

Fish With Class: What Happened to Light Tackle?

FLORIDA SPORTSMAN

The Source for Fishing & Outdoors since 1969

Gold Rush!

Stake out your claim on West Coast winter flats

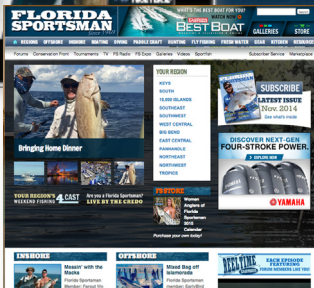


Brand New Department!

The Sportsman's Biologist

Action Spotter:
74-pound grouper;
12-foot alligator; your amazing photos!

er Traditions
e and hog hunting



Florida Sportsman

magazine - the complete guide to

Florida's outdoors, -

and anchor of FSCN, a multi-media network of TV and radio programming, events and digital properties - covers saltwater and freshwater fishing, boating and conservation in the country's largest outdoor enthusiast markets. Florida's sportsmen are some of the most active outdoorsmen in the country and spend whatever it takes on boats, tackle, gear, equipment, clothing and provisions to fully realize their outdoors passions and pursuits.



We Open the Door to the Outdoors!

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Florida Sportsman: Key Facts

Circulation:	78,062
Frequency:	Monthly
Total Audience:	379,047
Male/Female (%):	85/15
Median Age:	46.8
Average HHI:	\$138,000

Florasportsman.com

Average UVs/Month:	365,000
Average PVs/Month:	7,733,000

Florida, More Than a State When it Comes to Spending Money in the Outdoors

Floridians spend more - and fish more - than residents in any other state. In fact, when it comes to spending money on boats and boating accessories, Floridians spent \$1.47-billion dollars in 2011. That's \$488-million more than the next state, Texas - and it's more than the combined totals of the 7th, 8th, 9th and 10th ranked states, North Carolina, Delaware, Wisconsin and Alabama.

Floridians also spend more money on their fishing accessories than residents in any other state, ranking number one in annual angling expenditures. In 2006 Floridians spent \$4.41-billion dollars, \$10.5-million more than number two Texas and more than the combined totals of residents in North and South Carolina (8th and 9th) and Missouri (10)

Florida is a year-round fishing and boating mega-market and you can reach this market with a single source—whether in print, online, TV, radio or in person—Florida Sportsman.

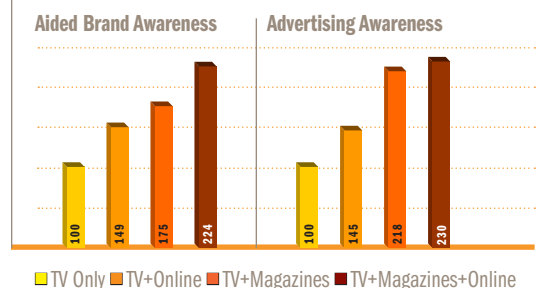
Take Advantage of this Diverse, Active and Influential Consumer by Leveraging the Synergies of the Florida Sportsman Brand

Independent Research by Dynamic Logic and Millward Brown confirmed that the most effective approach to driving consumer 'purchase intent' is to rely on media synergy to best drive results. Key revelations from 32 studies conducted from 2003 through 2007 include:

- Three media were better than two, and two media were better than one in generating results.
- The combination of TV and magazines provided more response (versus TV alone) than did TV plus online.
- Print was most effective in driving online traffic - and that traffic increased considerably when URLs were included in advertising and marketing messages.

Cumulative Effects of Different Media Combinations

Pre/Post Point Change (Index vs. TV Alone)



Note: Results reflect the impact of different media combinations expressed as an index with TV as the base medium

Sources: Hunting and Fishing: Bright Stars in the American Economy, The Congressional Sportsmen's Foundation, 2012; Dynamic Logic/Millward Brown CrossMedia Research, 2004-2007; AAM, June 2014; MRI, Spring 2014.

