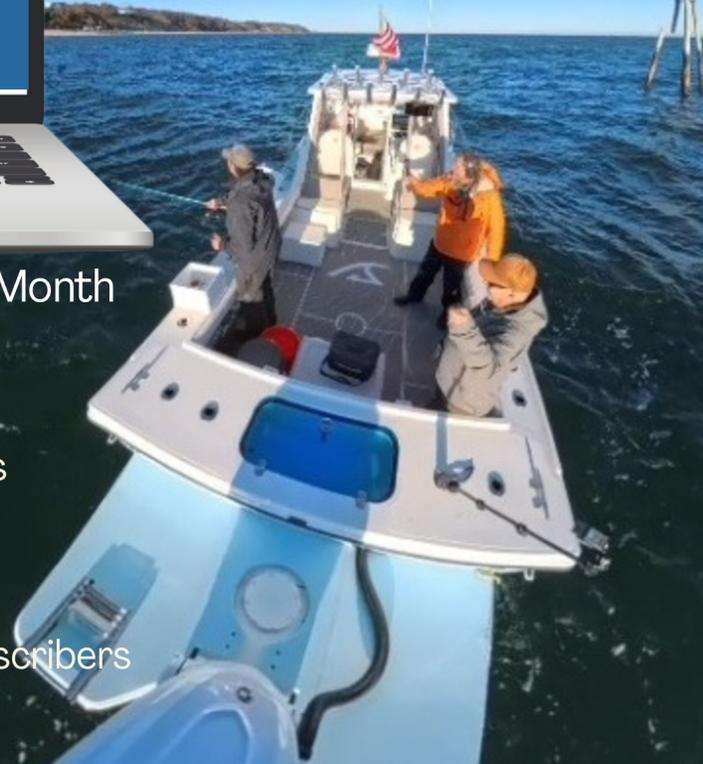
389,000 Page Views Per Month



127,000 Combined Total Followers



40,347 eNewsletter and Custom eBlast Subscribers





THE Fisherman

The Power Of Our Brand

- Plan to renew current subscription **94%**
- Trust what they read in The Fisherman **91%**
- Subscribed for **10 years or more 52%**
- 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%**

Break Through Media Clutter

Exclusive Readership:

64% DO NOT subscribe to On The Water

84% DO NOT subscribe to Saltwater Sportsman

THE Fisherman

2026

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

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



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

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)

THE Fisherman

Custom Packages Inquires:
Michael Caruso (631) 766-4730
mcaruso@thefisherman.com

THE Fisherman

2026 Advertising Rates

NEW ENGLAND EDITION

FEATURE SECTION RATES

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
	\$ 1,164	\$1,136	\$1,220

Note: All Rates Are Net



REPORT SECTION RATES

Size	1-12X	13-26X	27-38X
1 Page	\$906	\$838	\$770
2/3 Page	\$628	\$581	\$534
1/2 Page	\$489	\$453	\$416
1/3 Page	\$339	\$318	\$287
1/4 Page	\$263	\$243	\$224
1/6 Page	\$181	\$168	\$153
4 Inch	\$145	\$134	\$123
3 Inch	\$108	\$101	\$93
2-1/2 Inch	\$92	\$85	\$79
2 Inch	\$73	\$68	\$63
1-1/2 Inch	\$56	\$50	\$47
1 Inch	\$37	\$35	\$31

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Contact:
Michael Hachey (203) 843-4332
mhachey@thefisherman.com

THE Fisherman

2026 Advertising Rates

LONG ISLAND EDITION



FEATURE SECTION RATES

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	Third	Fourth
	\$1,863	\$1,819	\$1,952

Note: All Rates Are Net

REPORT SECTION RATES

Size	1-12X	13-26X	27-38X
1 Page	\$1,451	\$1,342	\$1,234
2/3 Page	\$1,005	\$930	\$855
1/2 Page	\$784	\$724	\$666
1/3 Page	\$542	\$501	\$460
1/4 Page	\$421	\$389	\$357
1/6 Page	\$290	\$269	\$247
4 Inch	\$233	\$214	\$198
3 Inch	\$174	\$162	\$148
2-1/2 Inch	\$148	\$137	\$126
2 Inch	\$117	\$109	\$101
1-1/2 Inch	\$89	\$82	\$76
1 Inch	\$60	\$56	\$51

