



FLORIDA SPORTSMAN



2025 MEDIA KIT

floridasportsman.com



EDUCATE. ENTERTAIN. DEVELOP. EMPOWER.

To educate and entertain Florida's anglers, boaters, hunters and other outdoors enthusiasts. Along the way, develop and empower citizen stewards of the state's waters, lands, and wildlife resources.



FLORIDA IS EVERY PERSON'S STATE

"Florida is like no other place on earth!"

- Brett Boston, Fish & Wildlife Foundation of Florida

MORE ANGLERS

2.7 MILLION+
RESIDENT ANGLERS

MORE HUNTERS

300,000+
RESIDENT HUNTERS



MORE DAYS FISHING

34 MILLION+
DAYS SPENT FISHING

MORE SPENDING

\$5.4 BILLION+
SPENT ON HUNTING & FISHING

“FLORIDA SPORTSMAN IS THE BIBLE TO FLORIDA’S ANGLER.”

– Capt. Bouncer Smith, Miami

PRINT

This year **Florida Sportsman magazine** celebrates its 56th year as the trusted resource for anglers and boaters in search of valued how-to and where-to content.

The magazine is the foundation of the Florida Sportsman brand – it is where people find out about the tips, techniques, and products they didn't already know about.

DIGITAL & SOCIAL

The **Florida Sportsman website** and **social media community** are where Florida's anglers go for timely and need-to-have information. Local catch reports, weekend fishing forecasts, daily updates and weekly product and boat reviews keep Florida's anglers logging in daily.

Digital media is about reach and customization. Reach who you want, when you want, where you want.

VIDEO

Using custom video and the experts from **Florida Sportsman** as part of the marketing mix gives you instant credibility, helps you establish brand awareness and increases traffic to your website and other platforms.

Video brings your product to life more so than other mediums and when used as part of a multimedia marketing effort, it's hard to beat.

PODCAST/RADIO

When it comes time to plan the weekend there's no better way to find out where the action is than by tuning into the **Florida Sportsman Action Spotter Podcast**. Host Rick Ryals connects with experts from all over the state with a new show every Thursday. **Florida Sportsman Live Radio** is where Jacksonville's anglers go to find out what's biting "NOW." Nothing is timelier than turning on your radio and hearing a report from ten miles out with a screaming caller hooked up to a 30-pound kingfish.



Florida's outdoor enthusiasts turn to Florida Sportsman at different times, for different things. To maximize your marketing efforts, your media buy—and mix—should keep this in mind.

IN EVERY ISSUE, YOU'LL FIND THESE DEPARTMENTS:

FLORIDA WAYPOINTS

Up-front page with deep focus on places closest to the hearts of Florida outdoorspeople.

HOW-TO SEMINARS

Up to 8 different topics—boating, offshore fishing, inshore fishing, freshwater fishing, fly fishing, hunting, paddlesport. Expert advice on techniques and rigging. New product featured in special boxes.

ON THE CONSERVATION FRONT

Reporting and commentary on environmental and management issues.

SPORTSMAN'S KITCHEN

Exclusive recipes and cooking instructions for Florida fish and game preparations, with seasonal focus.

ACTION SPOTTER

Spotlighting local hotspots and monthly fishing and hunting forecasts, our 12 Field Editors provide in-depth reports.

HUNTING

Expert how-to and gear content for the latest and best hunting in Florida.

FLORIDA TIDES

Easy to read graphs showing ideal times to fish around the Florida coast. A reader favorite!

TOURNAMENT INSIDER

Coverage of Florida's popular fishing tournaments. Interviews, expert insights, events calendar.

SPECIAL ONLINE CONTENT

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

ON THE CONSERVATION FRONT



Looking Out for Our Fellow Fishers

Stay alert. Keep your ball bucket covered when this guy is on the prowl—and his hands, too.