Florida Sportsman Magazine 2015 Demographic Highlights



		% Comp
Total Audience	379,047	
Men		99%
Women		1
Median Age	46.8	
Married		80%
Attended College		81
Management/Professional		46%
Tradesmen		32
Average Household Income	\$138,500	
Average Household Net Worth	\$1,206,500	
Went Fishing, Past 12 mos.		97%
Average Number of Days Spent Fishing, Past 12 mos.	45.4	
Participated in Saltwater Fishing, Past 12 mos.		95
Participated in Freshwater Fishing, Past 12 mos.		51
Participated in Fly Fishing, Past 12 mos.		15
Own Fishing Rod		100%
Own a Spinning Rod		99
Own a Baitcasting Rod		77
Own a Conventional Trolling Rod		64
Own a Fly Fishing Rod		40
Own Fishing Reel		100%
Own Spinning Reel		98
Own Baitcasting Reel		78
Own Conventional Trolling Reel		64
Own Fly Fishing Reel		64
Average Amount Spent on Fishing Gear, Equipment, and Apparel, Past 12 mos.	\$2,139	
Average Amount Plan to Spend on Rods, next 12 mos.	\$636	
Took an Overnight Fishing Trip within the U.S., Past 12 mos.		48%
Average Number of Nights Spent Away from Home on Fishing Trips, Past 12 mos.	11	
Purchased Monofilament Lines, Past 12 mos.		73%
Average # of Spools of Monofilament Lines Purchased	4.5	
Purchased Super Lines, Past 12 mos.		55
Average # of Spools of Super Lines Purchased	2.7	
Purchased Fluorocarbon Lines, Past 12 mos.		61

(continued)

Florida Sportsman Magazine 2015 Demographic Highlights



	% Comp
Household Owns Any Boat	85%
Household Owns Any Inshore Boat	58
Household Owns Any Offshore Boat	39
Household Owns Any Outboard Powerboat	34
Household Owns/Leases 1+ Car	65%
Household Owns/Leases 1+ Pick Up Truck(s)	51
Household Owns/Leases 1+ Sport Utility Vehicle	58
Household Owns/Leases 1+ Van	12
Household Owns/Leases Domestic Only	56
Household Owns/Leases Import and Domestic	31
Personally Responsible for Maintaining Vehicle(s)	54%
Purchased Aftermarket Auto Part, Past 12 mos.	93
You or Other Household Member Did Any Household Improvement Work or	
Any Home Remodeling, Past 12 mos.	89%
Painted, Past 12 mos.	64
Carpentry, Past 12 mos.	54
Electrical Work, Past 12 mos.	50
Gardening, Past 12 mos.	68
Household Owns Any Consumer Electronics	98%
Owns Flat Screen TV	60
Owns Satellite TV	29
Owns Personal Computer	88

Florida Sportsman Magazine 2015 Editorial Calendar, Closing & On Sale Dates



Florida Sportsman Magazine maintains a flexible schedule in order to present timely, topical feature information. Each issue contains a mix of as many as 10 feature stories, many of which may be selected only weeks prior to publication for the very latest coverage of the hottest fishing prospects and most current angling techniques. In addition, we cover hunting seasons and boating topics of interest to Florida residents.

In each issue, you'll find these regular departments:

Action Spotter – Spotting local hotspots and monthly fishing forecasts, our 11 Field Editors provide in-depth reports.

How-To Seminars – Up to 8 different topics—marine electronics, boating, offshore fishing, light tackle, bass fishing, fly fishing, hunting, paddle craft. Expert advice on techniques, products and rigging

Tropical Sportsman – Hottest fishing destinations in The Bahamas, Caribbean and Latin America, covered in our monthly regional roundup.

Casting Off and In the Know – Highlights new boats, motors, accessories and products for fishermen, boaters and hunters.

Sportsman's Kitchen – Award-winning columnist gives recipes and cooking instructions for fish and game.

Tournament Insider – Results and highlights of saltwater and freshwater fishing tournaments.

On the Conservation Front and Sportsman's Biologist – Reporting and commentary on political, environmental and management issues that affect hunting and fishing.

Openers – Magazine Founder Karl Wickstrom's monthly column on current events, fisheries conservation and other topics of vital interest to Florida outdoorsmen.

Special Online Content – Florida Sportsman exclusives including boat reviews, travel and product information, plus special photo packages, interviews and more at: www.floridasportsman.com.

Florida Sportsman Magazine 2015 Editorial Calendar, Closing & On Sale Dates



2015 Feature Topics

The following is a summary of special content planned for 2015 and is subject to updates

January – Shark Fishing on the Flats; Striped Bass in Florida; Hunting and Fishing Our National Forests; Lake Tactics for Black Crappie; Indian River Redfish

Ad Close: November 5, 2014

On Sale: December 25, 2014

February – Red Grouper; Sight Fishing for Pompano; Amberjack; Deep Creek Seatrout; New Rods & Reels

Ad Close: December 8, 2014

On Sale: January 27, 2015

March – Inshore Rod Roundup; Reading the Tides; Turkey Hunting Cypress Swamp; Pier Pompano; Dolphin Trolling; St. Marks Fishing

Ad Close: January 9, 2015

On Sale: February 24, 2015

April – Port Canaveral Roundup; What Fishermen Can Learn from Surfers; Summer Road Trip Special; Piers for Mackerel

Ad Close: February 9, 2015

On Sale: March 24, 2015

May – Shallow Water Angler special; Season-Opener Gag Grouper; Mangrove Snapper; Tidal Bass; Tampa Seagrass

