



2016

MEDIA KIT  
**FLORIDA  
SPORTSMAN**

**YOUR SOURCE**

To Reach Florida's Anglers and Outdoorsmen

# 2 · Overview and Demographics



**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, hunting 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:	76,418
Frequency:	Monthly
Total Audience:	388,524
Male/Female (%):	89/11
Median Age:	45.7
Average HHI:	\$138,000

## Floridasportsman.com

Average UVs/Month:	429,119
Average PVs/Month:	5,858,171

## 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 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, \$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).

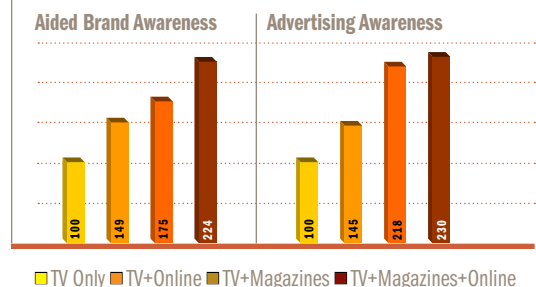
Florida is a year-round fishing and boating mega-market and you can reach this market with a single source—whether in print, online, TV, radio or in person—*Florida Sportsman*.

## 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.

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 2013; MRI, Spring 2013.



## Why FLORIDA?

Fishing and the outdoors is a way of life in Florida. Florida Sportsmen can be found casting inshore, poling a flat, fishing offshore, climbing a tree stand or diving a coral ledge. No state offers the diversity that you find in Florida, and that's why the Sunshine State is number one in the nation in all of the leading indexes tracking sportsmen engagement and dollars spent.

- A vast and vital market
- 8,426 miles of coastline
- 3.3 million anglers in Florida
- #1 sport in Florida: Saltwater Fishing

## HUGE Buying Power

**The Florida Angler:** 3 million strong. Florida ranks #1 in total expenditures for new powerboats, motors, trailers and accessories.

Florida's sales are still **over \$1 billion** per year. (Nearly the equivalent of the number 3, 4, and 5 states combined.)

## Florida Also LEADS the Nation in:

- Number of Saltwater Anglers
- Number of Saltwater Fishing Trips
- Number of Dollars Spent on Fishing

## From the PUBLISHER



Florida leads the nation in the number of saltwater anglers and days spent fishing, and there's no secret why. We can fish 365 days a year. As well,

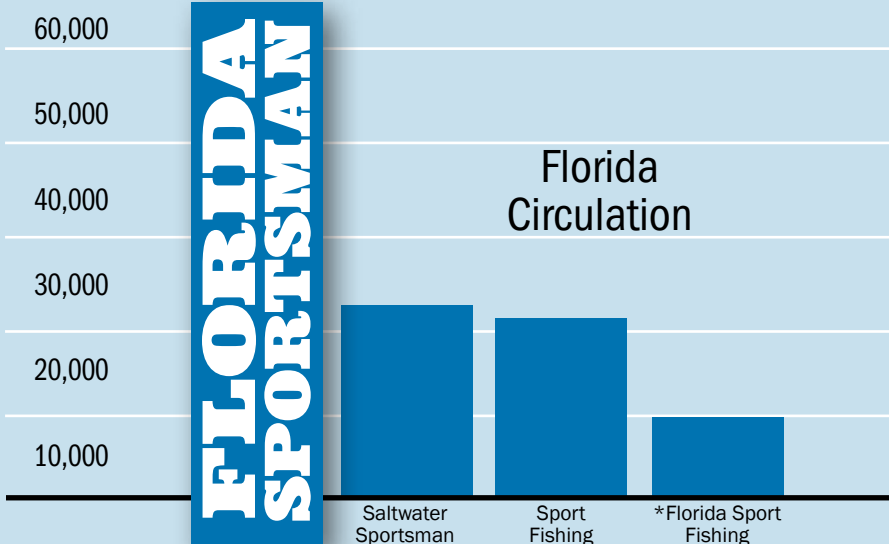
Florida is unmatched when it comes to variety of fish and the multitude of ways to catch them. The toughest part of fishing in Florida is making the decision on what to go after.

Whether it's fishing the flats for bonefish in the morning, then running past the reef to catch a sail in the afternoon, or casting to schooling redfish, then moving out for kingfish or grouper in the Gulf, the list of species and ways to target them are seemingly limitless.

