



In-Fisherman

THE WORLD'S FOREMOST AUTHORITY ON FRESHWATER FISHING

2025 MEDIA KIT



1975

50

2025

YEARS



DON'T MISS THE BOAT.



In-Fisherman NAVIGATING 2025 AT A GLANCE

Setting the standard for 50 years!

In 2025, In-Fisherman celebrates a milestone as it turns 50 years old, however its mission remains unchanged. As the original influencer in the multi-species fishing space, we strive to educate anglers of all levels and introduce new trends to the masses while continuing to teach people how to catch more and bigger fish, using scientifically proven methods of understanding fish behavior across the seasons. As the first outlet to embrace a multimedia strategy, In-Fisherman is still a trusted resource for fishing enthusiasts – avid anglers who read, watch and interact with the best-in-class media platforms for multi-species information.



>READ IN-FISHERMAN MAGAZINE

- Circulation: 151,744
- Frequency: 7x/year + 4 Seasonal Special Interest Publications
- Total Audience: 1,835,000
- Male/Female (%): 80/20
- Median Age: 51
- Avg. Household Income: \$98,500

>WATCH IN-FISHERMAN TELEVISION

- In-Fisherman TV ranks among the longest-running fishing shows in history and continues to educate viewers on the why, where and how to catch more fish.
- Features three different species in each episode from various locations in North America at different times of year
 - More than 500 episodes produced across nearly 50 years on the air

>INTERACT IN-FISHERMAN DIGITAL/SOCIAL

- Variety of unique content exclusive to In-Fisherman.com
- More than 2.9 million page views annually on In-Fisherman.com
- 110,000 average monthly unique visitors
- Solunar Calendar: Popular, free interactive calendar offers best fishing times based on exact location
- 190,000+ social media followers
- 63,000+ E-Newsletter subscribers

In-Fisherman AUDIENCE SNAPSHOT

The In-Fisherman audience is **Engaged. Loyal. Passionate. Responsive.**

How engaged?

> Readers spend an average of 90+ minutes reading a typical issue

> 85% spend more than 30 minutes reading a typical issue

> 94% have read all five of the most recent issues

How Loyal?

> 95% of readers are satisfied with In-Fisherman

> 98% intend to renew their subscription

> 70% have been subscribers for 4+ years

How Passionate?

> 97% say In-Fisherman is a publication they trust

> 96% consider In-Fisherman an authority on fishing and the great outdoors

> 86% say In-Fisherman contains information not found in other publications

How Responsive?

> 100% took some kind of action in response to advertising in the magazine

> 71% considered purchasing a product or service upon seeing ad in In-Fisherman

> 55% visited an advertiser's website based on ad placement in In-Fisherman

> 48% purchased a product or service after seeing an ad in In-Fisherman

Total audience: 1,777,000

Men: 79%

Women: 21%

Median age: 47.3

Avg HHI: \$96,014

Types of fishing done

Freshwater: 100%

Ice Fishing: 25%

Fly Fishing: 25%

Saltwater Fishing: 24%

Frequency of fishing

Spent 16+ days fishing, past 12 months: 62%

Spending habits

Expect to spend \$300+ on fishing gear, next 12 months: 71%

Ownership trends

Own spinning rod/reel: 98%

Own baitcasting rod/reel: 87%

Own trolling rod/reel: 52%

Own fly fishing rod/reel: 52%

Own a boat used for fishing: 78%

Own a deep-v hull boat: 54%

Own a bass boat: 17%

Own a jonboat: 25%

Own a kayak: 28%

Own outboard motor (50 HP+): 63%

Own at least one fishfinder/GPS unit: 94%

Plan to purchase fishfinder/GPS unit, next 12 months: 45%

Fishing Travel

Own/rent property used for outdoor activities: 29%

Took overnight fishing trip, past 12 months: 64%

Took guided fishing trip, past 24 months: 66%

Spent \$500+ on fishing travel, past 12 months: 54%

Source: OSG Research, In-Fisherman Subscriber Study 2024



In-Fisherman WHO WE ARE

Collectively, the names on the masthead of In-Fisherman have literally hundreds of years of fishing knowledge and experience. They've covered the freshwater fishing world from just about every conceivable angle and are constantly mining new story ideas in collaboration with local guides, academics and fellow anglers, all in the quest to produce unique and useful content that readers and viewers can easily understand and apply to their own fishing pursuits.

Publisher: Todd Ceisner

A former newspaper sportswriter turned fishing writer, Ceisner has served In-Fisherman in a publisher role since 2020. Ceisner is a diehard bass angler and resident of western New York, home to some of the best freshwater fishing in North America.

Editor in Chief: Doug Stange

A Hall of Fame angler and outdoor communicator, Stange has seen it all, caught it all and pretty much wrote about it all during his 40-plus years with In-Fisherman. He steadily leads the editorial team on a non-stop quest for unique multi-species freshwater fishing information and has hosted In-Fisherman TV for more than three decades.

Managing Editor: Rob Neumann

Oversees the day-to-day operation of the magazine and brings a science-based approach to the water. A lifelong multispecies angler, Neumann holds a B.S. in Fisheries and Wildlife Sciences (Virginia Tech); M.S. in Fisheries Science (Texas A&M); and a Ph.D. in Biological Sciences (South Dakota State U.). He's authored or co-authored dozens of scientific publications, in addition to technical reports, and various other fishery-related papers and presentations.

Digital Content Manager: Thomas Allen

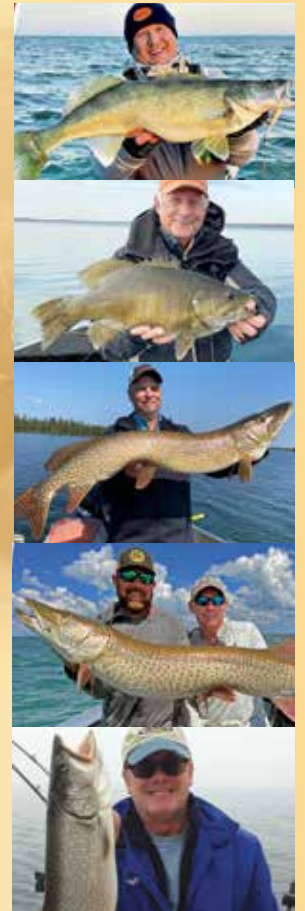
Thomas steers the ship for all digital content at In-Fisherman while also hosting a number of In-Fisherman TV segments and contributing to the magazine and special projects like Kayak Fishing Fun. Thomas has chased freshwater fish, predominantly the predator species like bass, muskies, pike and catfish, for nearly 30 years. An avid all-around outdoorsman, he also finds time to hunt turkey any chance he gets.