Ad Close: March 9, 2015

On Sale: April 21, 2015

June – Preventing Saltwater Infections; Sebastian Offshore; Freshwater Panfish; Red Snapper on the Reefs; Marquesas Keys for Permit and More

Ad Close: April 9, 2015

On Sale: May 26, 2015

July – Topwater Nights for Trout and Snook; Scallop Diving; Water Color; Hog Snapper

Ad Close: May 8, 2015

On Sale: June 23, 2015

August – Late Summer Marlin; Lobster Diving; Fly Fishing for Bonito; Open-Water Largemouths

Ad Close: June 12, 2015

On Sale: July 28, 2015

September – Bull Redfish; All About Airboats; Whitetail Hunting; Fall Flounder; Wahoo High Speed; Jetty Fishing for Snook and More

Ad Close: July 10, 2015

On Sale: August 25, 2015

October – Orlando Lakes Bass; Spanish Mackerel; Fall Mutton Snapper; Dove Hunting; Stone Crabbing

Ad Close: August 7, 2015

On Sale: September 22, 2015

November – Creek Flounder; Lake Istokpoga; Inshore Trolling; South Florida Offshore Special; Duck Hunting

Ad Close: September 10, 2015

On Sale: October 27, 2015

December – Sight-Fishing Reds; Sailfish Tips; Amberjack Jigging; Small Game Hunting; Spawning Season Bass Tactic

Ad Close: October 9, 2015

On Sale: November 24, 2015

Florida Sportsman Magazine 2015 Best Boat Buyers Guide

FLORIDA SPORTSMAN
BEST BOAT
MAGAZINE • TELEVISION • ONLINE

reach thousands of
BOAT BUYERS

looking for 16' skiffs
to 42' center consoles

WHAT'S THE BEST BOAT FOR YOU? The answer depends on how you're going to use the boat, or what you want to catch. *Florida Sportsman Best Boat* is the answer to your question.

The annual publication and TV show use three boats to illustrate the category and class of boats, best-suited for a particular activity, and highlights the features the boat buyer should be looking for in that particular class of boats. Also included is a complete listing of the other boat manufacturers in the category.

If you manufacture boat electronics, boat engines, boat accessories, boat trailers or coolers, or if you're a metal fabricator, sea tow/rescue company or rig boats and want to reach new boat buyers, don't miss this opportunity.

Center
Consoles
23, 26, 29, 32, 35, 40
Bay Boats
22, 24, 26
Flats Boats
16, 18
Bass Boats
20

40,000 ISSUES

26 week TV show promoting
the magazine in each episode.

BestBoat Magazine

This is your chance to place your ad in the go-to magazine to find out who makes the best fishing boats in the U.S. 40,000 copies will be distributed state-wide October 2014, in addition to being sold at the Ft. Lauderdale and Miami International Boat Shows. Includes digital versions. Will be available and promoted throughout *Florida Sportsman's* website for one year.

Ad Size	Rate
Page 4-color	\$2,500
Cover 2 & 3	\$2,625
Cover 4	\$2,875
1/2 page 4-color	\$1,400
1/3 page 4-color	\$1,000
1/6 page 4-color	\$700
1/12 page 4-color	\$400

Deadline September 2, 2014

Television

13 Original Episodes • 26 weeks

Flats/Bass Package • Three Shows

\$2,300 Three shows, Eighteen airings,
:30 commercial. \$128 per airing.

Bay Boat Package • Three Shows

\$2,300 Three shows, Eighteen airings,
:30 commercial. \$128 per airing.

Nearshore/Offshore • Four Shows

\$2,300 Three shows, Twenty Four airings,
:30 commercial. \$96 per airing.

Offshore Package • Three Shows

\$2,300 Three shows, Eighteen airings,
:30 commercial. \$128 per airing.



Contact your
Florida Sportsman
Sales Rep today to **secure**
your participation in the
Florida Sportsman
Best Boat Magazine

Full Show Sponsorship

\$10,000 Thirteen Shows,
78 airings. \$128 per airing.
(Full Sponsorship includes
a full page in the magazine,
bringing cost of sponsorship
down to \$7,500. \$96 per airing.)

Each Package Sponsor includes
at least one "Brought to You By"
sponsorship in the show which
you're sponsoring. *Florida Sportsman*
Best Boat TV will air to an
estimated 9 Million Households
Q1 & Q2 2014 on Fox Sun Sports.