But, when it comes to reaching these anglers, it's easy there's one source: *Florida Sportsman*. For over four decades anglers have been turning to *FS* to get their fix on what's happening in the state. *Florida Sportsman* is more than a magazine. We have consumer shows, a radio network, two TV shows and a very attractive website and community. And, it's a lifestyle. Who exactly is a Florida Sportsman? Someone who enjoys inshore, offshore, freshwater fishing or all three. Also boating, diving and hunting. Strives to conserve fish and wildlife. Fights for access. Teaches youngsters to cherish the outdoors. Finds adventure and fun on the water and afield.

Contact your *Florida Sportsman* media rep and learn how we can help you bring your message to the nation's most dedicated and appreciative anglers and outdoorsmen.

## FLORIDA SPORTSMAN, THE MOST EFFECTIVE WAY TO REACH FLORIDA'S ANGLERS



\*Florida Sport Fishing doesn't have an audited circulation or ABC Statement, but Magazine Wholesaler Supplied Numbers indicate approximately 8,000 copies sold per issue on the newsstand. The circulation numbers for FS, SWS and SF are from the December 2013 ABC Publishers Statement.

## FLATS BOATS

### FLORIDA LEADS THE NATION IN BOAT SALES.

More than the next two states combined.

Rank	Boat Sales
1. Florida	\$813 Million
2. Texas	\$450 Million
3. New York	\$232 Million
4. Michigan	\$186 Million
5. Louisiana	\$164 Million

Source: 2012 NMMA Retail Market Review of marine products purchased in 2011.



**29.8%**  
of Florida Sportsman readers plan on buying a new boat in the next 18 months—that's over 23,000 boats.

**79.4%**  
plan on spending over \$20,000 on their new boat and accessories.

**71.4%**  
of Florida Sportsman boat owners own a flats or inshore fishing boat.

### Boat Ownership

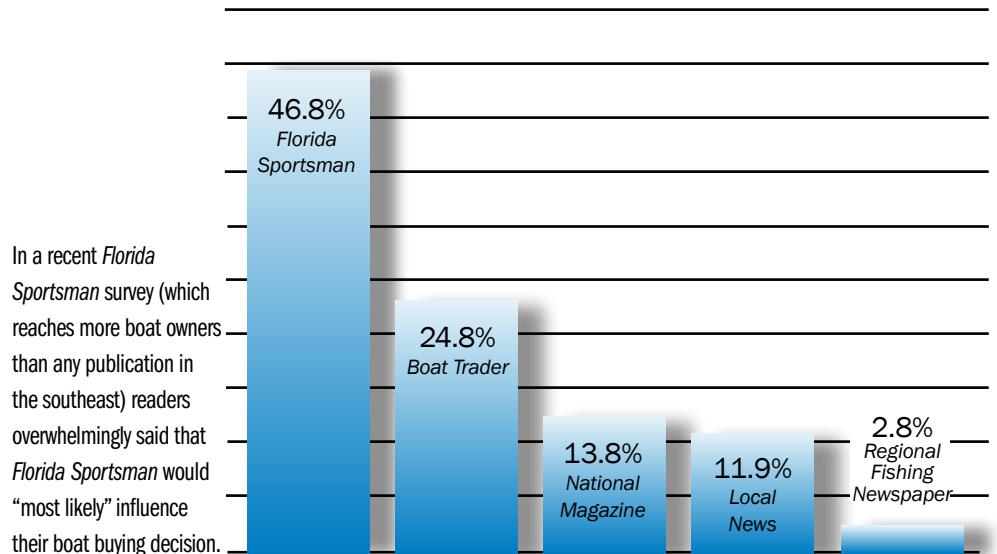
- 88.0% ..... Own at least one boat
- 41.6% ..... Own two or more boats
- 29.8% ..... Plan on buying a boat in the next 18 months
- 31.0% ..... Purchased a boat in the last 18 month
- 79.4% ..... Plan on spending over \$20,000 for a boat

\* Florida Sportsman Reader Survey

### Type of Boat

- 49.4% ..... Offshore
- 39.9% ..... Inshore
- 31.5% ..... Flats
- 20.2% ..... Kayak

### What publication would most likely influence your boat buying decision?



\*Data is a result of a 2009 printed survey mailed to paid subscribers of Florida Sportsman Magazine. Names of subscribers were selected on a purely random basis by Palm Coast Data, Palm Coast, FL 32142.



**Florida is, by far, the biggest and most important state in boating and fishing expenditures.**

**The Florida Sportsman Communications Network offers a variety of effective ways to reach this vast year-round market.**

### FLORIDA SPORTSMAN MAGAZINE

In addition to the standard advertising program and rates, FS offers advertising in the Outdoor Directory—a special section coinciding with our Action Spotter coverage. It has special rates for guides, rentals, resorts and others.