Art Director: Jim Nagy

Jim has been an avid fisherman since he could hold a rod, and he hasn't stopped pursuing bass, walleye, pike and panfish during all those years. Jim came from the advertising/design side of the world where he has won multiple national and international awards for his art direction and headline writing. When Jim isn't designing the In-Fisherman magazine at the Brainerd Headquarters, you'll find him fishing, kayaking, or restoring a retro camper.

Field Editors: Dan Johnson, Gord Pyzer, Steve Quinn, Steve Ryan, Cory Schmidt, Dr. Hal Schramm and Matt Straw.

Regular Contributors: Ralph Manns (Bits & Pieces) Greg Knowles (North with Doc)



In-Fisherman IN EVERY ISSUE

IN-FISHERMAN IS KNOWN FOR BEING ON THE FOREFRONT OF NEW TRENDS IN FISHING.

➤ EACH IN-FISHERMAN ISSUE CONTAINS AT LEAST ONE ARTICLE ABOUT:

- Largemouth Bass
- Northern Pike and/or Muskie
- Smallmouth Bass
- Crappie and/or Bluegill and/or Perch
- Walleye
- Catfish

➤ AS WELL AS THESE REGULAR COLUMNS:

- **Marine Scene:** Boats, motors, trailers, and how to use today's accessories on the water.
- **Bits and Pieces:** Short topics blending fishery science with practical fishing experience.
- **Staff Noteworthy & New:** New products and staff top picks.
- **Adventures:** Where to go for great fishing.
- **Best Fishing Times:** Best times of the day and best days of the month to fish.
- **North with Doc:** Humor with a message.
- **Reflections:** A bit of philosophy, a moment of nostalgia.
- **Screen Scene:** An in depth look at modern marine electronics and how to use them.

➤ Marine Scene

BY JOEL NELSON

Small-Boat Downrigger Systems



Singing wire with a back-and-forth sway. If you've never trolled the Great Lakes or other big water for trout and salmon, you'll get a lot of the former when deploying downrigger systems out deep. For many anglers, it's a whole new world, and rightly so. For walleye anglers, depths are usually reached via split shot or a heavy jig, and trolling typically means crankbait out the back of the boat, or sometimes to the side if you've experimented with planer boards. Even if you've become comfortable with headcove or spawights on traditional trolling rigs, it's understandable to be a bit intimidated by downrigger systems when coming from inland natural lakes and reservoirs.

Yet, these days, many Great Lakes species or even inland trout species in big, deep lakes are very accessible with today's equipment. That starts with walleye and other deep V-baits that are more capable in large swells than ever before, and it's certainly not just the hulls. More reliable motors with electronics that monitor motor function, fuel level, or console-mounted navigation systems mean heading out on big water simpler and safer. We take for granted what an adventure it may have been to head offshore with limited navigational equipment in smaller, less-reliable craft, simply to use a new lake or a different way of fishing.

It's more than just modern equipment; it's the weather forecasting and our ability to plan for big blows. Small craft subscriptions keep us on check, and help to typically just a phone call away. Even to remote areas, as covered in a recent Marine Scene column, personal travel buoys and satellite messaging systems have given greater confidence to those who set out requiring an investment in a 30-foot-plus big-lake boat. It's simply easier to fish in big water than it was only a few years ago.

Downriggers Deployed

For most anglers, downriggers are the easy button to getting baits deep and keeping them there. That's true for Lake of the Woods walleyes with crankbaits that trace more inches above a bottomless basin, or Lake Michigan kings that prefer spoons or flasher-fly combos. They're pulled with most, again right of the bottom, and boats like it deep, too, often favoring salmon-style offerings with most, again right of the bottom.

None of these scenarios are possible, however, without a downrigger setup, which is simply an electronic or manual wheel with a crank on that stores wire for retrieval or deployment into the depths. On the business end of a downrigger is a heavy lead weight called a ball, along with a swivel or clip of various designs. The idea is that you let out enough line behind the boat for a lead, clip your line to the downrigger ball, and with speed on both your reel and downrigger, drop the ball and bait to a depth of your choosing. From there you set your trolling-strap into a rod holder and reel to fightline line and get a good bend in what is traditionally a pretty soft rod. Downrigger ball maintains depth

➤ Staff Noteworthy & New

New and Unique Fishing Gear, as Reviewed by the In-Fisherman Staff

Polar Pak'in



Keep drinks and food cool on warm days and warm on colder days with the **NEEDS** PolarPak Hybrid Cooler & Warmer Bag. This latest powered cooler uses hybrid Thermo-Cool Technology to cool as low as 27°F and warm up to 140°F. It has a 16-quart capacity, holding up to 24 12-ounce cans. It's easy to use, easy to clean, and easy to take—\$129.99. nso.usa/breads.com

Toad Thumper Frog Clan



From **Toad Thumper**, the Swampin' Walker! Frog and Thumper Popper! Frog are a dynamic surface-bait duo constructed with a specially formulated super-soft material and are the control body for superior collectability and better holds. The specially angled nose and fat body on the Swampin' Walker allow it to climb over cover without the body roll that's prominent on hard-bodied frogs. The Thumper Popper! Frog has a large mouth set at a specific angle to chop and spit water—\$9.99. toadthumper.com

The HyperMag



A highly reliable, and ergonomically constructed for comfort in hand, **Lure** HyperMag Intermagnet offers enhanced performance, including a magnetic-bearing suspension system for smoothness and extended life. With a one-piece magnesium frame and CAD carbon side plates, the low-profile reel weighs just 3.2 ounces. An L-bearing system delivers smooth casts and retrieves, while a carbon-fiber drag offers 20 pounds of drag. Casting options: 7.5:1 and 8.5:1—\$54.99. lure.com

PXR Mavrik



Precision X-treme Reel™, or PXR, is a **Reppala** line-brag with the first introduction for PXR Model 110 at 48 inches and 1.0 ounces, billed as the first front professional-grade suspended Reppala. A 10mg cast system delivers just that. Head in gear, these more-minor injured fishers, BMC Softline hooks are sticky sharp. Choose from 18 colors—\$14.99. reppala.com

