The Fisherman

2027 Media Kit

Print - Digital - Email - Content

Authentic Northeast Fishing Media

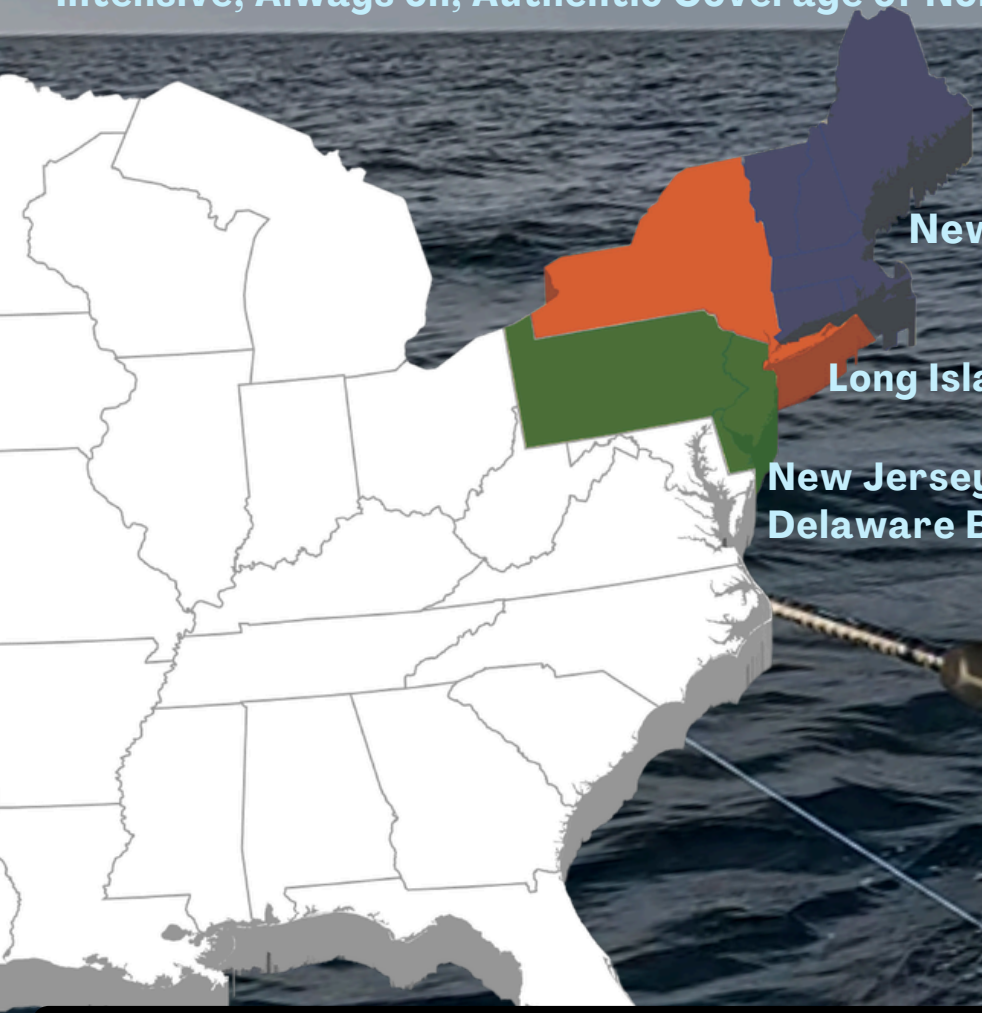






THE Fisherman

Intensive, Always on, Authentic Coverage of Northeast Fishing



New England Edition

Long Island - Metro, NY Edition

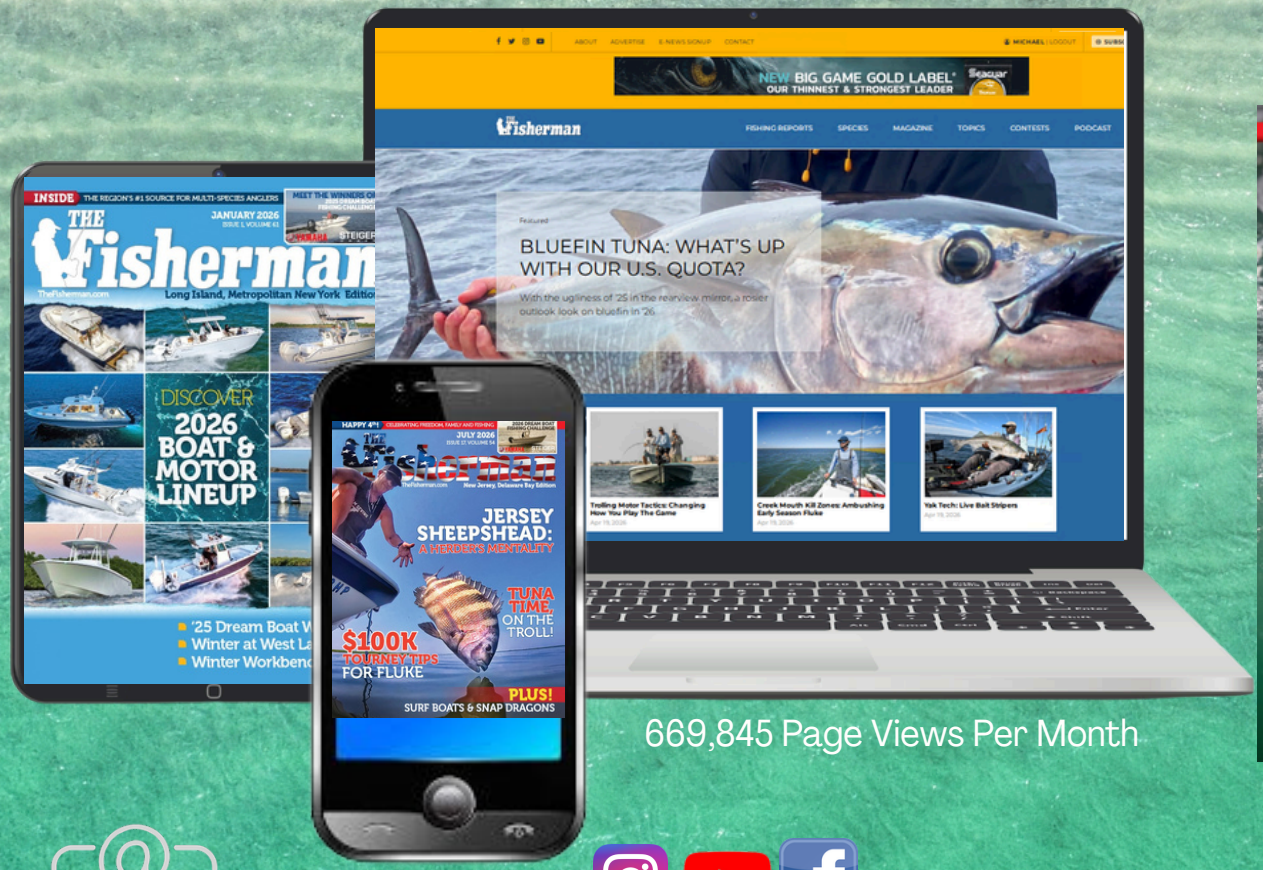
New Jersey/
Delaware Bay Edition

The Fisherman's Readership Area Represents:

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

OUR MEDIA PLATFORMS

The Fisherman



669,845 Page Views Per Month



Total Cummlatgive Magazine Readership - 62,694

((ncludes, subscribers, newstand, promotional copies, digital magazines and avg. 3 readers per copy)

35,347 Total eNewsletter and Custom eBlast Subscribers

VITAL STATS

The Fisherman

The Ultimate Sport Fishing Consumer

$166,790 – Average Annual Income
$1,520,000 – Average Net Worth
82% – Own A Boat
Average Age – 53
94% Male, 6% Female

85% - Bachelor's Degree or Higher
45% – Participate in Fishing Tournaments
94% of Readers have visited www.thefisherman.com in the past 30 days.



THE Fisherman

Breaking Through Media Clutter



The Power Of Our Brand

- 94% Plan to renew current subscription
- 81% Trust what they read in The Fisherman
- 52% Subscribed for 10 years or more
- 86% have more confidence in a brand or service if seen advertised in The Fisherman
- 65% have made an unplanned purchase as a result of seeing an ad.

Exclusive Readership:

64% DO NOT subscribe to On The Water

84% DO NOT subscribe to Saltwater Sportsman

The Fisherman

2027
Advertising Rate Card
FULL MARKET COVERAGE

Monthly Print Issue, Glossy Section Ad Rates.