Other features include the Tropical Sportsman section, which provides the best coverage available of fishing in the Caribbean and the tropics. Plus, there are seminar sections

such as Fly Fishing, Boatmanship, Light Tackle, Offshore, Electronics and Paddle Craft.

### FLORIDA SPORTSMAN ONLINE

Serving 9 million page views to 320,000 outdoor enthusiasts, FloridaSportsman.com is the preeminent saltwater fishing and boating site on the web. Launched in 1995, the site



delivers the highest concentration of qualified online customers in Florida's \$3.3 billion fishing and boating industry.

FloridaSportsman.com provides the best opportunity for you to reach the most serious inshore and offshore fishermen in the country.

### FLORIDA SPORTSMAN LIVE RADIO



FS Radio is broadcast to Florida's top 3 regional markets, every Saturday morning, to keep anglers on top of where the fish are hitting. Our expert team of hosts are all professional anglers who know their waters.

### FLORIDA SPORTSMAN EXPOS

FS Fishing Expos have become the fishing industry's largest consumer shows. There are three shows around Florida, which feature



numerous companies exhibiting the latest in equipment and techniques.

Each show has also become an actual boat show, with upwards of 100 models displayed on site. The family-oriented events stress the hands-on learning experience.

### FLORIDA SPORTSMAN TV

Reel Time Florida Sportsman combines the interactivity of the Florida Sportsman community with a professionally



produced television series.

Host, Captain George Gozdz reviews the hottest action in the state, from posted fishing reports on the Florida Sports-



man website and Forum, and plans his trips accordingly, fishing with "Reel" anglers in their hometown waters. RTFS airs on both Sportsman Channel nationally and Fox Sun Sports in Florida.

Florida Sportsman Best Boat host Dave East and Rick Ryals will help viewers decide what's the "Best Boat" for them. "The

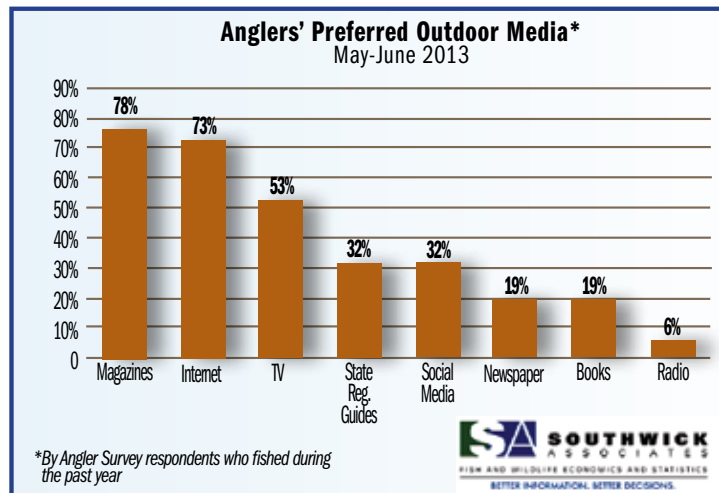


best boat for me may not be the best

boat for you, it completely depends on what you plan on doing with the boat—how you plan on using it," explains host Dave East. FSBB uses 13 episodes to showcase the most popular fishing and boating activities in the state and then uses participating boat companies to showcase the best category and class of boat to determine the "Best Boat" for the job.

### Media Use of Anglers

For anglers, magazines and websites were the most popular media sources for fishing, hunting, and shooting information (78% and 72.8% respectively). Less than one half of the anglers who use websites (72.8%) for outdoor-related information use social media (31.8%) for such information.







Florida Sportsman Magazine, since 1969, has been **the source for the best where-to and how-to fishing information in the state.** Each issue packs in insightful information that you won't find anywhere else. Editor Jeff Weakley does a masterful job of producing thoughtful, as well as informational features, seminars and departments which open up new ways of thinking about certain age-old techniques as well as finding ways of bringing in new hot locales to fish and enjoy the outdoors.

**In addition to the features, you will find these regular departments:**

- Action Spotter** ■ Spotlighting 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, fresh water, 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 shares recipes and cooking instructions for fish and game.
- Tournament Insider** ■ Results and highlights of saltwater and freshwater fishing tournaments.
- On the Conservation Front** ■ 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.

**6 SPECIAL ISSUES - 2 ISSUES IN 1**

Florida is a year-round paradise for outdoorsmen, and for many, the only sign of a change of season is the gear we use. At **Florida Sportsman** we want to highlight the changes with special issues, but not all of the subscribers are inshore anglers, or for that matter, offshore fishermen or hunters. So, in an effort to bring specialized content for those most interested in these subjects we're producing six special newsstand-only issues for the year.