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Contact:
Michael Caruso (631) 766-4730
mcaruso@thefisherman.com

THE Fisherman

2026 Advertising Rates

NEW JERSEY EDITION



FEATURE SECTION RATES

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 Net

REPORT SECTION RATES

Size	1-12X	13-26X	27-38X
1 Page	\$1,173	\$1,085	\$997
2/3 Page	\$813	\$752	\$691
1/2 Page	\$633	\$586	\$538
1/3 Page	\$438	\$405	\$372
1/4 Page	\$340	\$315	\$289
1/6 Page	\$235	\$217	\$199
4 Inch	\$188	\$174	\$160
3 Inch	\$141	\$130	\$120
2-1/2 Inch	\$117	\$109	\$100
2 Inch	\$94	\$87	\$80
1-1/2 Inch	\$70	\$65	\$60
1 Inch	\$47	\$43	\$40

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Contact:

John DeBona (732) 778-9694

jdebona@thefisherman.com

THE Fisherman Q1 2026 Issue Calendar

January Issue - (12/15/25) 2026 Boat & Motor Buyer's Guide

Ad Closing: 11/20/25 Ad Due: 12/04/25

Bonus Distribution:

NY Boat Show
World Fishing & Outdoor Expo
Striper Day, NY
New England Boat Show, Boston, MA
New England Fishing Expo, MA
CMTA Hartford Boat Show, CT
Narragansett Surf Day, RI
Wildwood Fishing & Boating Expo, NJ
Delaware Valley Surf Anglers Show
Raritan Bay Angler's Club Show, NJ

Fishing Activity :

New Englanders focus on winter trout, ice fishing for pike and bass and some holdover striped bass, while looking back at some of the highlights from the '25 season. The local fishing scene begins in Long Island and Metro New York with targeting trout along with some other freshwater species in local lakes, while New Jersey, Delaware Bay regional anglers are locked and loaded for winter tautog at the reefs, wrecks and snags. Winter workbench season is underway.

February Issue - (1/26/26) Marine Electronics Buyer's Guide

Ad Closing: 12/23/25 Ad Due: 1/15/26

Bonus Distribution:

New Jersey Boat Sale & Expo, NJ
Philadelphia Fishing Show at Oaks, PA
Palmyra Fishing Show, NJ
Jersey Shore Surfcasters Surf Day, NJ
Palmyra Fire Dept Fishing Show, NJ
NY Sport Fishing Federation Show

Fishing Activity:

The coldest month in New England sees safe ice on most inland lakes, with some impressive pike hitting the hardwater. At the same time, many coastal anglers take to their workshops and tying tables to begin gearing up for the season ahead. White perch and trout make up most of the action in coastal New York and New Jersey, with local head boats hitting the wrecks for blackfish, and hopefully some good ice conditions regionally out into the Pocono Mountains to keep rods bent.

March Issue - (2/23/26) Pre- Season Primer

Ad Closing: 1/22/26 Ad Due: 1/11/26

Bonus Distribution:

Atlantic City Boat Show, NJ
The NY Sport Fishing Show, NY
Saltwater Fishing Expo, Edison, NJ
Asbury Park Fishing Show, NJ
New England Saltwater Fishing Show, RISSA, RI
Ward Melville High School Fishing Show
Long Island Boat Show, NY
Long Island Fly Fishing Show, NY
CT Fishing & Outdoor Show

Fishing Activity:

Things are waking up in the Northeast, as New England anglers are looking at ice-out options for pike, hunting the biggest largemouth bass of the season and identifying places where readers can hook their first stripers of the year. Backwater schoolies are stirring in the New York Metro area, while head boats probe NY Bight wrecks for cod. New Jersey is officially open for business as striped bass season kicks off with surfcasters hitting the shores in good numbers in search of a score.

THE Fisherman Q2 2026 Issue Calendar

April Issue - (3/23/26)

Striped Bass, Tautog, Sea Bass & Trout Kickoff

Ad Closing: 2/26/26 Ad Due: 03/05/26

Weekly Issue Dates

3/30/26
4/06/26
4/13/26

Fishing Act:

Trout fishing kicks off, spring blackfishing is open and cod fishing is reported. April sees the first real shot of excellent striper fishing, and the first reports of weakfish, porgies, and bluefish fuel participation. Jumbo stripers in the 40-pound and over range are caught and released from the shores of New Jersey along the Delaware and Raritan. Spring kickoff is here!