Drainage Shoe



The **Ready NOWAKE** fully drainable shoe is ideal for wading, or in the bank and on the boat. Built with a recycled fishing net upper and a perforated drainage footbed, water is able to flow through without pooling, allowing for quicker dry times. Features non-slip, slip-resistant outsole with drainage EVA midsole that pushes water out with every step. Looking for more cool gear with lighter colors, provide contact and action support—\$79. rockyboots.com

➤ ADVENTURES

LAKE OGALLALA/BIG MAC TAILWATER

NEBRASKA
Yield. This fishery will be peaking again following renovation in fall 2022. Look for rainbows and some tiger trout up to and larger than 13 inches this year, and even bigger fish above the line. **Maple Lake, Lake McGovern** (the Big Mac) offers walleye, hybrid striped, and smallmouth bass.
Contact: **Naturals Game and Parks**, naturalsgameandparks.org, dave@naturalsgameandparks.org, Keith County Visitor, www.visitkc.com

FORT PECK RESERVOIR

FOOT PEAK, MOUNT
Lake Trout - Although 5- to 10-pound fish are more common, catch fish supporting 20 pounds are up on our near-rare lake structural elements on the lower portion of the great reservoir. Vastly different rigging with a spinner keeps things simple and puts a bend in your rod. - **FOOT PECK RESERVOIR**
Contact: **Montana Landry and Shattuck**, 408-528-5897, Fort Peck Lake, (202)560-4881; Fort Peck Marine, 408-528-5142

LAKE OSAKIS

MISSISSIPPI RIVER
The brand of freshwater trolling motor I reference most includes Lowrance's Ghost, Minn Kota's Ulterra, Terros, and Ulterra, Power-Pole's Moss ZR, Garmin's Force and Endure, and the MotorGuide Tour Pro and XL. Most brands offer some type of built-in universal solar connectivity (Bluetooth connections that produce various types of sonar returns from the boat or the trolling motor).

LAKE NEARBY

LAKE TANGHE
Regardless of the brand or type, the most utilized feature among all brands is locking in place via GPS. No matter the current or wind speed, anchor brands at a specific spot (Moss ZR), anchor lock (Garmin), Anchor Made (Power-Pole), Precipart GPS anchor (MotorGuide), and Anchor Made (Minn Kota).

LAKE THAOE

CALIFORNIA
Blackwaters - This crystalline 122,000-acre water just south of Reno, Nevada, is prime for lake trout during spring and mid summer, with deep water releases occurring along with shallow fishing early and late in the day. Ten-pound fish are common, and you have a shot of fish 20 pounds or more.
Contact: **Capt. Mike Natunen**, 530-771-0593, www.lakeinformer.com, CaptMike@lakeinformer.com


LAKE HAVASU

ARIZONA
Widgee Spottail - This spawning introduction offers lots of 2- to 2.5-pound fish, but the real draw is the potential for a world-class fish in the 4- to 8-pound range. Hearty produced the last three world records, all in the 4- to 8-pound range.
Contact: **Clayton Ben Ruffel**, (303)77-6410, ClaytonRuffel.com, 2417702-4428; **Dean Tackie**, www.2025USA.com, 928-954-5272; dean@tackie.com

➤ Screen Scene

BY THOMAS ALLEN

Selecting a Trolling Motor



In this column in past issues, we've covered modern fishing electronics in-depth and how the technology can help you catch more fish. Now it's time we discuss the value of selecting the right trolling motor. The power to drive your boat hands-free using an intuitive pedal, or even a hand-held remote that works anywhere in the boat, is critical to maximizing the effectiveness of those electronics.

If you can't be adequately positioned—and that position is maintained—how can you expect to have effective use of your sonar/shallowwater? Most trolling motors these days can be connected to graphs through the outboard's network to add more power to the overall system. Front-of-the-boat control is an essential part to productive angling today.

The brand of freshwater trolling motor I reference most includes Lowrance's Ghost, Minn Kota's Ulterra, Terros, and Ulterra, Power-Pole's Moss ZR, Garmin's Force and Endure, and the MotorGuide Tour Pro and XL. Most brands offer some type of built-in universal solar connectivity (Bluetooth connections that produce various types of sonar returns from the boat or the trolling motor).




Traditionally, electric trolling motors have incorporated brushed motors, but recently, brushless has become more popular. Both styles have pros and cons, but as trolling-motor designers have come to understand each type, brushless seems to be the way forward.

Brushed Motors	Cons
Works on lower fly cycles	Shorter life span
Less expensive than brushless	Requires more maintenance
Can operate the boat	Shorter life span

Brushless Motors	Cons
More powerful	More expensive
Long life and lower maintenance	Requires more maintenance
Can operate the boat	Requires more maintenance

Other additional models of trolling motors, some boat-mounted and some remote-mounted, serve a number of applications. For this article, let's look at push-boat motors as they best relate and connect to existing chartplotters.

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In-Fisherman 2025 EDITORIAL OUTLINE

>EVERY ISSUE is packed with multispecies fishing information and includes feature articles on:

- Largemouth and Smallmouth Bass
- Walleyes
- Pike or Muskies
- Panfish (Crappies, Bluegills, Perch)
- Catfish

>REGULAR COLUMNS:

- Marine Scene: Boats, Motors, Electronics & More.
- Staff Noteworthy & New Products
- Adventures—Top Destinations
- North with Doc, Reflections, Bits & Pieces

>MARCH/APRIL

>FEATURES:

- L. Bass—Swing for the Fence Largemouths
- S. Bass—The Changing Nature of Fishing for Record Smallmouths
- Walleye—Whistling for Walleyes
- Pike/Muskie—Backwater Pike on the Prowl
- Panfish—Seasonal Peak Fishing—Crappie Prespawn-Spawn
- Catfish—Fundamental Catfish Rods

>COLUMNS:

- Visions & Views: Archives, Manns: Defining Optimal Conditions for Bass ▪ Marine Scene Special Section: Hand Held Trolling Motor Fundamentals ▪ Picking a Proper Prop ▪ Tools of the Travel Trade ▪ Screen Scene: Live Sonar Mounting Options

Close/Materials Due
12/3/24

On Newsstand
2/4/25

>MAY

>FEATURES::

- L. Bass— The Nature of Big Bass
- S. Bass—Cranks Versus Sticks & Tricks of the Trade
- Walleye—Money Badger Don't Care Walleyes
- Pike/ Muskie—Revisiting the Breakthroughs of LeBeau
- Panfish—Panfish Tricks of the Trade
- Catfish—Rules of the Road for Flatheads