- March** ■ Offshore | **May** ■ Inshore | **July** ■ Reefs & Wrecks
- September** ■ Hunting | **November** ■ Fresh Water | **January** ■ Gear

Target your customers with content they're looking for. Contact your *Florida Sportsman* sales representative today to book space in these low-cost newsstand-only special issues.



**F**LORIDA SPORTSMAN online 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 Online: Vital Statistics** *Monthly Avg.*

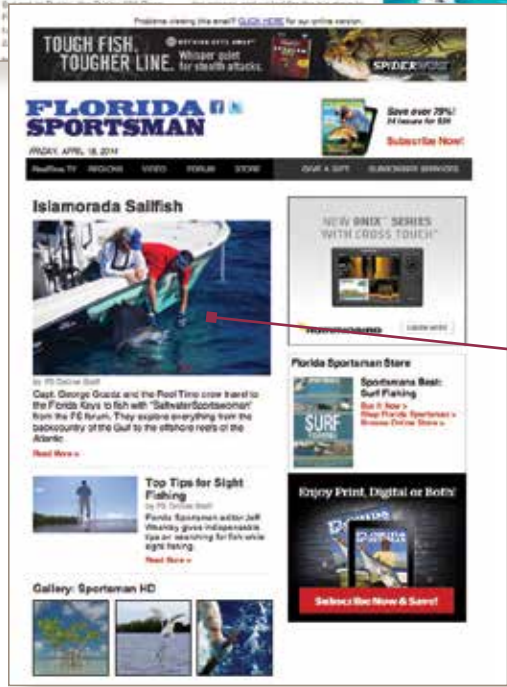
Unique Visitors	429,119
Page Views	5,858,171
Time-on-Site	17:29

**Florida Sportsman e-Newsletter** *Subscribers*

Weekly Distribution	55,000
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Source: Google Analytics, July 1, 2012 - June 30, 2013.

**Streaming Video**



[Click to Website](#)

**Florida Sportsman e-Newsletter**





**R**EEL TIME FLORIDA SPORTSMAN TV brings the most up to date fishing reports on the web, the fishing reports from the Florida Sportsman Forums, to the Big Screen.



Captain George Gozdz, host of *Reel Time*, reviews the hottest action in the state, based on the most current fishing reports on the Region Forums, then packs up his boat and gear to fish with the Florida Sportsman member who posted the best and most action-packed report.

**PROGRAMMING**

- Original Programming: *Reel Time with Florida Sportsman (RTFS)* season will consist of 13 episodes
- Season: *RTFS* will air 4X week for 26 weeks on SPMN during 1st and 2nd quarters for a total of 104 airings.
- In addition *RTFS* will air 3X a week for 26 weeks on SUN for a total of 78 airings.
- Total airings for each category sponsor commercial for *RTFS* will be 182 airings.

**DELIVERY**

- *RTFS* projected delivery is estimated at 910,000 households on SPMN during 1st and 2nd quarters.
- *RTFS* projected delivery is estimated at 468,000 households on Sun Sports during 1st and 2nd quarters.
- *RTFS* Total projected household delivery for 2015 is 1,378,000.

**BENEFITS**

- Exclusive category inclusion of your product in the show.
- One 30-second commercial in each episode of *Reel Time Florida Sportsman* programs, total 182 plays.
- Segment Sponsorships by way of “brought to you by” messaging.

**CATEGORY SPONSORSHIP Cost RTFS 2014: \$25,000**

**FLORIDA SPORTSMAN**  
**BEST BOAT**  
MAGAZINE • TELEVISION • ONLINE

Airs  
Oct 2014 - Mar 2015  
on SunSports

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.

**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 2015 on Fox Sun Sports.







**FLORIDA  
SPORTSMAN  
EXPO**



**T**HE FLORIDA SPORTSMAN EXPO has something for everyone—anglers, boaters and hunters with seminars, demonstrations and endless rows of exhibits offering fantastic show specials.

The Florida Sportsman Expos are bigger and better than ever. In its 23rd year and staged like a three-ring circus for anglers, boaters and hunters, the Expos feature continuous seminar stages, casting ponds, kids' events, a hands-on rigging table, free fly- and net-casting lessons, the newest line-up of boats of all sizes and exhibits by Florida's Fish & Wildlife Conservation Commission.

Rows and rows of booths will offer show specials and discounts on boats, tackle, gear, gadgets, hunting trips and accessories, works of art and much more.