Full Run (New England, Long Island Metropolitain, NY and New Jersey/Delaware Edition)
Weekly Digital Issues (April- November Available at 50% off

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



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 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 HORIZONTAL
6.812" x 3.25"

1/3 PAGE VERTICAL
2.125" x 10"

1/3 PAGE SQUARE
4.5" x 4.875"

1/6 PAGE HORIZONTAL
4.5" x 2.375"

1/4 PAGE
3.375" x 4.875"

1/6 PAGE VERTICAL
2.125" x 4.875"

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)

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

The Fisherman Q1 2027 Issue Calendar

January Issue - (12/14/26)
2027 Boat & Motor Buyer's Guide

Ad Closing: 11/19/26 Ad Due: 11/26/265

Bonus Distribution:
NY Boat Show
Striper Day, NY
New England Boat Show, Boston, MA
Philadelphia Fishing Show at Oaks, PA
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 '26 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 - (1/25/27)
Marine Electronics Buyer's Guide

Ad Closing: 12/23/26 Ad Due: 12/29/26

Bonus Distribution:
Atlantic City Boat Show, NJ
New Jersey Boat Sale & Expo, NJ
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 - (2/22/27)
Pre- Season Primer

Ad Closing: 1/21/27 Ad Due: 1/28/27

Bonus Distribution:
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
Kingwood Fishing Show, NJ
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 2027 Issue Calendar

April Issue - (3/22/27)

Striped Bass, Tautog, Sea Bass & Trout Kickoff

Ad Closing: 2/25/27 Ad Due: 03/04/27

Weekly Issue Dates
3/29/27
4/05/27
4/12/27

Fishing Activity :
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 - (4/19/27)

Season Opener

Ad Closing: 4/01/27 Ad Due: 4/08/27

Weekly Issue dates
4/26/27
5/03/27
5/10/27

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 - (5/17/27)

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

Ad Closing: 4/22/27 Ad Due: 4/29/27

Weekly Issue dates
5/24/27
5/31/27
6/07/27
6/14/27

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 2027 Issue Calendar

July Issue - (6/21/27)

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

Ad Closing: 5/27/27 Ad Due: 06/03/27

Weekly Digital Issue Dates
6/28/27
7/05/27
7/12/27
7/19/27

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 - (7/26/27)

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

Ad Closing: 7/01/27 Ad Due: 7/08/27

Weekly Digital Issue dates
8/02/27
8/09/27
8/16/27

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 sheepshead.

September Issue - (8/23/27)

Surfcasters Special – Transitioning to Fall

Ad Closing: 7/29/27 Ad Due: 8/05/27

Weekly Digital Issue dates

8/30/27
9/06/27
9/13/27

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 2027 Issue Calendar

October Issue - (9/20/27)

Surf Fishing Special – Plus, Bottom Fishing & Fall Tuna

Ad Closing: 8/26/27 Ad Due: 09/02/27

Weekly Issue Dates
9/27/27
10/04/27
10/11/27

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 - (10/18/27)

Gear Up For Winter Wreck Fishing

Ad Closing: 9/23/27 Ad Due: 9/30/27

Weekly Issue dates
10/25/27
11/01/27
11/08/27

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 - (11/15/27)