SUN SPORTS

MAIN OFFICE 2700 S. Kanner Hwy., Stuart, FL 34994
772-219-7400 • FAX: 772-219-6900 www.FloridaSportsman.com

Florida Sportsman Magazine 2015 Display Advertising Rates



Effective September 1, 2015

4-Color	1x	3x	6x	12x
Spread	\$13,000	\$11,940	\$11,710	\$11,560
Full Page	6,500	5,970	5,855	5,780
2/3 Page	4,720	4,330	4,260	4,130
1/2 Page Spread	7,280	6,680	6,560	6,440
1/2 Page Is/Vert	3,785	3,475	3,400	3,350
1/2 Page Horiz.	3,640	3,340	3,280	3,220
1/3 Page	2,690	2,495	2,435	2,385
1/4 Page	2,510	2,315	2,245	2,215
1/6 Page	1,680	1,555	1,520	1,470
2-Color (Blk + 1C)	1x	3x	6x	12x
Spread	\$11,090	\$10,170	\$9,940	\$9,710
Full Page	5,545	5,085	4,970	4,855
2/3 Page	4,055	3,715	3,650	3,585
1/2 Page Spread	6,120	5,660	5,480	5,360
1/2 Page Is/Vert	3,190	2,940	2,835	2,770
1/2 Page Horiz.	3,060	2,830	2,740	2,680
1/3 Page	2,240	2,055	2,020	2,980
1/4 Page	2,045	2,875	1,825	1,795
1/6 Page	1,145	1,070	1,055	1,030
B&W	1x	3x	6x	12x
Spread	\$9,640	\$8,840	\$8,650	\$8,430
Full Page	4,820	4,420	4,325	4,215
2/3 Page	3,530	3,225	3,170	3,120
1/2 Page Spread	5,330	4,920	4,750	4,660
1/2 Page Is/Vert	2,770	2,560	2,475	2,425
1/2 Page Horiz.	2,665	2,460	2,375	2,330
1/3 Page	1,945	1,785	1,755	1,720
1/4 Page	1,755	1,625	1,585	1,560
1/6 Page	1,000	925	905	885
1/12 Page	550	510	500	485
Big Inch	305	275	255	245
Covers	1x	3x	6x	12x
Cover II & III	\$6,835	\$6,630	\$6,485	\$6,360
Cover IV	7,380	7,150	7,005	6,885

Florida Sportsman Magazine 2015 Outdoor Directory Advertising Rates



Effective September 1, 2015

4-Color	3x	12x
Page	\$2,925	\$2,670
2/3 Page	2,340	2,130
1/2 Page Is/Vert.	1,710	1,495
1/2 Page Horiz	1,635	1,440
1/3 Page	1,200	1,075
1/4 Page	1,095	1,030
1/6 Page	655	555
1/12 Page	360	330
2-Color (Blk + 1C)	3x	12x
Page	\$2,605	\$2,370
2/3 Page	1,890	1,715
1/2 Page Is/Vert.	1,370	1,260
1/2 Page Horiz	1,320	1,210
1/3 Page	1,005	865
1/4 Page	820	720
1/6 Page	535	470
B&W	3x	12x
Page	\$2270	\$2065
2/3 Page	\$1640	\$1495
1/2 Page Is/Vert.	1,200	1,090
1/2 Page Horiz	1,155	1,050
1/3 Page	870	760
1/4 Page	715	620
1/6 Page	470	420
1/12 Page	260	240
Big Inch	150	140

Florida Sportsman Magazine

2015 Mail Order Advertising Rates



Effective September 1, 2015

4-Color	3x	12x
Page	\$3,290	\$3,010
2/3 Page	2,635	2,400
1/2 Page Is/Vert.	1,915	1,675
1/2 Page Horiz	1,845	1,610
1/3 Page	1,345	1,215
1/4 Page	1,225	1,155
1/6 Page	730	625
1/12 Page	400	370
2-Color (Blk + 1C)	3x	12x
Page	\$2,930	\$2,660
2/3 Page	2,125	1,915
1/2 Page Is/Vert.	1,555	1,410
1/2 Page Horiz	1,495	1,355
1/3 Page	1,120	990
1/4 Page	900	815
1/6 Page	590	535
1/12 Page	365	345
1/6 Page	535	470
B&W	3x	12x
Page	\$2,550	\$2,310
2/3 Page	1,855	1,670
1/2 Page Is/Vert.	1,300	1,235
1/2 Page Horiz	1,300	1,175
1/3 Page	980	850
1/4 Page	795	710
1/6 Page	525	470
1/12 Page	290	270
Big Inch	165	155

Florida Sportsman Digital Advertising Opportunities



Florida Sportsman online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on hunting and fishing in Florida, presented with engaging video content, gear reviews, fishing tips and access to this avid community of sportsmen.

Florida Sportsman Online: Vital Statistics

Monthly Avg.

Unique Visitors	365,000
Pageviews	7,733,000
Per Session Time-on-Site	36:59
Traffic from Mobile Device/Tablet	47%

Florida Sportsman e-Newsletter

Subscribers

Weekly Distribution	50,000
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Source: Google Analytics, January 1, 2014 - September 30, 2014.