May Issue - (4/20/26)

Season Opener

Ad Closing: 4/02/26 Ad Due: 4/09/26

Weekly Issue dates

4/27/26
5/04/26
5/11/26

Fishing Activity:

Some of the best striper fishing is in May, with giant bass gorging on bait from Long Island Sound to Narragansett Bay and the Cape Cod Canal, across to Montauk and all the way down the Jersey Shore. Warmer temperatures also mean Fluke season opens which motivates the masses to become involved. Black drum on Delaware Bay in the 50-pound and over range.

June Issue - (5/18/26)

Inshore Special Issue – Prime Time For Fluke, Striped Bass, Weakfish, And Bluefish.

Ad Closing: 4/23/26 Ad Due: 4/23/26

Weekly Issue dates

5/25/26
6/01/26
6/08/26
6/15/26

Fishing Activity:

The largest surf stripers of the New England fishery come this month, with the first big push of jumbo stripers on Southwest Ledge off Block Island. Cape Cod and Nantucket fluking hits its crescendo and tuna fishing kicks into overdrive. Bluefish stick around New York waters with choppers moving into Long Island Sound and along the Montauk Rips. New Jersey's striper fishery hits its spring peak; summer flounder (fluke) action is hot and heavy in the back bays, while bluefin storm the midrange grounds.

THE Fisherman Q3 2026 Issue Calendar

July Issue - (6/22/26)

**Offshore Special Issue
Tuna Time – Summer Offshore Action
Kicks Into Gear**

Ad Closing: 5/28/26 Ad Due: 06/11/26

Weekly Digital Issue Dates

6/29/26
7/06/26
7/13/26
7/20/26

Fishing Activity:

The summer season is in full swing along the Atlantic Coast, with peak striper fishing in Cape Cod and the Canal firing on all cylinders, bluefin and yellowfin action heating up on the midrange and offshore grounds, and inshore anglers on the hunt for jumbo fluke throughout the region. Stripers are still set up in the rips in Long Island Sound and Montauk but begin to move north, while the southern canyons begin to come alive for tuna fishermen at the Jersey Shore.

August Issue - (7/27/26)

**Peak Summer Season Inshore
& Offshore – Speedsters &
Summer Exotics!**

Ad Closing: 7/02/26 Ad Due: 7/16/26

Weekly Digital Issue dates

8/03/26
8/10/26
8/17/26

Fishing Activity:

August reveals itself as the true beginning of the fall run in New England with baitfish exiting the estuaries, kicking off a late-summer surf bite of striped bass and bluefish. More offshore diversity throughout the range, with some of New York and New Jersey's finest offshore action on yellowfin, bluefin, bigeye, wahoo, and mahi. Fluking remains a great inshore choice for those looking for doormats, while New Jersey anglers target double-digit size sheephead.

September Issue - (8/24/26)

**Surfcasters Special –
Transitioning to Fall**

Ad Closing: 7/30/26 Ad Due: 8/06/26

Weekly Digital Issue dates

8/31/26
9/07/26
9/14/26

Fishing Activity:

It's transition time in the Northeast, as false albacore surge along with bonito and other late summer speedsters. Anglers are on the hunt for those final jumbo fluke along inshore waters, while offshore action for tuna is on fire. But for all three regional editions, September is the month that surfcasters begin gearing up for another epic season along the Striper Coast, as The Fisherman offers up its annual Surf Special with tactical, "how to" and "where to" advice.

THE Fisherman Q4 2026 Issue Calendar

October Issue - (9/21/26)

Surf Fishing Special – Plus, Bottom Fishing & Fall Tuna

Ad Closing: 8/27/26 Ad Due: 09/03/26

Weekly Issue Dates

9/28/26

10/05/26

10/12/26

Fishing Activity:

This is when we become tog-obsessed in New England, tackle shops will have a hard time keeping tog jigs on the pegs as angler rush to get the latest hot color. Striped bass will be in full blitz mode across to Montauk and along the South Shore of Long Island, while albies are likely to stick around all month. Black sea bass season kicks off in New Jersey, but the big story at the Jersey Shore is the arrival of jumbo migratory stripers as the entire Striper Coast is fired up.