>COLUMNS: Visions & Views: Backwater Panfish

- Marine Scene: Satellite Messaging Systems
- Screen Scene: 2D & Down Imaging Combos

>BASS SCENE SPECIAL SECTION:

- Working Swing Heads ▪ Tracking Smallmouths ▪ The Best Topwaters of These Times ▪ Scat Baits and Other Bottom Fair
- Tracking Smallmouths ▪ The Best Topwaters of These Times
- Scat Baits and Other Bottom Fair

Close/Materials Due
1/30/25

On Newsstand
4/1/25

>JUNE

>FEATURES:

- L. Bass—The Changing Nature of Managing Bass
- S. Bass— Ned Heads and Bodies Times 10
- Walleye—Once and Forgotten Spoons
- Early Magic with Smaller Baits for Muskies
- Panfish—Secrets to Trophy Bluegills
- Catfish—Live Scoping Catfish

> SPECIAL SECTION:

- Visions & Views: Besting Bowfin
- Marine Scene: Fish Cleaning Tables
- Screen Scene: One Boat Networking—Humminbird
- Summer Issue: July
- L. Bass—Froggin' Tackle & Tactics
- S. Bass—Topwater Times for River Smallmouths

Close/Materials Due
3/14/25

On Newsstand
5/13/25

>JULY

>FEATURES:

- L. Bass—Froggin' Tackle & Tactics
- S. Bass—Topwater Times for River Smallmouths
- Walleye—Meat Method Walleyes
- Pike/Muskie—The Tenuous Timing of Great Fishing for Muskies
- Panfish—Keep it Simple Rigs that Work
- Catfish—Master Angler Review 2023

>COLUMNS:

- Visions & Views: Dips & Punch Baits Today
- Marine Scene: Trailer Accessories
- Screen Scene: Self Map Making—Auto-Chart Live

Close/Materials Due
4/17/25

On Newsstand
6/17/25

>AUG/SEPT

>FEATURES::

- L. Bass—Drop Shotting Largemouths
- S. Bass—Circle Hooking Smallmouths
- Walleye—Reading Walleyes at Speed & Conquering Big Water Walleyes
- Pike/Muskie— Factoring Late Summer Pike
- Panfish—Pitching Underpins for Panfish
- Catfish— Catfish Stories that Transend Time — Camp Catfish

>COLUMNS:

- Visions & Views: Tracking Largemouths, Recent Reviews
- Marine Scene: Smaller boat downrigger systems
- Screen Scene: Trolling Motor Selection

Close/Materials Due
5/13/25

On Newsstand
7/15/25

>OCT/NOV

>FEATURES::

- L. Bass—The Forgotten Twin Spin
- S. Bass—In Tune with Conditioned Smallmouths
- Walleye—On and Off the Edge for Walleyes
- Pike/ Muskie—Glide Baits: (Forgotten) Miracle Pike Producer
- Panfish—The Greatest Perch Lure of All Time
- When Channel Cats Get Tough

>COLUMNS:

- Visions & Views: Trending Steelhead Systems into Winter
- Marine Scene: Winterizing—Has Anything Changed
- Screen Scene: Powering Big Screens on Open Water

Close/Materials Due
7/10/25

On Newsstand
9/9/25

>DEC/JAN/FEB

>FEATURES:

- L. Bass—North Country Goes South
- S. Bass—Living in Smallmouth Paradise
- Walleye—All "Eyes" on Early Ice
- Pike/Muskies— What's Up With Giant Muskies?
- Panfish—The Greatest Softbaits of All Time (Ice)
- Catfish—Where for Winter Catfish

>COLUMNS:

- Visions & Views: Bucket List Paradise, My Short Take
- Marine Scene: Heater Options on Ice
- Screen Scene: Powering Big Screens on Ice

Close/Materials Due
10/1/25

On Newsstand
12/2/25

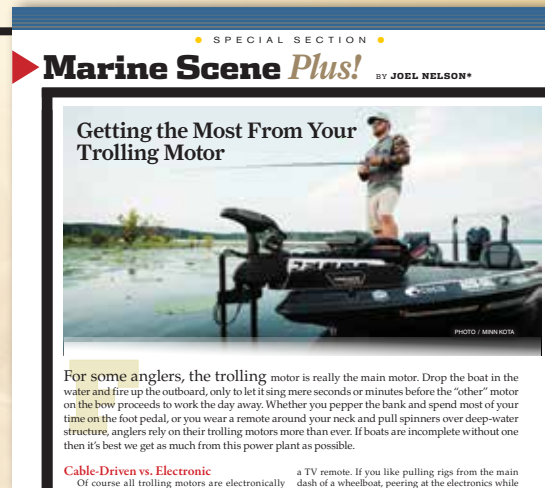
In-Fisherman SPECIAL SECTION OPPORTUNITIES

> MARINE SCENE PLUS (March/April issue)

Utilize this opportunity in our March/April 2025 issue to showcase your newest or latest development across these categories: Boats, engines, marine electronics, trolling motors or accessories. This issue will go on sale during the heart of boat show season across the country.

> PACKAGE INCLUDES

- One product review/integration in exclusive Marine Scene Plus section representing brand innovations and features; includes link to product website
- Amplify your reach with custom digital and social extensions (custom packages and pricing available upon request):
 - Custom Content
 - E-Blast
 - ROS Banners
 - Social Integration
 - Native In-Stream Unit



Marine Scene Plus! BY JOEL NELSON

Getting the Most From Your Trolling Motor

For some anglers, the trolling motor is really the main motor. Drop the boat in the water and fire up the outboard, only to let it sit mere seconds or minutes before the "other" motor on the bow proceeds to work the day away. Whether you pepper the bank and spend most of your time on the foot pedal, or you wear a remote around your neck and pull spinners over deep-water structure, anglers rely on their trolling motors more than ever. If boats are incomplete without one then it's best we get as much from this power plant as possible.

Cable-Driven vs. Electronic
Of course all trolling motors are electronically a TV remote. If you like pulling rigs from the main dash of a wheelboat, peering at the electronics while

Pricing

- Full Page: \$9,500
- Half Page: \$5,400

> BASS BONANZA (collaboration with Game & Fish)

Two of the most powerful print brands have teamed up to deliver your company's marketing message to over 4.8 million bass anglers during the heart of the season!