Tips for avoiding bird injury or entanglement.
BY JEFF LICHTY, COASTAL BIOLOGIST, AUDUBON FLORIDA

Florida shores are known for their bird diversity, from more than a dozen species of ibis and wading birds to the impressive size of brown and American white pelicans. Whenever you're out on the water, follow these five tips to keep you—and the birds—happy and healthy across the season.

1. **Don't feed birds.** Birds that associate people with food will come too close during an engagement. Moreover, bird and animal food can hurt or even kill them, especially if it's human in origin. Keep bird food covered. Never feed feeders and don't attract birds to areas near you.
2. **Use proper netting techniques.** Just like the predatory fish that are so long to tame, birds are not easy to handle. Net them carefully. They're not designed to be kept in and other birds will be attracted to the net.
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Sunshine Skyway Reminder
ACCESS TO ONE OF FLORIDA'S most popular inshore fishing spots, the Sunshine Skyway pier in Tampa Bay, now requires visitors pass an annual fee. The education course that includes advice on remaining courteous to other visitors—covering the brown pelicans and many varieties of birds that frequent the area.

Watch the live action presentation (30 minutes), and the course (limited to those who pre-registered) will release a certificate of completion with you.

Don't Overcast
If you've headed a bird don't panic. If you're out on the water, stay alert. Keep your ball bucket covered when this guy is on the prowl—and his hands, too.

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FLORIDA WAYPOINTS

26° 56' 14" N / 81° 19' 04" W



Fun at Fisheating Creek

Camp, fish, float: a great weekend getaway for the family.

BY DENA ROBERTS

If you're looking for a slice of old Florida, where cypress trees are an abundant sight, you'll find what you're looking for at Fisheating Creek. This 2,000-acre park in Seminole County, Fla., is just what you need for a family day out. Camping, fishing, boating, water-skiing, and a play area are just a few of the amenities. The park is located just off Interstate 17, Highway 17, the Outpost is just south of the park's main entrance.

The name is said to be derived from what the Creek Seminole called it. They considered it a "fishing place." The creek where the park is situated. There's a picnic area, a playground, and other amenities. The park is a great place to spend a day with your family. The park is a great place to spend a day with your family. The park is a great place to spend a day with your family.



Fisheating Creek offers excellent camping facilities, with easy access to boating and fishing, making it a great location for introducing kids to the outdoors.

12 APRIL 2014 [WWW.FLORIDASPORTSMAN.COM](http://www.floridasportsman.com)



Florida Lobster Risotto

A delicious and filling option to start your spring lobster season.

RECIPES

Florida Lobster Risotto
SERVES 4
INGREDIENTS
1 lb. lobster tails
1/2 cup olive oil
1/2 cup onion, finely chopped
1/2 cup garlic, finely chopped
1 1/2 cups white wine
2 cups arborio rice
4 cups chicken stock
1/2 cup parmesan cheese
1/4 cup butter
Salt and pepper to taste



Wahoo Jitsu

Consistently landing wahoo requires planning and careful helmanship. Keep moving, for one.

BY KICK STALLS
PHOTOS BY STEVE SUGRIVER

Some of the most exciting fishing in Florida is done on the wahoo. The wahoo is a fast and powerful fish that can grow to over 60 inches in length. The wahoo is a fast and powerful fish that can grow to over 60 inches in length. The wahoo is a fast and powerful fish that can grow to over 60 inches in length.

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FEBRUARY

AD CLOSE: 12/3/24

ON SALE: 1/28/25

MARCH

AD CLOSE: 1/9/25

ON SALE: 2/25/25

APRIL

AD CLOSE: 2/7/25

ON SALE: 3/25/25

MAY

AD CLOSE: 3/17/25

ON SALE: 4/29/25

JUNE

AD CLOSE: 4/11/25

ON SALE: 5/27/25

JULY

AD CLOSE: 5/8/25

ON SALE: 6/24/25

AUGUST/SEPTEMBER

AD CLOSE: 6/12/25

ON SALE: 7/29/25

OCTOBER

AD CLOSE: 8/8/25

ON SALE: 9/23/25

NOVEMBER

AD CLOSE: 9/15/25

ON SALE: 10/28/25

DECEMBER/JANUARY

AD CLOSE: 10/9/25

ON SALE: 11/25/25

A hallmark of **FLORIDA SPORTSMAN MAGAZINE** is presenting timely, topical feature subject matter. In addition to regular departments, each issue contains a mix of as many as 10 features, many selected only weeks prior to publication for the very latest coverage of that month's hottest fishing prospects and most current techniques. In addition, we cover hunting, boating, camping, diving and other topics of interest to Florida residents.