Attendees can learn how to effectively throw a cast net in only five minutes in the large cast net pit. Those interested in the basics of fly fishing will receive free instruction at a 100-foot casting pond. Kids have their own events at a spin-cast pond with free "can't-lose" prizes by Zebco—there's even a kids' face-painting booth by the amazing artist Tony Ryals, a quadriplegic who paints using just his mouth.

**Ft. Myers**

Lee Civic Center

**Ft. Pierce**

St. Lucie County Fairgrounds

**Tampa**

Florida State Fairgrounds

10×10 booth(s) @ \$495 · 10×10 corner booth(s) @ \$595  
 Sq. Ft. of indoor space @ \$2 Sq. Ft. · Sq. Ft. of outdoor space @ \$1.50 Sq. Ft.

**Exhibit Space:** All booths are 10×10, indoors and include, one 8' table, two chairs. Electrical hook-up and carpet available for additional charge.

**Sponsor Opportunities:** Presenting and Brought to You By Sponsorships · Inshore Stage Sponsorship · Offshore Stage Sponsorship · Kayak Stage · Angler on Foot Stage · Hunting Stage Sponsor

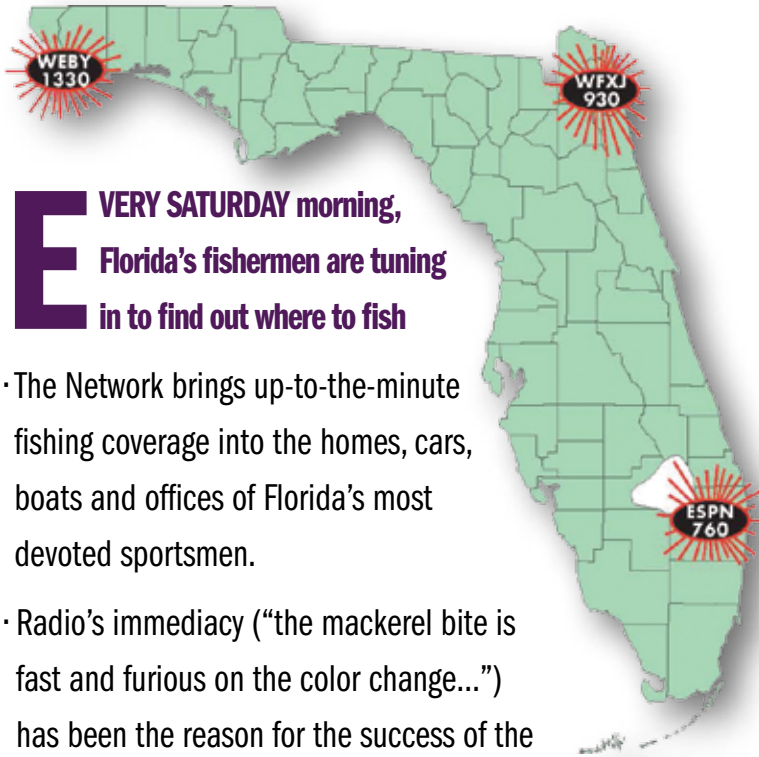
**Show Hours:** 10AM – 5PM – Saturday, 10AM – 4PM – Sunday

**Admission:** \$8 adults, kids under 12 with parents free.

[Click to Website](#)

**Florida Sportsman Expo · Dave East, Show Director**

PH: 772-219-7400 x115 · FAX: 772-219-6900 · CELL: 772-828-1358 · [dave@floridasportsman.com](mailto:dave@floridasportsman.com)



**E**VERY SATURDAY morning, Florida's fishermen are tuning in to find out where to fish

- The Network brings up-to-the-minute fishing coverage into the homes, cars, boats and offices of Florida's most devoted sportsmen.
- Radio's immediacy ("the mackerel bite is fast and furious on the color change...") has been the reason for the success of the show.
- After 18 years and 2,600 shows, the Network is stronger than ever.

**Largest live radio fishing network in the nation**

The *Florida Sportsman* Magazine Live Radio Network is broadcast to potentially more than 30 million visitors and residents of Florida.

Format, philosophy and purpose: To provide helpful, entertaining expertise, including live interactions with listeners and special sources.

Radio's immediacy ties in with the in-depth coverage in *Florida Sportsman* magazine.