Site Skin

300 x 250 Rectangle

728 x 90 Leaderboard

Florida Sportsman e-Newsletter

Florida Sportsman Mobile

Content Targeted Ads

Florida Sportsman Digital Advertising Rates



InterMedia Outdoors Digital Network

offers marketers the ability to develop highly-targeted campaigns that are fully integrated with any combination of multi-media assets – including IMO magazines, television programming, mobile and events. These advertising opportunities give your products and services high-profile exposure to 80+million American Sportsmen – and drive results!

Display Advertising Units: The IMO network utilizes the Internet Advertising Bureau's (www.iab.net) standard display units as well as several custom creative options.

Streaming Video: Delivers your brand's video messaging (or TV spot) to a captive audience via:

- :15 or :30 pre-roll
- Embedded in custom Superheader ad

E-Mail Newsletters: Sent directly to opt-in subscribers, with advertisements appearing within the most current information and content on Sportsmen's preferred passion – whether it is hunting, fishing or shooting. ■ Custom e-blasts (with exclusive content about your brand) are also available.

Custom Creative: High-profile and engaging ad units that best position your brand and surround the most relevant content across IMO websites.

Targeting: Increase your hyper-focused marketing efforts by targeting consumers most likely to purchase - we deliver them to your home page, specific product pages, e-commerce site or retail location.

■ Available with geographic, contextual or section targeting - and many others, please inquire.

Online Ad Specs: Complete and comprehensive technical advertising creative specifications are available by clicking [here](#).

IMO Online Properties Complement and Support the Most Effective Multi-Media Marketing Programs

Online User Demographics

Male: (%)	76.7	Unique Visitors per Month (MM)	3.1
Median Age:	43.0	Page Views per Month (MM)	22.5
Age 18-49: (%)	58.4	Average Time Spent (minutes)	8.02
Age 35-64: (%)	59.3	Average Page Views/Visit	5.74
Average HHI:	\$75,760	Researched Product Online (%)	84.0
Fish (past 12 months)	74.0	Brought Product Online (%)	79.0
Hunt (past 12 months)	56.0	Shooting (past 12 months)	70.0

Sources: Google Analytics Jan-Jul 2014 monthly average; Digital User Survey, TouchPoint Research June 2014 (demographics, activities); ComScore July 2013 (media age).

Advertising Rates & Positions

All online advertising is sold on a cost-per-thousand (CPM) basis, unless otherwise noted.

Site Placement	Advertising Unit	Net CPM
Leaderboard	728 x 90	\$10
Medium Rectangle	300 x 250	12
Sticky-Medium Rectangle	300 x 250	10
Half-Page	300 x 600	14
Roadblock	300 x 250; 728 x 90	20
Targeting	Geographic, Section, Contextual	CPM plus \$2
Mobile	320 x 50 / 300 x 50	5

Custom Creative

Site Placement	Advertising Unit	Net CPM
Video Pre-Roll: 15 / 30 Seconds	640 x 480	\$20/30
Superheader (pushdown)	1080 x 90 > 1080 x 415	35 with video/25
Site Skin	1400 x 800	25
Interstitial (pre-)	600 x 400	25
Monthly Forums Sponsor	Logo with Forums ROS 300 x 250; 728 x 90	13
E-Commerce Widget	Custom, with product integration	25

E-Mail Newsletters & Custom E-Blasts

Site Placement	Advertising Unit	Net CPM
E-Mail Newsletter	728 x 90, 300 x 250	15
Custom E-Blast	600 x 800	100

InterMedia Outdoors Digital Network also offers customized packages, beyond standard sizes and placements, that satisfy the specific needs and objectives of our clients. For more information, please contact your local sales rep or email: david.grant@imoutdoors.com.