TAKE ADVANTAGE OF YEAR 'ROUND FISHING WITH SEASONAL HIGHLIGHTS IN EACH ISSUE!

INSHORE | OFFSHORE | FRESHWATER | FLY FISHING



Florida residents and visitors participate in traditional outdoor sports more frequently than those in any other state. They also read more... thanks to Florida Sportsman.

Special Theme Issues Twice a Year!

Aug/Sept: "Hidden Gems"
Exclusive guide to destinations in the Sunshine State for family fishing and other outdoor adventures.

Dec/Jan: "Boat Buyer's Guide"
Reports on boats perfect for the Florida market.

PDF/x-1a FILES ARE PREFERRED

Files (PDF only) should be sent via the advertising materials portal or by email. Portal URL: <http://osg.sendmyad.com>

Colors:

CMYK only. Total ink coverage must not exceed 300%. (Exc: if you paid for a fifth color it must be a Pantone set to Spot.) The maximum ink coverage (C+Y+M+K) should be no more than 300%.

Document Setup:

For full-page ads, your document page size should match the magazine page size. Please include trim marks with 1/8" off set. Bleeds should extend 1/8" beyond trim. Maximum one ad per document.

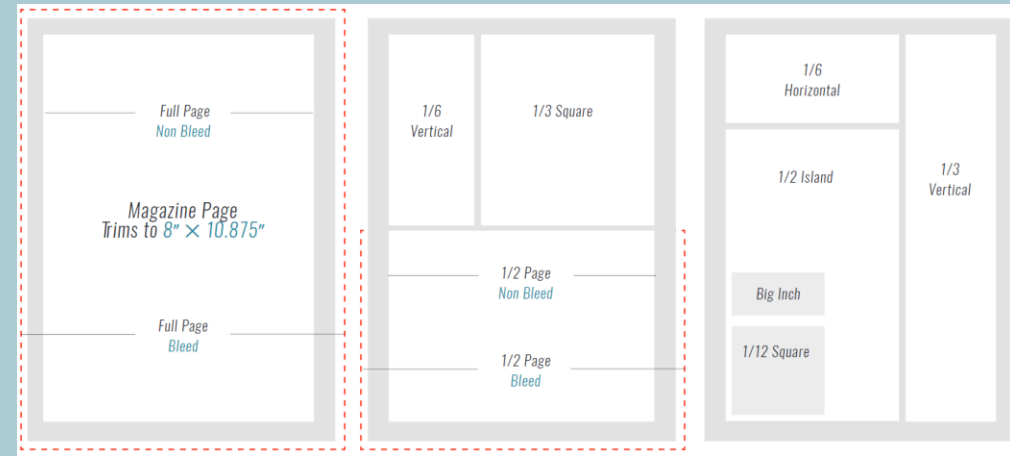
Native Files:

Files created in Photoshop, InDesign or Illustrator can be accepted. Please include all fonts and links.

Ad Creation:

If Florida Sportsman is to create your ad and you supply material, please provide text that has been proofed, preferably as a Microsoft Word file, images should be high-resolution JPGs and ones that you either own the copyright for or are in the public domain. Please communicate—in advance—any layout or color suggestions. Florida Sportsman will try to adhere to requests, but due to the nature of printing, some allowances may need to be made. Please provide all your material no less than 5 business days prior to the Ad Close/ Ad Material deadline in order to allow enough time for the ad to be created and proofs sent and approved.

A full-page ad should always be considered a "bleed" ad even if no image or background extends past the edges.