> PACKAGE INCLUDES

- Ad unit placement in the May issue of BOTH In-Fisherman and Game & Fish South; As to appear within 16-page special section dedicated to bass fishing techniques, trends, and gear unique to each publication
- Editorial coverage (where applicable)



TACKLE TEST: WE RANK THE BEST NEW RODS AND REELS, P. 64

GAME & FISH SOUTH

The Regional Outdoor Guide

GET PUMPED FOR PANFISH

HOW TO FISH THE HOT, T & LONES FOR CRAPPIES, BLUEGILLS, WHITE BASS AND MORE

PLUS! A FUN, EASY WAY TO LOAD UP ON WORKING

FAVORITE BAITS OF CATYON SEA TROUT

TARGET ACTIVE BASS FROM BOTTOM TO TOP

Pricing

- Full Page: \$15,187
- Half Page: \$10,023
- Third Page: \$6,986

In-Fisherman 2025 AD CLOSE DATES

>MARCH/APRIL

>MAY

>JUNE

>JULY

Close/Materials Due
12/3/24

On Newsstand
2/4/25

Close/Materials Due
1/30/25

On Newsstand
4/1/25

Close/Materials Due
3/14/25

On Newsstand
5/13/25

Close/Materials Due
4/17/25

On Newsstand
6/17/25

>AUG/SEPT

>OCT/NOV

>DEC/JAN/FEB

Close/Materials Due
5/13/25

On Newsstand
7/15/25

Close/Materials Due
7/10/25

On Newsstand
9/9/25

Close/Materials Due
10/1/25

On Newsstand
12/2/25



In-Fisherman 2025 GENERAL ADVERTISING RATES

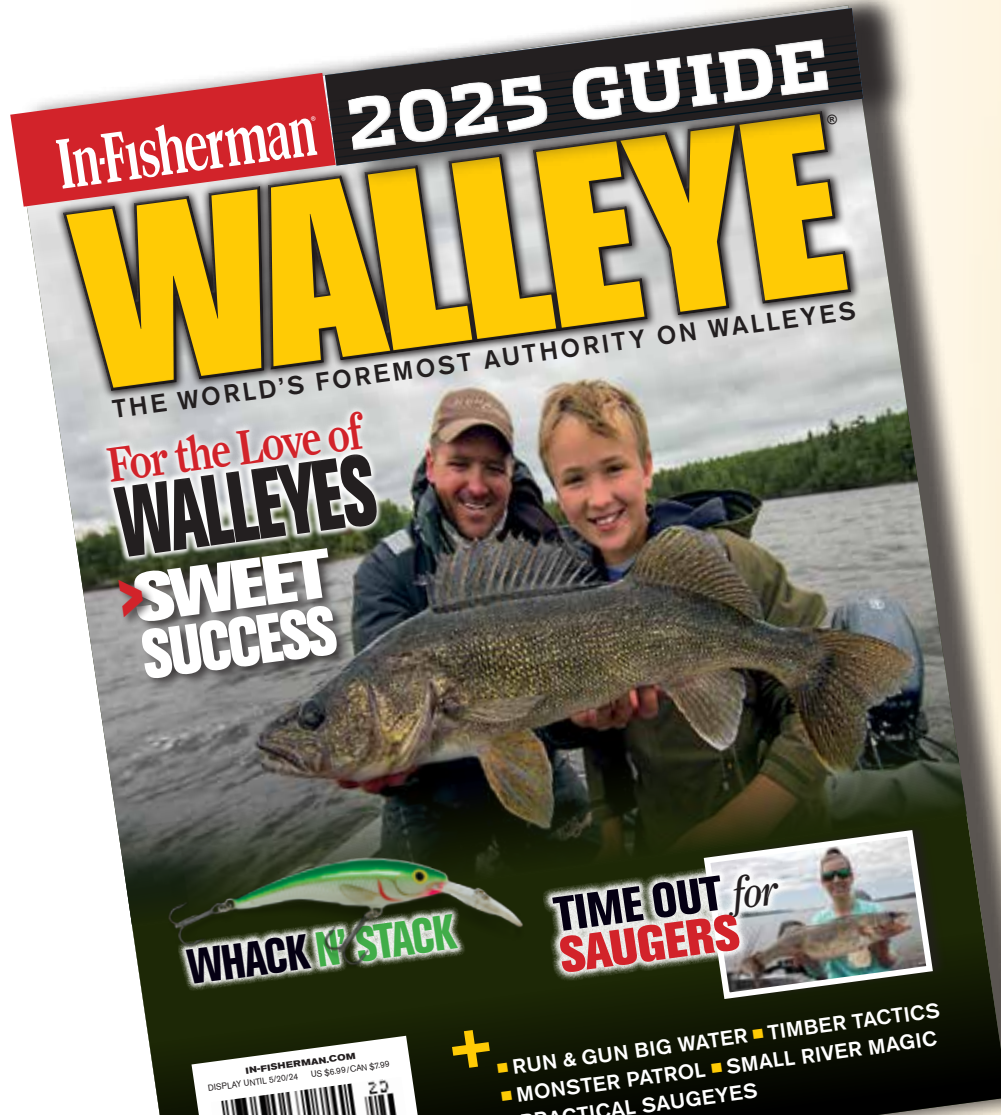
4-Color	1x	3x	5x	7x
Full Page	12,869	12,225	11,614	11,033
2/3 Page	9,917	9,420	8,949	8,502
1/2 Page	8,630	8,198	7,788	7,399
1/3 Page	6,060	5,757	5,468	5,194
1/4 Page	4,768	4,529	4,302	4,087
1/6 Page	3,485	3,310	3,145	2,988

B&W	1x	3x	5x	7x
Full Page	9,541	9,064	8,611	8,181
2/3 Page	7,346	6,979	6,630	6,299
1/2 Page	6,396	6,076	5,773	5,483
1/3 Page	4,486	4,262	4,049	3,847
1/4 Page	3,531	3,354	3,187	3,027
1/6 Page	2,588	2,459	2,336	2,218

Covers	
Cover 2	16,219
Cover 3	15,282
Cover 4	17,102



In-Fisherman 2025 IN-FISHERMAN WALLEYE GUIDE



> WALLEYE GUIDE

One of the only annual publications devoted to all things walleye fishing. The staff examines the latest trends in tackle, techniques and gear that walleye enthusiasts need to know about. In the 2025 edition, readers will get a closer look at walleye stocking paradigms, the evolution of crankbaits for walleye and why leadcore is still at the fore, plus more.