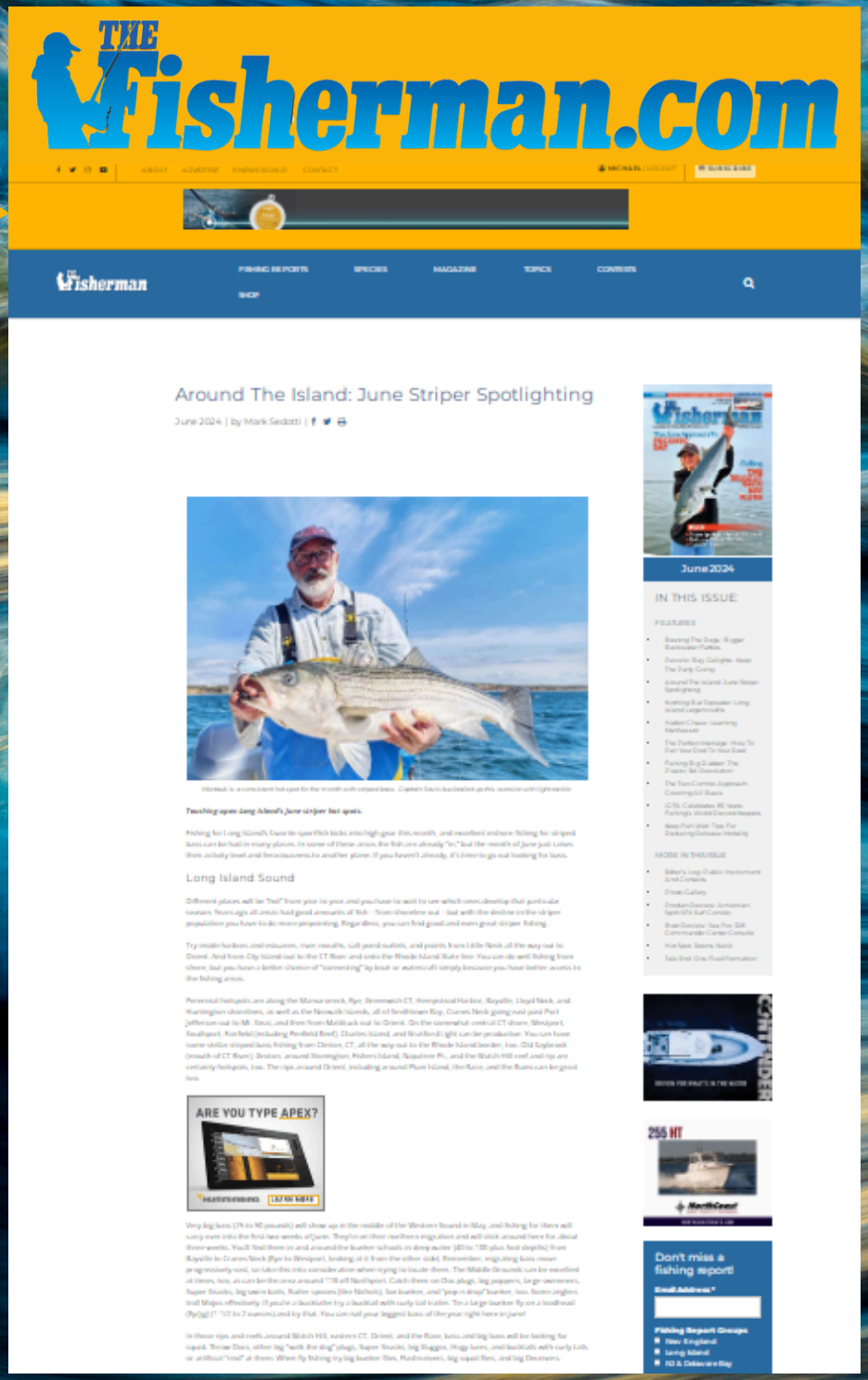
Black Friday – Holiday Gift Guide

Ad Closing: 10/21/27 Ad Due: 10/28/27

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!