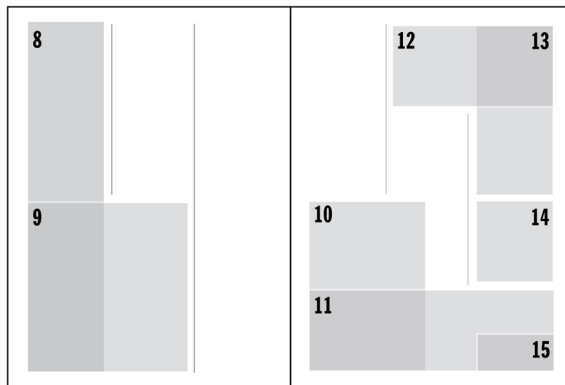
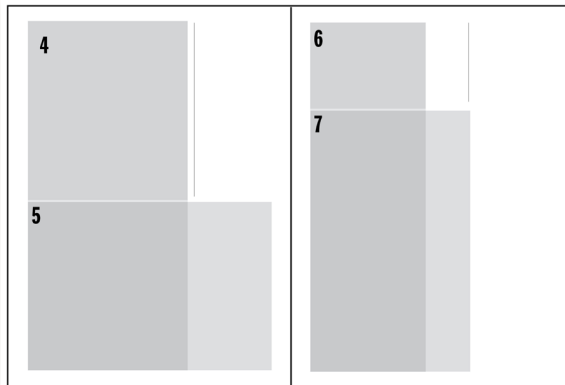
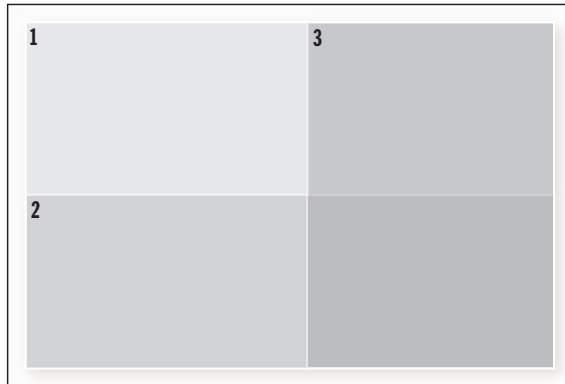
Terms : ROS: Run-of-site (on a specific website). ROC: Run-of-category (hunt, fish, shoot).RON: Run-of-network (all IMO websites).

Florida Sportsman Magazine 2015 Contract & Copy Regulations



Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 8 w x 10 ⁷/₈ h



A SWOP-standard proof, pulled from the supplied file, must be submitted with each 4-color ad.

Non-Bleed: 1/2" inside trim. Non-bleed ads should have all elements within this measurement. **Bleed:** 1/8" outside the trim. Elements that "bleed" off trimmed page should extend at least 1/8" beyond trim. **Trim:** The edge of the page. **Safety:** 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.

1. Two Page Spread

Non Bleed: 15.25 x 10
Bleed: 16.25 x 11.125
Trim: 16 x 10.875
Safety: 15.5 x 10.375

2. Two Page Half-Horizontal

Non Bleed: 15.25 x 4.875
Bleed: 16.25 x 5.5
Trim: 16 x 5.25
Safety: 15.5 x 4.75

3. Full Page

Non Bleed: 7 x 10
Bleed: 8.25 x 11.125
Trim: 8 x 10.875
Safety: 7.5 x 10.375

4. Two-Third Vertical

Non Bleed: 4.625 x 10
Bleed: 5.25 x 11.125
Trim: 5.125 x 10.875
Safety: 4.625 x 10.375

5. One-Half Horizontal

Non Bleed: 7 x 4.875
Bleed: 8.25 x 5.5
Trim: 8 x 5.25
Safety: 7.5 x 4.75

6. One-Half Vertical

Non Bleed: 3.375 x 10
Bleed: 4 x 11.125
Trim: 3.875 x 10.875
Safety: 3.375 x 10.375

7. One-Half Island

Non Bleed: 4.625 x 7.50
Bleed: 5.25 x 8.125
Trim: 5.125 x 8
Safety: 4.635 x 7.5

8. One-Third Vertical

Non Bleed: 2.25 x 10
Bleed: 2.875 x 11.125
Trim: 2.75 x 10.875
Safety: 2.25 x 10.375

9. One-Third Square

Non Bleed: 4.625 x 4.875

10. One-Quarter Square

Non Bleed: 3.375 x 4.875

11. One-Quarter Horizontal

Non Bleed: 7 x 2.375

12. One-Sixth Horizontal

Non Bleed: 4.625 x 2.375

13. One-Sixth Vertical

Non Bleed: 2.25 x 4.875

14. One-Twelfth Page

Non Bleed: 2.25 x 2.375

15. Big Inch

Non Bleed: 2.25 x 1.125

Florida Sportsman Magazine 2015 Contract & Copy Regulations



Terms and Conditions:

1. The publisher may reject any advertising for any reason at any time, even if previously acknowledged or accepted.
2. Cancellations or changes in advertising (including changes in insertion orders) will not be accepted by the publisher after the issue closing date.
3. Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher.
4. Cancellation of a space contract by the advertiser or its agency will result in the forfeiture of position protection and/or the contract rate, if any. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.
5. The publisher shall not be liable for any delay or failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, work stoppages, accidents, or other circumstances beyond the publisher's control. The liability of publisher, if any, for any act, error, or omission for which it may be held responsible at law or in equity shall not exceed the cost of the advertising space affected by the error. In no event shall publisher be liable for any indirect, consequential, punitive, special, or incidental damages, including, but not limited to, lost income or profits.
6. Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of any advertisement in any issue or edition and that publication will not violate any law or infringe upon any right of any party or result in any claims against publisher. In consideration of the publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify, defend and hold harmless InterMedia Outdoors, Inc., its affiliates, officers, agents and employees against any and all losses and expenses (including legal fees) arising from or relating to (a) a breach or misrepresentation of the foregoing representations and warranties, and/or (b) the publication or contents of the advertisement including, without limitation, claims or suits for defamation, libel, misappropriation, privacy or publicity rights, copyright or trademark infringement, plagiarism, and from any and all similar claims now known or hereafter devised or created.
7. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies or the terms and conditions stated herein will be binding on the publisher and to the extent inconsistent with the terms herein, these terms and conditions shall govern and supersede any such conditions.
8. The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.
9. The publisher will hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.