Close/Materials Due

On Newsstand

12/16/25

2/18/25

In-Fisherman 2025 IN-FISHERMAN BASS GUIDE & GEAR BOX



> BASS GUIDE

In-Fisherman's team of experts dive deep into lures for largemouths, smallmouths, and spotted bass and all of the latest trends driving the pursuit of America's favorite sportfish. The 2025 annual will examine the dropshot and those who made it famous as well as how water warms and its effect on fishing and baits to consider when plying shallow water.

Close/Materials Due

On Newsstand

1/23/25

3/25/25



Launched in 2022, the In-Fisherman Bass Guide Gear Box gives avid bass anglers a chance to add some of the hottest lures going to their tackle box and also pick up a copy of the annual Bass Guide without breaking the bank. Available in limited quantities, the Gear Box is a great way to put your product in the hands of an engaged audience and garner valuable ad space within the Bass Guide at no additional cost.

> FOR MORE INFORMATION:

Todd Ceisner | Publisher | Phone: 917-603-7544 | Email: Todd.Ceisner@outdoorsg.com

In-Fisherman 2025 IN-FISHERMAN ICE GUIDES

> TACTICAL GEAR

The In-Fisherman staff and field editors review new and noteworthy gear on the cutting edge, from shelters, lures to custom ice rods, and reels to ingenious accessories. Experts talk trends in ice lines for panfish and predators, custom ice rods, float suits, underwater cameras, panfish microbaits, and much more.

Close/Materials Due
8/7/25

On Newsstand
10/7/25



> ICE GUIDE

The authoritative source on ice fishing, In-Fisherman Ice Fishing Guide is the best source of information for cutting-edge tactics and strategies. The In-Fisherman staff and Field Editors cover species including walleyes, pike, and panfish, to lake trout, whitefish, wipers, and more.

Close/Materials Due
10/1/25

On Newsstand
12/2/25

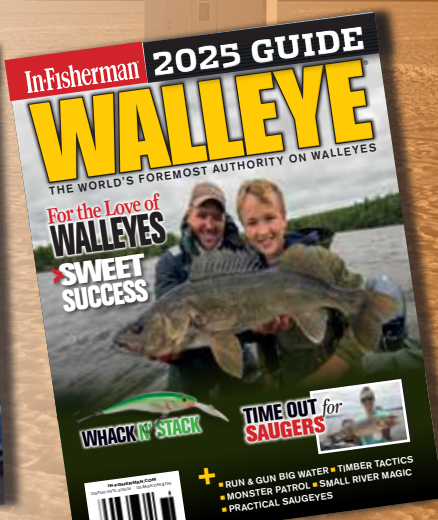


In-Fisherman 2025 IN-FISHERMAN GUIDES PRICES

4-Color	1x	2x	3x	4x
Full Page	3,785	3,630	3,484	3,345
2/3 Page	2,913	2,802	2,689	2,582
1/2 Page	3,785	3,630	3,484	3,345
1/3 Page	1,771	1,700	1,632	1,566
1/4 Page	1,401	1,344	1,291	1,239
1/6 Page	1,021	980	940	902

B&W	1x	2x	3x	4x
Full Page	2,802	2,689	2,582	2,479
2/3 Page	2,163	2,076	1,993	1,913
1/2 Page	1,881	1,805	1,733	1,664
1/3 Page	1,331	1,260	1,210	1,161
1/4 Page	1,042	1,000	960	921
1/6 Page	762	731	701	673

Covers	
Cover 2	4,734
Cover 3	4,540
Cover 4	4,888



In-Fisherman 2025 SMALL SPACE ADVERTISING RATES

Are you an outfitter or lodge owner looking to reach an audience of engaged anglers who are always on the hunt for their next adventure? Small Spaces provides an economical solution to drive business your way. Small Spaces appears toward the back of every issue of In-Fisherman. Various size options available.

4-Color	1x	2x	3x	5x
1 INCH	387	376	367	358
1.5 INCH	581	566	552	539
2 INCH	773	753	735	718
2.5 INCH	966	943	919	896
3 INCH	1,160	1,131	1,102	1,074
4 INCH	1,546	1,507	1,470	1,433
6 INCH	2,318	2,259	2,203	2,148
8 INCH	3,093	3,015	2,940	2,867
B&W	1x	2x	3x	5x
1 INCH	328	320	311	303
1.5 INCH	493	481	469	456
2 INCH	658	641	626	610
2.5 INCH	822	801	781	763
3 INCH	986	961	936	914
4 INCH	1,314	1,281	1,249	1,218
6 INCH	2,318	2,259	2,203	2,148
8 INCH	3,093	3,015	2,940	2,867



MOTV
MY OUTDOOR TV®



> PROUDLY ONE OF THE LONGEST-RUNNING SHOWS IN ALL OF TELEVISION

With more than 500 episodes to its credit, In-Fisherman TV continues to provide the most trusted fishing content when it comes to freshwater multi species angling and that rich tradition continues in 2025 and beyond. In each show, In-Fisherman editors take you to three different parts of North America to fish for three different fish species – everything from bass and walleyes to catfish and carp, sturgeon, muskies and pike, trout, salmon, and panfish like crappies, perch, and bluegills. If it swims in fresh water, we'll be fishing for it. In some cases, In-Fisherman TV was the first show to showcase a particular species as a sportfish worth pursuing. From time to time, we also feature inshore saltwater species like striped bass, redfish and tarpon. It's entertainment that offers solid how-to-fish tricks and tactics to help viewers catch more fish!

> SHOW SPONSORSHIP FEATURES:

- Exclusive category inclusion of product in the show
- 13 original episodes each year
- Commercial plays within the show (:15 and :30 spots available)
- Segment sponsorships by way of “brought to you by” messaging with logo display
- Products will be used and identified in each show (when and where applicable)
- Logo inclusion with closing credits at the end of each episode
- Logo will appear in marketing materials devoted to In-Fisherman TV within In-Fisherman publications throughout the year
- Sponsor will have rights to show content to repurpose, rebroadcast and distribute for their own use
- Extensive editorial, digital, and social promotional support through all of In-Fisherman's channels
- Longest running fishing shows

> **CUSTOM SPONSORSHIPS AVAILABLE. FOR MORE INFORMATION, CONTACT:** Todd Ceisner | Publisher Phone: 917-603-7544 Email: Todd.Ceisner@outdoorsg.com

In-Fisherman DIGITAL

> ENGAGE WITH OUR GROWING ONLINE COMMUNITY THROUGH HIGHLY CUSTOMIZABLE PLANS.