PAGE TRIM SIZE: 8" Wide by 10.875" High

Two Page Spread

Bleed: 16.25 × 11.125
Trim: 16 × 10.875
Safety: 15.5 × 10.375

Half-Horizontal Spread

Bleed: 16.25 × 5.5
Trim: 16 × 5.25
Safety: 15.5 × 4.75

Full Page

Bleed: 8.25 × 11.125
Trim: 8 × 10.875
Safety: 7.5 × 10.375

2/3 Vertical

Bleed: 5.375 × 11.125
Trim: 5.125 × 10.875
Safety: 4.625 × 10.375

1/2 Horizontal

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

1/2 Vertical

Bleed: 4.125 × 11.125
Trim: 3.875 × 10.875
Safety: 3.375 × 10.375

1/2 Island

Non Bleed: 4.625 × 7.5
Bleed: 5.375 × 8.25
Trim: 5.125 × 8
Safety: 4.635 × 7.5

1/3 Vertical

Bleed: 3 × 11.125
Trim: 2.75 × 10.875
Safety: 2.25 × 10.375

1/3 Square

Non Bleed: 4.625 × 4.875

Square

Non Bleed: 3.375 × 4.875

1/4 Horizontal

Non Bleed: 7 × 2.375

1/6 Horizontal

Non Bleed: 4.625 × 2.375

1/6 Vertical

Non Bleed: 2.25 × 4.875

1/12 Page

Non Bleed: 2.25 × 2.375

Big Inch

Non Bleed: 2.25 × 1.125

ADVERTISING RATES

Ad Size	1x	3x	6x	10x
Spread	\$14,900	\$13,685	\$13,422	\$13,250
Full Page	\$7,450	\$6,843	\$6,711	\$6,625
2/3 Page	\$5,410	\$4,963	\$4,883	\$4,734
1/2 Page Spread	\$8,344	\$7,657	\$7,519	\$7,381
1/2 Page Island or Vertical	\$4,338	\$3,983	\$3,897	\$3,840
1/2 Page Horizontal	\$4,172	\$3,828	\$3,759	\$3,691
1/3 Page	\$3,083	\$2,860	\$2,791	\$2,734
1/4 Page	\$2,877	\$2,653	\$2,573	\$2,539
1/6 Page	\$1,926	\$1,782	\$1,742	\$1,685
1/12 Page	\$630	\$585	\$573	\$556
Big Inch	\$350	\$315	\$292	\$281
Cover 2 or Cover 3	\$7,834	\$7,599	\$7,433	\$7,290
Cover 4	\$8,459	\$8,195	\$8,029	\$7,891

Print ads have a **LARGER IMPACT** on consumers.

They're **TANGIBLE**, thus more **TRUSTWORTHY**.



THE HEART OF INSHORE SALTWATER FISHING

Shallow Water Angler explores the culture of inshore saltwater fishing from Texas to Maine. The colorful, relevant mix of feature content includes articles and photo essays covering subjects such as popular gamefish, "bucket list" travel, classic boats and tackle, sporting literature, artisanship, humor and the environment.

Veteran department writers from the Atlantic and Gulf coasts reveal cutting-edge techniques, time-saving hints, and practical wisdom on a variety of topics from gear maintenance to ecology.

AD CLOSE: 8/25/25 **ON SALE:** 10/7/25

DISTRIBUTION: 30,000 COPIES

AD SIZE *

	RATE
Full Page (trim 9" x 10.857", all bleeds .125, safety 8.5"x 10.375")	\$2,865
Full Page (Cover 2 & 3)	\$3,009
Full Page (Cover 4)	\$3,295
1/2 Horizontal (trim 9" x 5.375", all bleeds .125, safety 8.5"x 4.875")	\$1,605
1/3 page	\$1,146
1/6 page	\$802
1/12 page	\$458

*To see full list of ad sizes, visit www.sendmyad.com and select the Publication in the drop-down list.