[Click to Website](#)



STATEWIDE SPONSOR PACKAGES Effective November 2014

**BLUE MARLIN**

\$200 per week • \$1,950 for 13 weeks  
 \$150 per week • \$7,800 for 52 weeks

**Product exclusivity**

- (1) 60-second commercial on each station
- Logo in all radio network advertising in print media
- Additional recognition on radio promos (10 per week)
- Booth at 1 Florida Sportsman Fishing Show
- Product giveaways

**LIVE READS**

\$25 Each

**PRODUCTION**

Written scripts are required by Wednesday 4PM for the following Saturday show.  
 Statewide and local sponsorships are limited—call today.

Florida Sportsman Radio • Rick Ryals, Director:

PH 904-251-3026  
 CELL 904-334-8808  
[rick@floridasportsman.com](mailto:rick@floridasportsman.com)

**JACKSONVILLE • WFXJ 930 AM**

7AM - 9AM			
	1 week	13 wks	52 wks
60 sec.	\$95	\$85	\$75
30 sec.	\$60	\$55	\$50

**PALM BEACH • ESPN 760 AM**

7AM - 8AM			
	1 week	13 wks	52 wks
60 sec.	\$95	\$85	\$75
30 sec.	\$60	\$55	\$50

**MILTON • WEBY 1330 AM**

8AM - 9AM			
	1 week	13 wks	52 wks
60 sec.	\$95	\$85	\$75
30 sec.	\$60	\$55	\$50

**Florida Sportsman Radio • Rick Ryals**

PH: 904-251-3026 • CELL: 904-334-8808 • [rick@floridasportsman.com](mailto:rick@floridasportsman.com)





REACH THOUSANDS OF

# BOAT BUYERS

LOOKING FOR 16' SKIFFS TO 42' CENTER CONSOLES

**W**HAT'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 annual publication and TV show which uses three boats to illustrate each category and class, best-suited for a particular activity. Best Boat highlights the features the boat buyer should look for in a respective 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

**30,000 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. 30,000 copies will be distributed state-wide October 2015, 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 August 28, 2016

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

## 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**  
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# SUN SPORTS

## January

New Tackle and Gear; Tripletail; Fort Pierce inshore and offshore; Spring Break fisheries; Myakka River snook and tarpon; Crappie lakes

**Ad Closing: 11-5-15**

**On Sale: 12-22-15**

## February

King Mackerel; Shrimp; St. Johns River Bass and Panfish; Bay Reefs; Study to be a Fish Scientist

**Ad Closing: 12-18-15**

**On Sale: 1-26-16**

## March

TROLLING SPECIAL—Using Electronics to Find Ocean Fish; Basic Trolling Patterns for Popular Species; Seasons for Ocean Action. Offshore Dreamboat. ALSO Spring Snook; Sight Fish Cobia; Field Dogs for Florida

**Ad Closing: 1-7-16**

**On Sale: 2-23-16**

## April

Mahi in the Weedlines; Tampa Tarpon; Alligator Hunt; Bowfish for Tilapia; Bahamas Crossing

**Ad Closing: 2-5-16**

**On Sale: 3-22-16**

## May

SHALLOW WATER SPECIAL—Trout Tackle and Tactics; Boat Design and Propulsion; Tournament Circuits; Beach Snook. ALSO: Panhandle Nearshore Big Game; Keys Tarpon; North Captiva Reds and Trout; Inshore Dreamboat

**Ad Closing: 3-7-16**

**On Sale: 4-19-16**

## June

Light Tackle Kingfish; Summer Sailfish; Lionfish; Bluegill and Shellcracker;

Hwy 98 Panhandle Road Trip;

Florida Bay Mangrove Snapper

**Ad Closing: 4-11-16**

**On Sale: 5-24-16**

## July

REEFS AND WRECKS SPECIAL—Lobster Dive How-To; Spearfishing; Chum Tactics for Snapper and More. Large CC Dreamboat; Hot Weather Fishing Tactics; Reds and Bass Tactics.

**Ad Closing: 5-6-16**

**On Sale: 6-21-16**

## August

Marco Island Year-Round Inshore; Spillways for Snook and Tarpon; Freshwater Catfish; Southeast Florida Wahoo

**Ad Closing: 6-10-16**

**On Sale: 7-26-16**

## September

FALL RUN SPECIAL—Glass Minnows; Mullet Run Surf Action; Mullet for Dolphin and More Offshore; Selecting a Castnet. ALSO Snook Season Starter Tips; Clearwater Inshore and Offshore; Fall Dolphin; Bayboat Dreamboat.