> 110,000

MONTHLY UNIQUE
WEBSITE VISITORS

> 2,968,000

ANNUAL
PAGE VIEWS

> 63,000

E-NEWSLETTER
SUBSCRIBERS

InFisherman.com serves as an online portal connecting our audience to more rich and engaging content about all things freshwater fishing. Content is tailored to the current season and trends with a mix of unique web-only content along with articles that appeared in the magazine. Don't miss out on species weeks, where we gear the content around a specific species for a 7-day run, as well as our Storyline podcast that allows us to go deep on topics and personalities that are impacting the sport today. Custom content packages are also available.



> DEMOGRAPHICS & BEHAVIOR

MALE: 83%

AVG. TIME SPENT: 2:05

AVG. PAGES PER SESSION: 1.26

TRAFFIC FROM MOBILE/TABLET: 75%

Sources: Google Analytics data for prior 12 months as of July 2024. E-Newsletter Subscribers from Exact Target as of July 2024. Social Audience reflects Followers or Likes for Social pages on Facebook, Twitter, Instagram, and YouTube, as of July 2024

In-Fisherman SOCIAL MEDIA

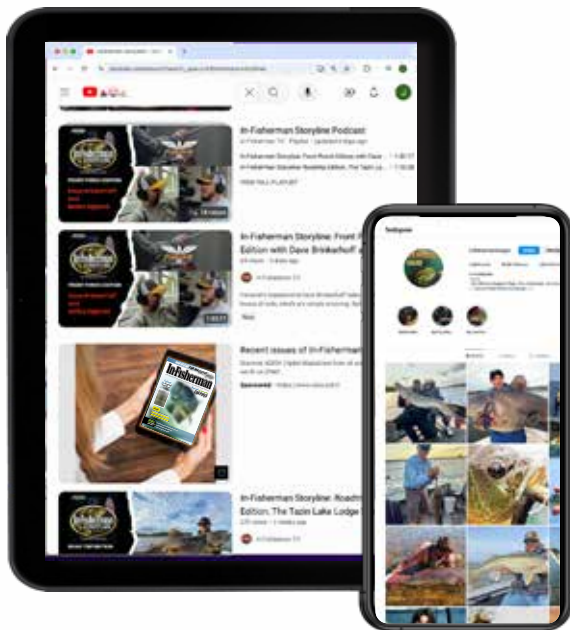


> **HELP US DRIVE THE CONVERSATION AND REACH OUR HIGHLY-ENGAGED AUDIENCE ON SOCIAL MEDIA.**

> **190,490**
SOCIAL MEDIA
FOLLOWERS

> **63,000**
E-NEWSLETTER
SUBSCRIBERS

Across all of its social channels, In-Fisherman helps drive the conversation about freshwater fishing with its growing audience. Our YouTube channel is frequently updated with unique videos and clips from the vast In-Fisherman TV archives. Each week, we feature trophy catches in our Master Angler Monday feature across Facebook and Instagram.