A MUST-HAVE FOR INSHORE ANGLERS
— THE FASTEST GROWING FISHING SEGMENT IN AMERICA



KAYAK

fishing fun

MULTIMEDIA GROWTH INITIATIVE RETURNS IN 2025!

Outdoor Sportsman Group's annual **KAYAK FISHING FUN** multimedia initiative will launch in Spring of 2025. The goal of this program is to grow the market of buyers and owners – and increase the overall number of kayak (and canoe) fishing enthusiasts for the future. Additionally, we will educate all the recent buyers of kayaks and canoes on how to operate and rig their boats for optimal performance, safety and success on the water.

PRINT

- » Dedicated kayak fishing Special Interest Publication (SIP) launching 5/6/25
- » Kayak fishing gear sections in Florida Sportsman and the other OSG fishing magazines

DIGITAL

- » All Kayak-related content placed across OSG's fishing websites
- » Video content distributed across OSG's YouTube pages and MOTV
- » Promotion of video content via digital and social media channels

TELEVISION PROMOTION

- » Graphics on Outdoor Channel, Sportsman Channel, and World Fishing Network promoting the Kayak Fishing Fun video playlist

A SUCCESS GUIDE FOR NEW ANGLERS

AD CLOSE: 3/25/25 **ON SALE:** 5/6/25

DISTRIBUTION:
65,000 COPIES

AD SIZE*	RATE
Page	\$3,306
Cover 2 & 3	\$3,444
Cover 4	\$3,719
1/2 page	\$1,852
1/3 page	\$1,323
1/6 page	\$926
1/12 page	\$529

*To see full list of ad sizes, visit www.sendmyad.com and select the Publication in the drop-down list.

Special section featuring the latest and greatest in boats, engines, electronics, navigation, motors, accessories, and more in the January and June/July 2025 issues of **GAME & FISH, IN-FISHERMAN**, and **FLORIDA SPORTSMAN** magazines. The content will appear online as well, after on-sale date of the magazines. Content will help consumers with their purchasing decisions and teach them how to make the most of the top innovations in boat accessories and technology.

GAME & FISH
The Regional Outdoor Guide



In-Fisherman




FLORIDA SPORTSMAN



- Circulation: 280,040
- Total Audience: 1,960,280
- Male/Female: 84/16
- Avg. HH Income: \$117,000
- Median Age: 49
- Avg. Monthly Uniques: 324,044
- Social Followers: 192,494

- Circulation: 176,968
- Total Audience: 1,681,196
- Male/Female: 80/20
- Avg. HH Income: \$98,500
- Median Age: 51
- Avg. Monthly Uniques: 126,860
- Social Followers: 158,740

- Circulation: 74,403
- Total Audience: 818,433
- Male/Female: 85/15
- Avg. HH Income: \$149,400
- Median Age: 47
- Avg. Monthly Uniques: 132,542
- Social Followers: 494,235

\$30,000 – PACKAGE INCLUDES

- Editorial Inclusion in the Boat Tech Special Print Sections (*All 3 Publications!*)
- Full Page 4-Color Ad in Each Issue (6 Total Ads)
- Digital Article Extension & Promotion (Email Newsletter Inclusions, Social Promotion)





**Big Water, Big Fish,
Big Expectations:
How Will your Boat Handle the Test?**

Comprehensive Boat Review Filmed on the Water
in Stuart, FL (1 Film Day with Following Day for Rain Date)

- 3x Five-Minute Original Episodes with Product Integration / Placement
 - Each 5-Minute Episode Features a “Fishing Mission” Uniquely Specific to Your Boat Design
- \$15,000 Sponsorship Includes Your Brand in Each Episode
- Episodes to Live on Florida Sportsman Website and YouTube
- Videos to Stream on MyOutdoorTV with a Dedicated Show Tile
- Social Media and E-Newsletter Coverage to Our Passionate Following
- Includes One Page of Print Editorial Coverage in Florida Sportsman



GIVING TURKEY HUNTERS A CLEAR PATH TO SUCCESS IN THE FIELD



Talkin' Turkey is a multimedia, editorial and advertising program focused on all things turkey hunting!