**Ad Closing: 7-11-16**

**On Sale: 8-23-16**

## October

Bahamas Wahoo Fishing; Coastal Fishing Piers; Hog Hunting; Tournament Bass Lake Review; Dove Hunt

**Ad Closing: 8-5-16**

**On Sale: 9-20-16**

## November

Sailfish Tournaments; Fall Swordfish; Spanish Mackerel; Duck Hunting

**Ad Closing: 9-9-16**

**On Sale: 10-25-16**

## December

Cold Weather Trout Fishing; Crappie Trolling; Whiting in the Surf; Keys Wahoo Fishing; Small Game Hunting

**Ad Closing: 10-7-16**

**On Sale: 11-22-16**



# 13 • Magazine Advertising Rates

**FLORIDA  
SPORTSMAN**

Effective September 1, 2015

<b>4-Color</b>	<b>1×</b>	<b>3×</b>	<b>6×</b>	<b>12×</b>
<b>Spread</b>	<b>\$13,000</b>	<b>\$11,940</b>	<b>\$11,710</b>	<b>\$11,560</b>
<b>Full Page</b>	<b>6,500</b>	<b>5,970</b>	<b>5,855</b>	<b>5,780</b>
<b>2/3 Page</b>	<b>4,720</b>	<b>4,330</b>	<b>4,260</b>	<b>4,130</b>
<b>1/2 Page Spread</b>	<b>7,280</b>	<b>6,680</b>	<b>6,560</b>	<b>6,440</b>
<b>1/2 Page Island/Vertical</b>	<b>3,785</b>	<b>3,475</b>	<b>3,400</b>	<b>3,350</b>
<b>1/2 Page Horizontal</b>	<b>3,640</b>	<b>3,340</b>	<b>3,280</b>	<b>3,220</b>
<b>1/3 Page</b>	<b>2,690</b>	<b>2,495</b>	<b>2,435</b>	<b>2,385</b>
<b>1/4 Page</b>	<b>2,510</b>	<b>2,315</b>	<b>2,245</b>	<b>2,215</b>
<b>1/6 Page</b>	<b>1,680</b>	<b>1,555</b>	<b>1,520</b>	<b>1,470</b>
<b>1/12 Page</b>	<b>550</b>	<b>510</b>	<b>500</b>	<b>485</b>
<b>Big Inch</b>	<b>305</b>	<b>275</b>	<b>255</b>	<b>245</b>
<b>Cover 2 or Cover 3</b>	<b>\$6,835</b>	<b>\$6,630</b>	<b>\$6,485</b>	<b>\$6,360</b>
<b>Cover 4</b>	<b>7,380</b>	<b>7,150</b>	<b>7,005</b>	<b>6,885</b>

**F**lorida Sportsman offers marketers the ability to develop highly-targeted campaigns that are fully integrated with any combination of multi-media assets—including other 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:** Florida Sportsman uses 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.

**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.

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

FS Online Complements and Supports the Most Effective Multi-Media Marketing Programs

## Online User Demographics

Male: (%)	76.7	Unique Visitors per Month (MM)	2.5
Median Age:	43.0	Page Views per Month (MM)	14.3
Age 18-49: (%)	45.4	Average Time Spent (minutes)	10.25
Age 35-64: (%)	55.0	Average Page Views/Visit	11.0
Average HHI:	\$77,000	Researched Product Online (%)	85.1
Fish (Index)	254	Brought Product Online (%)	85.0
Hunt (Index)	425	Camp (Index)	157

Sources: Google Analytics 7/1/2012-6/30/13; ComScore July 2013 (demographics); MRI 2013 Doublebase (income, activities)

## 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	10

## Custom Creative

Site Placement	Advertising Unit	Net CPM
Video Pre-Roll: 15/30 Seconds	300 X 300	\$20/30
Superheader	970 X 90 > 970 X 415	35 with video/25
Site Skin	1400 X 800	25
Interstitial (pre-)	600 X 400	25
	Logo with Forums ROS	
Monthly Forums Sponsor	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](mailto: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).



## PDF/x-1a files are preferred

Files (**PDF only**) should be sent via **SendMyAd**—the advertising materials portal or by email. Portal URL: <http://imo.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" offset. Bleeds should extend 1/8" beyond trim. Maximum one ad per document.



**Native Files:** Files created in Photoshop, InDesign or Illustrator can be accepted. Ads cannot be accepted if created in Microsoft Publisher, QuarkXPress or Scribus.

**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 JPG, high-resolution and ones that you either own the copyright for or are in the public domain. Please provide enough time for the ad to be created and proofs sent and approved. 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.