Leaderboard
$1,000/month
720 x 90

In Article Banner
$700/month
300 x 250



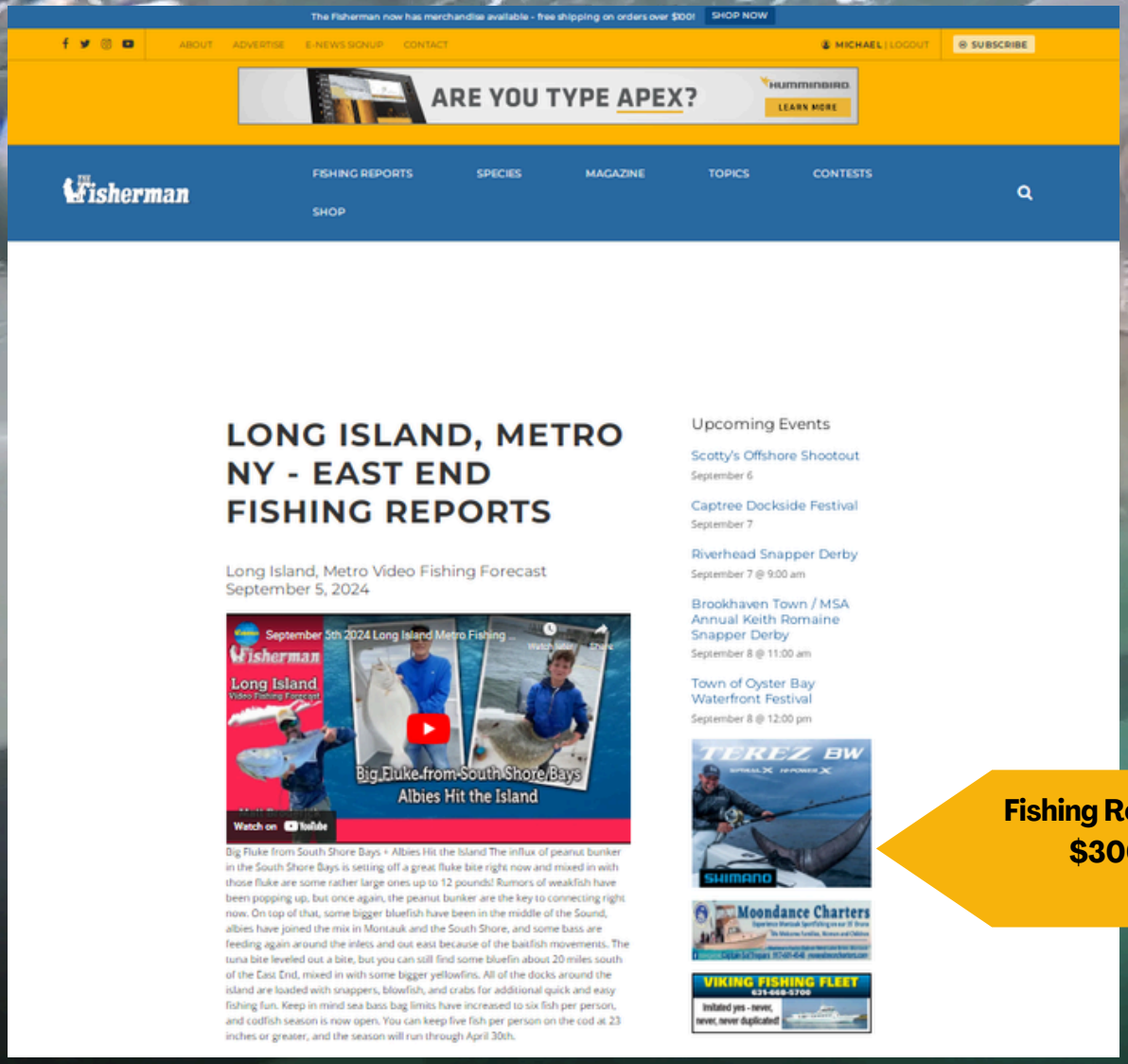
Digital Advertising

TheFisherman.com has 300,000 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 at 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

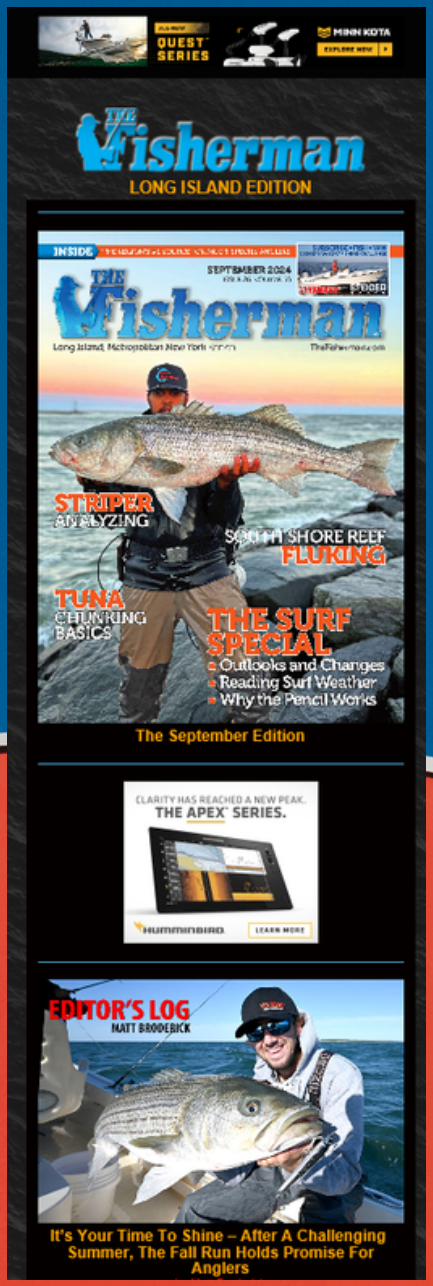
Long Island/Metro New York Edition $375

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



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 35,347 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



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



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The Fisherman



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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)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.

The Fisherman, 116 Shore Rd. W, Mount Sinai, NY 11766
(631) 345-5200