(continued)

Florida Sportsman Magazine 2015 Contract & Copy Regulations



10. The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.

11. This agreement shall be governed by and construed in accordance with the laws of the State of Georgia without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Georgia.

Digital Advertising Requirements:

PDFX-1A is the preferred file format for InterMedia Outdoors, Inc. For advertisements prepared in QuarkXPress and InDesign, place the page layout document and all images (Quark: use Collect for Output) in one folder. Collect all the fonts, both screen and printer, used in the document and place them in a folder labeled "fonts" inside the document folder. It's critical that you supply all fonts used, even such common ones as Times and Helvetica. Different versions of fonts with the same name from the same foundry may have different metrics or kerning pairs, and these differences can cause type to reflow. We will use your fonts exclusively for your ad.

Media:

Files can be sent via advertising materials portal*, CD, or by email (must not exceed 5MB in size).

*Upon completion of your upload to our advertising materials portal, please contact your InterMedia advertising materials manager right away to inform us that your files are ready for us to download. Additionally, we will require a fax copy of the ad for preliminary proofing purposes. If your ad is color, we will require an acceptable color proof be shipped to us at the earliest date possible.

Advertising Materials Portal:

InterMedia Outdoors maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files. The IMO Portal is a simple way to transmit large files over the internet. However, content proofs are still required for electronically submitted ads (see Proof Policy below for requirements). Please contact your InterMedia advertising materials manager upon upload to the portal.

Portal URL: <http://imo.sendmyad.com>

Proofs:

A content proof should be submitted with every ad. All proofs should be at 100%. Proofs of full-page ads should include registration marks. For color ads a properly calibrated, SWOP-certified proof with color bar should be included for guidance on press. A list of SWOP-certified systems is available at: <http://swop.org/certification.html#cert>. For ads submitted via email or via the advertising materials portal, a low resolution PDF or JPEG file is acceptable in lieu of a hardcopy proof. The PDF or JPEG file should be clearly labeled "Proof" to differentiate it from the high resolution ad file.

Fonts:

We can only accept OpenType or PostScript Type 1 fonts. If TrueType fonts are used, they must be converted to outline in Illustrator or a similar program, or embedded within a PDF. Type must not have styles (bold, italic, etc.) applied in the page layout program. The actual (bold or italic) font must be selected.

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Document Setup:

For full-page ads, your document page size should match the magazine page size. Please include trim marks with 1/8" offset. Bleeds should extend 1/8" beyond trim. Two-page ads must be created as two individual pages, not one double-size page. Maximum one ad per document.

Images:

Photographic:

Should be saved in TIFF or EPS format, not JPEG, and must not contain extra channels. The color space should be CMYK or Grayscale. The maximum ink coverage (C+Y+M+K) should be no more than 300%. The effective resolution of images should be between 240 and 400 dpi. Images should not contain embedded transfer functions or halftone screens. Do not use ICC profiles or other color management.

Linework:

Should be saved as a bitmap TIFF. Should have an effective resolution of 1200 to 2400 dpi.

Vector (EPS logos, etc.):

Images must be embedded, not linked. Fonts must be converted to outline (preferred) or embedded within the EPS. Do not place EPS files inside of EPS files.

Colors:

No RGB or Pantone. Must be CMYK. Total ink coverage must not exceed 300%. (Exception: if you have paid for a fifth color in your ad it must be a Pantone set to Spot.)

Specifications for Business Reply Mail & Full-Page Advertising Inserts:

Quantity:

Please call the Production Manager 772-219-7400 x 109 for amount for specific months.

Minimum Dimensions:

3 7/8" deep; 5" from backbone (fold) to face (outside edge); 3 1/2" flap on high-folio side. These measurements yield an overall (unfolded) size of 12 1/8" wide by 3 7/8" deep. Deliver cards folded.

Maximum Dimensions:

11" deep; 8" from backbone (fold) to face (outside edge); 4" flap on high-folio side. These measurements yield an overall (unfolded) size of 8" wide by 11" deep. Deliver cards folded.

Trim & Lap:

Absolute minimum lap is 3/8". Lap should be on low-folio side. Issues will jog to the foot; therefore, 1/8" will be trimmed off the foot of all supplied inserts. No trim at gutter (backbone). Final magazine size is 8" wide by 10 7/8" deep.