## Magazine Trim Size: 8" Wide by 10<sup>7</sup>/<sub>8</sub>" High

### 1 - Two Page Spread

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

### 2 - Half-Horiz. Spread

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

### 3 - Full Page

Bleed: 8.25 × 11.125  
Trim: 8 5 10.875  
Safety: 7.5 × 10.375

### 4 - 2/3 Vertical

Bleed: 5.25 × 11.125  
Trim: 5.125 × 10.875  
Safety: 4.625 5 10.375

### 5 - 1/2 Horizontal

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

### 6 - 1/2 Vertical

Bleed: 4 × 11.125  
Trim: 3.875 × 10.875  
Safety: 3.375 × 10.375

### 7 - 1/2 Island

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

### 8 - 1/3 Vertical

Bleed: 2.875 × 11.125  
Trim: 2.75 × 10.875  
Safety: 2.25 5 10.375

### 9 - 1/3 Square

Non Bleed: 4.625 × 4.875

### 10 - 1/4 Square

Non Bleed: 3.375 × 4.875

### 11 - 1/4 Horizontal

Non Bleed: 7 × 2.375

### 12 - 1/6 Horizontal

Non Bleed: 4.625 × 2.375

### 13 - 1/6 Vertical

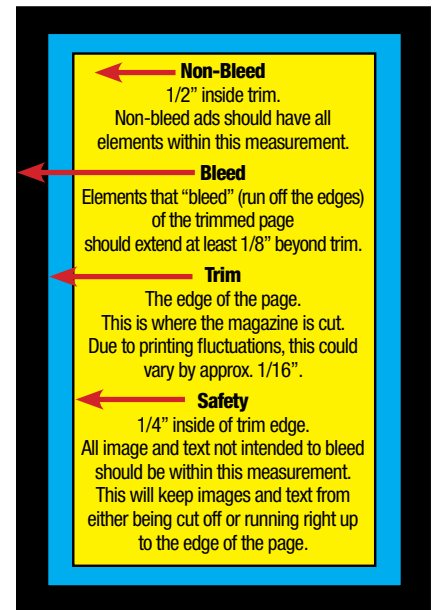
Non Bleed: 2.25 × 4.875

### 14 - 1/12 Page

Non Bleed: 2.25 × 2.375

### 15 - Big Inch

Non Bleed: 2.25 × 1.125



**A full-page ad should always be considered a "bleed" ad even if no image or background extends past the edges. Please set up all full-page ads as "bleeds."**

- 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.
- 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.

**Print Advertising Requirements:**

PDF/x-1a files are preferred

**Media:**

Files should be sent via **SendMyAd**—the advertising materials portal or by email. **Portal URL:** <http://imo.sendmyad.com>

**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. Maximum one ad per document.

**Images:**

Images should be saved in TIFF or EPS format, not JPEG, PNG or GIF, 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:**

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.)

**Native Files:**

Although we can work with many native file formats, *Florida Sportsman* works with the Adobe Creative Cloud on Macintosh computers, updated to the latest version. This would include InDesign, Photoshop, Illustrator, amongst others. If you send native files, they must be packaged with all links and fonts. A PDF is preferred as we cannot guarantee reproduction from native files.

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Insert Specifications:

**Quantity:**

Please call Jeff Macharyas at 772-219-7400 x109 for amount for specific issues.

**Minimum Dimensions:**

4.125" high by 6.125" wide. This includes 1/8" spine trim, perf should be 1/2" in from spine trim. This includes 1/8" foot trim (inserts jog to the foot, 1/8" will be trimmed from bottom of supplied card, there will be no trim from the top of the card, *unless* it is a full-page insert). Final size of card once bound, cut and removed from perf: 5.5" wide by 4" high.



**Maximum Dimensions:**

10.875" deep; 8". Add 1/8" to all four sides. Any perfs should be 1/2" from spine trim.

**Live Matter:**

Keep vital 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.

**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. Confirm insert delivery dates with production.

**Shipping & Packing:**

Please advise your printer to follow the specs above. Ship to: Mike Leathers - Florida Sportsman, Quad Graphics, Sussex Plant, N63 W23075 Hwy. 74, Sussex, WI 53089. Issue job number **MUST** be included with shipment. Contact production prior to shipping to receive number. PDF sample of insert **MUST** be provided to the Production Manager for approval prior to printing (email to [jeffm@floridasportsman.com](mailto:jeffm@floridasportsman.com)).

**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 3½" by 5", but not exceed 4¼" by 6". All business reply mail must comply with postal specifications.

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**Contact:**

Production - Florida Sportsman

2700 S. Kanner Highway

Stuart, Florida 34994

OFFICE: 772-219-7400 x109

CELL: 540-424-0211

[jeffm@floridasportsman.com](mailto:jeffm@floridasportsman.com)

Audited by Audit Bureau of Circulation.