> **DEMOGRAPHICS
& BEHAVIOR**

MALE: 83%
AVG. TIME SPENT: 2:05
AVG. PAGES PER SESSION: 1.26
TRAFFIC FROM MOBILE/TABLET: 75%

In-Fisherman 2025 AD SIZES & MECHANICAL SPECS

> TYPICAL ADVERTISING SIZES & MECHANICAL SPECIFICATIONS

Trim Size: 7.75 w x 10.5 h

1. Two Page Spread
Non-Bleed: 14.5 x 9.5
Bleed: 15.75 x 10.75
Trim: 15.5 x 10.5
Safety: 15 x 10

2. Two Page One-Half Horizontal
Non-Bleed: 14.5 x 4.75
Bleed: 15.75 x 5.5
Trim: 15.5 x 5.25
Safety: 15 x 4.75

3. Full Page
Non-Bleed: 6.75 x 9.5
Bleed: 8 x 10.75
Trim: 7.75 x 10.5
Safety: 7.25 x 10

4. Two-Third Vertical
Non-Bleed: 4.375 x 9.5
Bleed: 5.25 x 10.75
Trim: 5 x 10.5
Safety: 4.5 x 10

5. One-Half Vertical
Non-Bleed: 4.375 x 7.25
Bleed: 5.25 x 8
Trim: 5 x 7.75
Safety: 4.5 x 7.25

6. One-Half Horizontal
Non-Bleed: 6.75 x 4.75
Bleed: 8 x 5.5
Trim: 7.75 x 5.25
Safety: 7.25 x 4.75

7. One-Third Vertical
Non-Bleed: 2.125 x 9.5
Bleed: 2.875 x 10.75
Trim: 2.625 x 10.5
Safety: 2.125 x 10

8. One-Third Square
Non-Bleed: 4.375 x 4.75
Bleed: 5.25 x 5.5
Trim: 5 x 5.25
Safety: 4.5 x 4.75

9. One-Third Horizontal
Non-Bleed: 6.75 x 3.375
Bleed: 8 x 4.125
Trim: 7.75 x 3.875
Safety: 7.25 x 3.625

10. One-Quarter Vertical
Non-Bleed: 3.375 x 4.75

11. One-Quarter Horizontal
Non-Bleed: 4.375 x 3.625

12. One-Sixth Vertical
Non-Bleed: 2.125 x 4.75

13. One-Sixth Horizontal
Non-Bleed: 4.375 x 2.25

14. One-Eighth Horizontal
Non-Bleed: 4.375 x 1.5

15. One-Eighth Page
Non-Bleed: 2.125 x 3.5

16. One-Twelfth Page
Non-Bleed: 2.125 x 2.25

17. One Inch Banner
Non-Bleed: 6.75 x 1

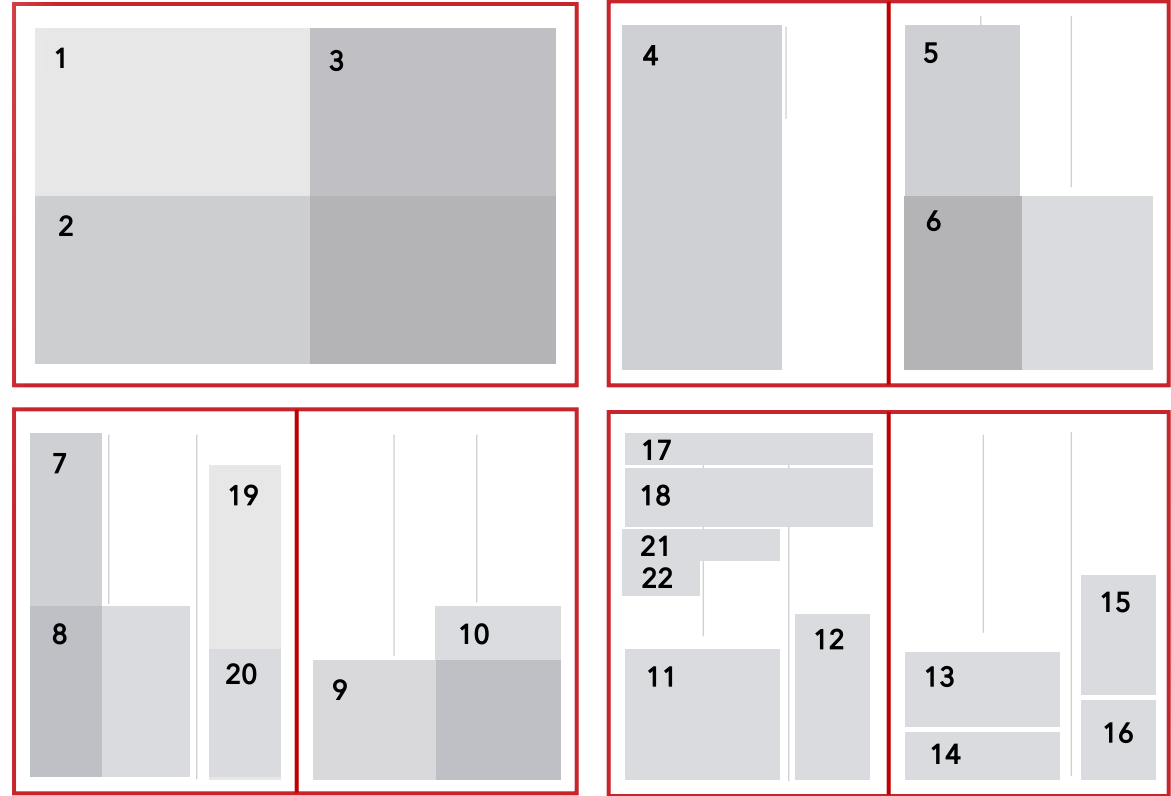
18. Two Inch Banner
Non-Bleed: 6.75 x 2

19. Eight Inch Vertical
Non-Bleed: 2.125 x 8

20. Six Inch Vertical
Non-Bleed: 2.125 x 6

21. One Inch 2-Column
Non-Bleed: 4.375 x 1

22. One Inch Vertical
Non-Bleed: 2.125 x 1
Non-Bleed: 6.75 x 4.75
Bleed: 8 x 5.5
Trim: 7.75 x 5.25
Safety: 7.25 x 4.75



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

In-Fisherman 2025 MAGAZINE REQUIREMENTS & SPECS

> GENERAL PRODUCTION INFORMATION

Jean McElroy, Production Manager
In-Fisherman
3725 SE Ocean Blvd Suite 202, Stuart, FL 34996
jean.mcelroy@outdoorsg.com

Trim Size: 7¾-in. wide x 10½-in. high

Non-Bleed: 1/8-in. inside trim. Non-bleed ads should have all elements within this measurement.

Bleed: 1/8-in. outside the trim. Elements that “bleed off” trimmed page should extend at least 1/8-in. beyond trim.

Trim: The edge of the page.

Safety: 1/4-in. inside of the trim edge on all four sides for a total 1/2-in. safety both vertically and horizontally. All image and text not intended to bleed should be within this measurement.

Please contact the production manager for specs, quantities, and delivery information for supplied inserts and cards.

> ADVERTISING FILE REQUIREMENTS:

OSG requires that ads be submitted in PDF/X-1a format.

Files must have:

All fonts embedded.

Page geometry defined and consistent (trim, bleed, and media/art boxes).

Correct color space for all elements (CMYK or grayscale).

Spot colors converted to CMYK.

Color and grayscale image resolution between 266 and 300 ppi at 100% placement.

Bitmap image resolution between 600 and 1200 ppi.

Total ink coverage should not exceed 300%.

> ADVERTISING FILE SUBMISSION:

Outdoor Sportsman Group maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files: osg.sendmyad.com



In-Fisherman 2025 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.



In-Fisherman 2025 PUBLISHER'S STATEMENT



Publisher's Statement

6 months ended June 30, 2024, Subject to Audit

[Learn more about this media property at auditedmedia.com](https://www.auditedmedia.com)



Annual Frequency: 8 times/year

Field Served: Freshwater Fishing.

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
144,654	7,090	151,744	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			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			
Jan/Feb	137,156	361	137,517	1,834		1,834	139,351	8,563	15	8,578	147,553	376	147,929
Mar/Apr	131,100	412	131,512	10,342		10,342	141,854	8,645	32	8,677	150,087	444	150,531
May	130,200	409	130,609	17,825		17,825	148,434	5,959	21	5,980	153,984	430	154,414
Jun	126,820	411	127,231	21,746		21,746	148,977	5,086	38	5,124	153,652	449	154,101
Average	131,319	398	131,717	12,937		12,937	144,654	7,063	27	7,090	151,319	425	151,744

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	131,319	398	131,717	86.8
Total Paid Subscriptions	131,319	398	131,717	86.8
Verified Subscriptions				
Public Place	12,587		12,587	8.3
Individual Use	350		350	0.2
Total Verified Subscriptions	12,937		12,937	8.5
Total Paid & Verified Subscriptions	144,256	398	144,654	95.3
Single Copy Sales				
Single Issue	7,063	27	7,090	4.7
Total Single Copy Sales	7,063	27	7,090	4.7
Total Paid & Verified Circulation	151,319	425	151,744	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2022	None Claimed	177,205	177,205		
6/30/2021	None Claimed	180,460	180,460		
6/30/2020	None Claimed	177,481	177,481		

Visit [auditedmedia.com](https://www.auditedmedia.com) Media Intelligence Center for audit reports

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.99	
Subscription	\$24.94	
Average Subscription Price Annualized (2)		\$11.44
Average Subscription Price per Copy		\$1.43

(1) Represents subscriptions for the 6 month period ended June 30, 2024

(2) Based on the following issue per year frequency: 8

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue
Circulation by Regional, Metro & Demographic Editions
Geographic Data
Trend Analysis