Live Matter:

Keep vital advertising material (type, logos, and important parts of photos) 1/2" from final trim.

Perforation:

Perforation must be 60% paper, 40% hole. (If holes are too large, the cards may tear apart during binding.) Make sure your printer is aware of this specification.

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Porosity Specs:

Inserts are fed by vacuum grippers. Insert stock should not be too porous for proper feeding. Stock with excessive porosity will cause two or more inserts to be picked up at one time (causing a premature depletion of supply); or it may fail to pick up an insert at all. Our printer uses the Gurley Porosity Tester. It should take at least 25 seconds to force 100ccs of air through the stock, using the Gurley Tester. Your insert stock should be Gurley specified and be guaranteed to meet the above minimum specifications.

Deadline:

Insertion order committing space must be at our office by closing date for a specific issue to allow time for proper pagination, for postal requirements, and for press information, etc. Inserts must be delivered by no later than the 20th of the month.

Shipping & Packing:

Please advise your printer to follow the specs above. Ship to: Account Manager - Florida Sportsman, Quad Graphics, Sussex Plant, N63 W23075 Hwy. 74, Sussex, WI 53089. Blueline sample of insert must be provided to the Production Manager for approval prior to printing.

Postal Requirements:

The U.S. Postal Service requires that any business reply mail be at least .007 inches thick (7-point stock). To get card rate, return portion of card should be at least 3 ½" by 5", but not exceed 4 ¼" by 6". All business reply mail must comply with postal specifications.

Mailing / Miscellaneous:

Send all advertising materials and insert bluelines to:

Send all advertising materials and insert bluelines to:

Diana Mathews - Florida Sportsman
2700 S. Kanner Highway
Stuart, FL 34994
772-219-7400 x 113
Fax 772-219-6915
diana@floridasportsman.com

Audited by Audit Bureau of Circulation.



MAGAZINE

Publisher's Statement

6 months ended June 30, 2014

Subject to Audit

FLORIDA SPORTSMAN

Field Served: Edited for fishermen, boaters, hunters and outdoors enthusiasts throughout Florida and the nearby tropics.

Published by InterMedia Outdoors, Inc.

Frequency: 12 times/year

1. TOTAL AVERAGE CIRCULATION

	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base	% Above or Below Rate Base
Print	63,648	3,832	67,480	9,246	76,726		
Digital	1,269	-	1,269	67	1,336		
Total Circulation	64,917	3,832	68,749	9,313	78,062	None Claimed	

2. PAID & VERIFIED CIRCULATION BY ISSUE

	Issue	Subscriptions			Single Copy Sales	Total Paid & Verified Circulation
		Paid	Verified	Total		
PRINT	Jan.	62,371	3,412	65,783	9,439	75,222
	Feb.	64,663	3,410	68,073	7,524	75,597
	Mar.	64,354	3,411	67,765	9,288	77,053
	Apr.	64,909	3,894	68,803	9,020	77,823
	May	62,834	3,850	66,684	12,340	79,024
	June	62,755	5,016	67,771	7,867	75,638
DIGITAL	Jan.	1,112	-	1,112	87	1,199
	Feb.	1,192	-	1,192	56	1,248
	Mar.	1,233	-	1,233	62	1,295
	Apr.	1,297	-	1,297	80	1,377
	May	1,359	-	1,359	80	1,439
	June	1,418	-	1,418	38	1,456
TOTAL	Jan.	63,483	3,412	66,895	9,526	76,421
	Feb.	65,855	3,410	69,265	7,580	76,845
	Mar.	65,587	3,411	68,998	9,350	78,348
	Apr.	66,206	3,894	70,100	9,100	79,200
	May	64,193	3,850	68,043	12,420	80,463
	June	64,173	5,016	69,189	7,905	77,094

Additional Information

PRICES

Average Suggested Retail Price - Subscriptions \$26.95
Single Copy \$4.99

Included in paid circulation are copies obtained through Individual Subscriptions and Single Copy Sales.

Included in verified circulation are copies distributed to Public Place and Individual Use.

Average nonanalyzed nonpaid circulation for the 6 month period: 2,014 copies per issue.

Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 5,639 or 8.7% of average paid subscription circulation.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Parent Company: InterMedia Outdoors, Inc.

FLORIDA SPORTSMAN, published by InterMedia Outdoors, Inc. • 512 Seventh Avenue, 11th Floor • New York, NY 10018

PETER N. WATT

BLAIR WICKSTROM

Date Signed: July 30, 2014

VP, Consumer Marketing

Publisher

P: 212.852.6682 • F: 212.302.4472 • URL: www.floridasportsman.com

Established: 1969 AAM Member since: 1981