November Issue - (10/19/26)

Gear Up For Winter Wreck Fishing

Ad Closing: 9/25/25 Ad Due: 10/02/25

Weekly Issue dates

10/26/26

11/02/26

11/09/26

Fishing Activity:

Stripers are still around in great numbers, especially along the south shore of Rhode Island. Bottom fishers will be targeting deep wrecks and structure, where they will find cod and sea bass mixing in with their target species. Blackfish season is in full swing, and some of the biggest bullies come out to play during this month on Long Island Sound and in NY Bight. If history repeats, expect a month of epic blitz conditions for striped bass at the Jersey Shore.

December Issue - (11/16/26)

Black Friday – Holiday Gift Guide

Ad Closing: 10/22/26 Ad Due: 10/29/26

Fishing Activity:

Anglers flock to local rivers that host populations of over-wintering striped bass in New England, with late-season sea bass, cod and tog fishing on Coxes Ledge and other areas south and east of Block Island. Sea bass, cod, and tog are the primary targets for saltwater anglers along Long Island's South Shore and out of Montauk. Striper action continues down the Jersey Shore, with boats continuing to head east to the wrecks and reefs for black sea bass and tautog; bluefin too!



Around The Island: June Striper Spotlighting

June 2024 | by Mark Sedazi | [f](#) [t](#) [w](#) [p](#)



Striper is a prominent feature for the month with excellent catches across all regions.

Tackling open Long Island's June striper hot spots.
Fishing for Long Island's June striper hot spots, and excellent inshore fishing for striped bass can be had in many places. In some of these areas, the fish are already "in" and the month of June just starts, then actively feed and become more available in another place. If you haven't already, it's time to go out looking for bass.

Long Island Sound
Different places will be "hot" from year to year and you have to wait to see which ones during that particular season. More age all areas had good amounts of fish. From the north end, that will be the distance inshore target population you have to be monitoring. Regardless, you can find good and more great open fishing.

Try waterfalls and inlets, near reefs, salt pond outlets, and points. From Little Neck all the way out to Greenvale and from the island end to the CT shore and into the Block Island Sound. You can do well fishing there when you have a better chance of "stomping" by boat or motorfish if you know you have better access to the fishing areas.

Recent hotspots are along the Narrows, Rye, Greenwich CT, Westport Harbor, Rye, Lloyd Neck, and Huntington channels, as well as the Neck Islands, all of Southport Bay, Crampton Neck, and the Point Jefferson on LI. You can also fish from Mattabonnet to Greenvale. On the southern end of CT shore, Westport, Southport, Newfield (including Portland Reef), Charlestown, and the Block Island can be productive. You can have some other opportunities fishing from Greenvale, CT, all the way out to the Block Island Sound. You can fish from the mouth of CT Bay, Shelton, around Huntington, Fishers Island, Narragansett, and the Block Island end and up on certain hotspots. In the open around Greenvale, including around Plum Island, the Bay, and the Bay can be great too.

ARE YOU TYPE APEX?

APEX SOFTWARE

Very big bass (20 to 30 pounds) will show up in the middle of the Western Sound in May and fishing for them will bring you into the hot bass areas of June. They're in the western Long Island Sound and will stick around there for about three weeks. You'll find them in and around the harbor schools in deep water (20 to 120 plus foot depths) from Rye to Greenvale (Rye to Greenvale, looking at it from the other side). Remember, migrating bass mean an opportunity to catch the fish in the area when they're in the area. The Block Island Sound can be excellent at times, too, as can be the area around "100 off Northport." Catch them on the plug, big jugs, large jugs, Super Trunks, big water baits, Baiter systems (like Northport), live baits, and "jugs in drag" baits. Use some jugs and bait jugs effectively if you're a baitcaster try a baitcast with early bait baits. Use a large baiter by use a baitcast (Biggie) (1' 10" to 2' water) and try that. You can find your biggest bass of the year right here in June!

In these areas, and north around North HI, around CT, Greenvale, and the Bay, bass and big bass will be looking for squid. These days, when you "walk" with the plug, Super Trunks, big jugs, jugs, baits, and baits with early baits or artificial "walk" at them. When you're fishing try big baiter flies, Reducers, big water baits, and big baits.