Game & Fish and Florida Sportsman will explore various aspects of turkey hunting in their March issues. Editorial highlights include:

- **Hunting Adventure Features**
- **Turkey Hunting Gear**
- **Strategies on Old Toms**
- **New Shotgun Loads**
- **Pre-Season Scouting**
- **Osceola Turkeys**

Don't miss this opportunity to have your product in front of our dedicated audience during the key sales period leading up to turkey season!



GOLD-LEVEL SPONSORSHIP PACKAGE INCLUDES:

- Full Page ads in Game & Fish and Florida Sportsman March 2025 issues with editorial product review
- Custom Content Article relating product to use in turkey hunting section of GameandFishmag.com
- Custom companion video that will complement and add to Custom Content article. (3-4 Min)
- E-newsletter placement and Organic Social Promotion
- 100% SOV banners all devices, 60-Day Run
- SOV of G&F Turkey Section to be split equitably amongst Sponsors
- Minimum 100 co-branded promos on Sportsman Channel with QR Code



CATCH MORE ONLINE

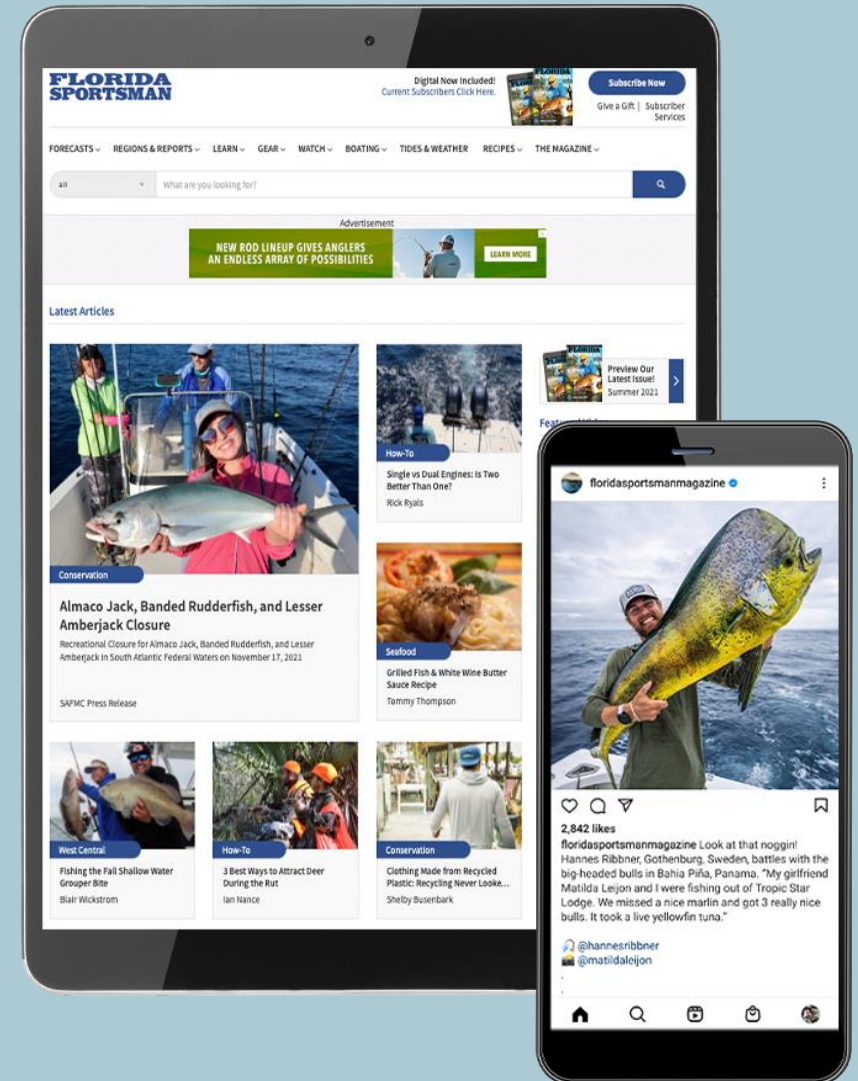


Florida's most active anglers and hunters check in daily with Florida Sportsman to find out where the action is, and with a targeted digital and social campaign you can make sure they find your brand and message when they do.