June 2024

IN THIS ISSUE:

FEATURES:

- Reeling The Big: Biggie Backwater Parks
- Reeling The Big: Reel The Big Game
- Around The Island: June Striper Spotlighting
- Reeling The Big: Long Island Sound
- Harbor Chase: Learning From The Masters
- The Fisherman's Guide To The New Year
- Fishing In The Bay: The Point At Greenvale
- The Two-Column Approach: Covering All Bases
- GFA: Catching All The Fishes You Can Catch
- New Year's Eve: The Fisherman's Party

MORE IN THIS ISSUE:

- Baiter's Long Public Meeting and Comments
- Fish-Catching
- Product Review: American Sports' Surf Cam
- Boat Review: Sea Star 220 Commander Center Console
- Hot Seat: Santa Monica
- Top 10 One-Plan Boats



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Small Address*

- Fishing Report Coverage
- Free E-mail
- Long Island
- 10 & Delaware Bay

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\$1,000/month
720 x 90

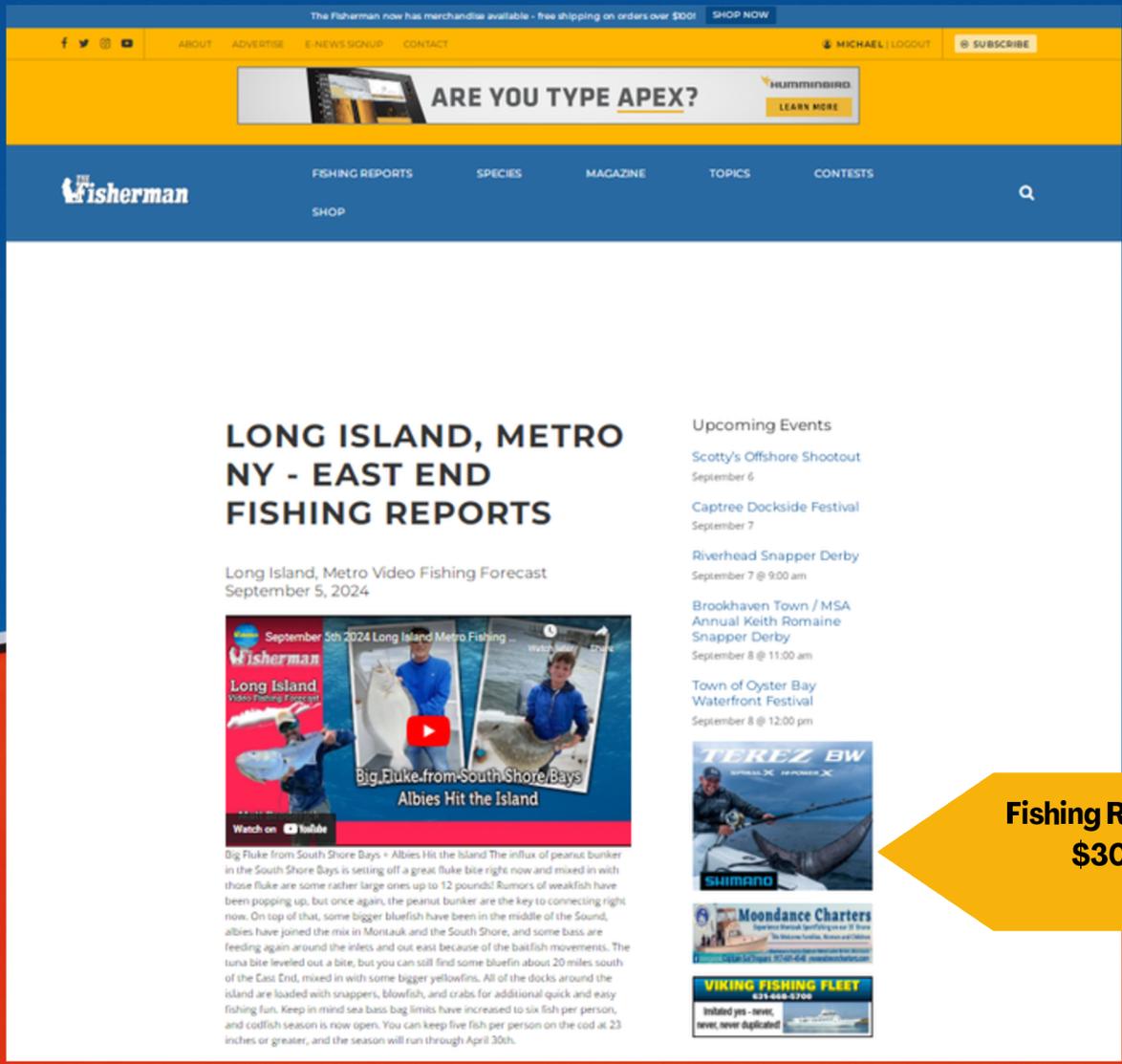
In Article Banner
\$700/month
300 x 250

Digital Advertising
TheFisherman.com has 328,000 monthly page views and is the hub of everything Fishing in the Northeast. The regions most up-to-date news, the latest fishing reports, issues, videos, features, years of searchable magazine archives, and so much more is TheFisherman.com

Homepage Feature Banner
\$475/month 300 x 250

THE Fisherman

FISHING REPORT ADVERTISING



Weekly Video Fishing Forecast
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 assure 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 Edition \$400

Long Island/Metro New York Edition \$375

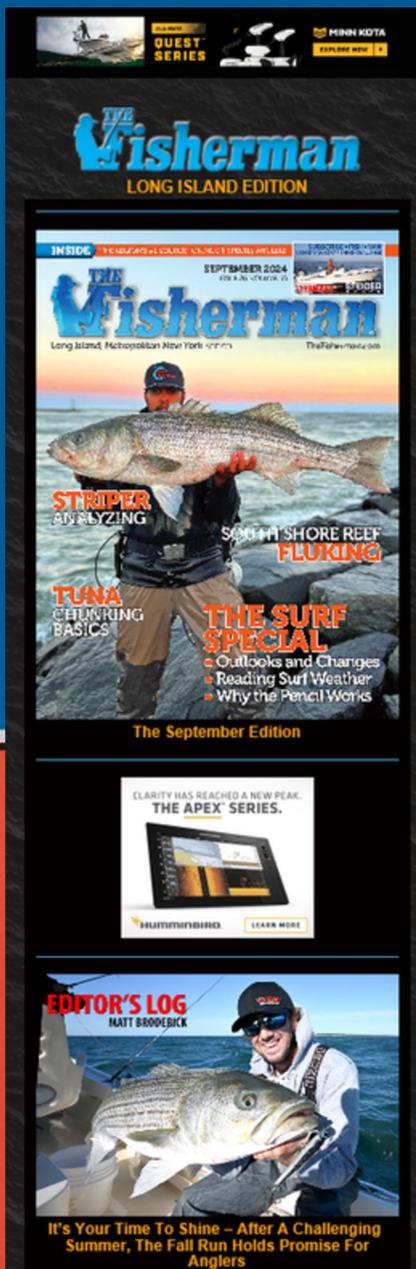