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

FLORIDA SPORTSMAN DIGITAL AUDIENCE & BEHAVIOR

- » Male: 80%
- » Annual Page Views: 5,566,354
- » Average Monthly Uniques: 132,542
- » Average Time Spent: 2:41
- » Average Page Views: 3.11
- » Mobile/Tablet Traffic: 71%
- » Social Media Followers: 494,235
- » E-Newsletter Subscribers: 20,229



PODCAST

FIND OUT WHERE THE FISH ARE BITING... AND SO MUCH MORE WITH THE ACTION SPOTTER PODCAST



Tune in every Thursday night as host Capt. Rick Ryals checks in with 11 regional experts to get their take on what's biting now and what you should be planning for.

Capt. Rick searches the Forum and magazine and gathers other helpful intel to help you make the most of your day on the water.

- » Statewide coverage & sponsorships available
- » Regional sponsorships available
- » Live reads from the host

RADIO

EVERY SATURDAY MORNING JACKSONVILLE'S ANGLERS ARE TUNING IN TO FIND OUT WHERE TO FISH



The show brings up-to-the-minute fishing coverage into the homes, cars, boats and offices of Florida's most devoted sportsmen. After 27 years, the radio program is stronger than ever. Radio's immediacy ("the mackerel bite is fast and furious on the color change...") has been the reason for the success of the show.

- » Radio sells with immediacy
- » Radio escapes advertising's clutter
- » You're always on the front page with radio

TERMS & 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 KSE Sportsman Media, 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.
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 Colorado 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 Colorado.

Publisher's Statement

6 months ended December 31, 2022, Subject to Audit

Annual Frequency: 12 times/year

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

Published by Outdoor Sportsman Group - Integrated Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
71,006	3,397	74,403	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Paid & Verified Subscriptions - Print	Paid & Verified Subscriptions - Digital Issue	Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions				Print	Digital Issue	Total Single Copy Sales			
Jul	59,335	1,087	60,422	11,509		11,509	70,844	1,087	71,931	2,781	12	2,793	73,625	1,099	74,724
Aug	58,360	1,048	59,408	11,477		11,477	69,837	1,048	70,885	4,144	21	4,165	73,981	1,069	75,050
Oct	58,032	1,000	59,032	12,535		12,535	70,567	1,000	71,567	2,506	25	2,531	73,073	1,025	74,098
Nov	57,797	967	58,764	12,999		12,999	70,796	967	71,763	3,866	17	3,883	74,662	984	75,646
Dec	54,977	939	55,916	12,971		12,971	67,948	939	68,887	3,600	13	3,613	71,548	952	72,500
Average	57,700	1,008	58,708	12,298		12,298	69,998	1,008	71,006	3,379	18	3,397	73,377	1,026	74,403

PRICE

	Suggested Retail Prices (1)
Single Copy	\$7.99
Subscription	\$39.94

(1) For statement period

RATE BASE

None Claimed

NOTES

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 2,589

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 6

Included In Paid Circulation: Included in paid circulation are copies obtained through:
Individual Subscriptions
Single Copy Sales

Included in Verified Circulation: Included in verified circulation are copies distributed to:
Individuals
Public Place Locations

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: KSE Sportsman Media, Inc.
Florida Sportsman, published by Outdoor Sportsman Group - Integrated Media * 1040 Sixth Avenue 12th Floor * Stuart, FL 34994

BLAIR WICKSTROM
Publisher
P: 772.219.7400 * URL: www.floridasportsman.com
Established: 1969

CARTER VONASEK
Planning Director

AAM Member since: 1981