New England Edition \$325

All three Editions \$1,000

Fishing Report Section Banner Ad
\$300/month per edition
Full Run - \$650

THE Fisherman

EMAIL ADVERTISING



Enewsletter Advertising

Our weekly eNews is sent to over 38,000 opted in subscribers, with an amazing 48% average open rate. It is sent on Monday's and again on Thursday's with the most up to date information available on sportfishing in each of our three regional editions (New England, Long Island, NY and New Jersey/Delaware) Monday's eNews is the delivery vehicle of the Weekly Digital Magazine Edition and Thursday 's mailing is centered around our Weekly Video Fishing Reports.

Full List - 3 Editions

970 x 90 Leader Banner \$1,000/month/8 mailings

300 x 250 Banner website \$750/month/8 mailings

Cost per edition:

(New England, Long Island, New Jersey)

Sizes:

970 x 90 Leader Banner \$400/month/8 mailings

300 x 250 Banner \$350/month/8 mailings

Email Blast

An email designed and sent by The Fisherman with an advertising message that is exclusive to your company, with capabilities to link directly to customers site. This email is sent to 38,000+ of The Fisherman's dedicated follower. Analytics are available post mailing.

\$1,000/ mailing full list

\$400/ mailing New England

\$400/ mailing Long Island, NY

\$400/ mailing New Jersey



THE Fisherman



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- 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) If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up
- 12) 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.

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