

In-Fisherman

THE WORLD'S FOREMOST AUTHORITY
ON FRESHWATER FISHING

2024 MEDIA KIT

> IN-FISHERMAN - THE STANDARD SINCE 1975

In-Fisherman is the leading multispecies brand with a proven history of educating anglers of all levels and bringing new trends to the masses.

The original influencer-InFisherman continues to teach people how to catch more and bigger fish, using scientifically proven methods of understanding fish behavior.

As the first media brand to embrace a multi-media strategy, In-Fisherman continues to reach fishing enthusiasts – avid anglers who read, watch and interact with the best-in-class media platforms for multispecies information.



> READ IN-FISHERMAN MAGAZINE

- Circulation: 176,968
- 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

- Airs on Outdoor Channel, Sportsman Channel, Sportsman Channel Canada and World Fishing Network
- Three species featured in each episode
 - Educates on the why, where, and how to catch more fish
 - Won 20 prestigious industry awards
 - Voted best fishing show 5 years in a row
 - Reached 500-episode milestone in 2022

> INTERACT IN-FISHERMAN.COM & SOCIAL

- Variety of unique content exclusive to In-Fisherman.com
- Solunar Calendar: free, interactive calendar offers best fishing times based on exact location
- 127,000 average monthly unique visitors to In-Fisherman.com
- 180,000 social media followers
- 56,000 e-newsletter subscribers

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, electronics, 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.



>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

>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

>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
12/5/23

On Newsstand
2/6/24

Close/Materials Due
2/1/24

On Newsstand
4/2/24

Close/Materials Due
3/15/24

On Newsstand
5/14/24

>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

>AUG/SEPT

>FEATURES:

- L. Bass—Drop Shooting 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

>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

>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
4/18/24

On Newsstand
6/18/24

Close/Materials Due
5/15/24

On Newsstand
7/16/24

Close/Materials Due
7/11/24

On Newsstand
9/10/24

Close/Materials Due
10/15/24

On Newsstand
12/3/24

2024 AD CLOSE DATES

>MARCH/APRIL

Close/Materials Due
12/5/23

On Newsstand
2/6/24

>MAY

Close/Materials Due
2/1/24

On Newsstand
4/2/24

>JUNE

Close/Materials Due
3/15/24

On Newsstand
5/14/24

>JULY

Close/Materials Due
4/18/24

On Newsstand
6/18/24

>AUG/SEPT

Close/Materials Due
5/15/24

On Newsstand
7/16/24

>OCT/NOV

Close/Materials Due
7/11/24

On Newsstand
9/10/24

>DEC/JAN/FEB

Close/Materials Due
10/15/24

On Newsstand
12/3/24



2024 IN-FISHERMAN GUIDES

> WALLEYE GUIDE

Readers will learn new secrets to livebait rigging and strategies for putting crankbaits and softbaits systems into play, and when situations call for going aggressive. We'll uncover the beauty of a wilderness walleye fly-in, see what's happening in the world of sauger, and catch the latest trends in electronics tech

Close/Materials Due 12/12/23
On Newsstand 2/13/24

> BASS GUIDE

The In-Fisherman experts dive deep into lures for largemouths, smallmouths, and spots - finesse jiggling Ned rig style, snapjiggging secrets, the spinnerbait revival, rock-solid skirted jigs, going nutso for Neko, and more. On the equipment front, we'll cover the latest on live-scanning and reel drag systems.

Close/Materials Due 1/18/24
On Newsstand 2/20/24

> TACTICAL ICE GEAR

The In-Fisherman staff and field editors review new and noteworthy gear on the cutting edge, from lures to 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 8/2/24
On Newsstand 10/2/24

> 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 10/3/24
On Newsstand 12/4/24



2024 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



2024 GUIDES ADVERTISING RATES

4-Color	1x	2x	3x	5x
Full Page	3,785	3,630	3,470	3,333
2/3 Page	2,913	2,802	2,676	2,560
1/2 Page	2,538	2,438	2,322	2,229
1/3 Page	1,771	1,771	1,639	1,567
1/4 Page	1,401	1,346	1,291	1,230
1/6 Page	1,021	1,015	938	893

B&W	1x	2x	3x	5x
Full Page	2,802	2,687	2,571	2,477
2/3 Page	2,163	2,080	1,991	1,904
1/2 Page	1,881	1,804	1,721	1,655
1/3 Page	4,486	4,262	4,049	3,847
1/4 Page	1,042	993	954	883
1/6 Page	762	728	695	667

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



2024 SMALL SPACE ADVERTISING RATES

GOING PLACES

SASKATCHEWAN

LAWRENCE BAY LODGE "Likely your best chance at a trophy northern pike!"

WALDIE HUNTING OUTPOST CAMPS!



• On Reindeer Lake in Northern Saskatchewan
• New 18' Deep-Transom Fishing Boats
• Fully Modern Cabins • Remote-Fly in Lakes
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www.lawrencebay.com
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WISCONSIN

Cozy Corner Cottages

World Class Fishing on Lake Onalaska, Wisconsin
cozycorcercottages.net
608-781-3792



In-Fisherman Advertising Information

Ben Hoffman, Advertising Sales,
Call: 717-695-8075
Email: Ben.Hoffman@OutdoorSG.com
Advertising information for In-Fisherman and In-Fisherman.com can also be found at www.outdoorsg.com



Plenty of online video into this technology. A best time on the ice with some and closely observe its feat buying one. Guides such to have both graph and in same time so their custom parison and can also bette on their own graphs or fia

Dulcis focuses his gu grow to trophy proporta Gorge Reservoir, and he's of running multiple unit every brand and type of ning a Garmin LiveScope 7, and a Garmin 735V Last Scope keeps my customer when the bite is slow. The watch the every move fishing tight to ledges, wh identifying fish.

"For next season, I'll a ice. From experimenting to the added range of this ut you lose contact with you LVS 34 extends that range ning the Helix 7 for its be and the Garmin 735V as it classic scrolling graph dis CHIRP sonar. Clients that can then see side-by-side on their graph versus the LiveScope. It becomes a v

Today's ice fishing ang tronic options than ever b you determine is best for ing budget, these sonar s opportunities, and live-sonar units will revolutionize how you fish. ■

GOING PLACES

SASKATCHEWAN

LAWRENCE BAY LODGE "Likely your best chance at a trophy northern pike!"

WALDIE HUNTING OUTPOST CAMPS!

• On Reindeer Lake in Northern Saskatchewan
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www.lawrencebay.com
Lawrence Bay Lodge, Box 128, Tolna, ND 58380
Email: lbldodge@stellarnet.com • Fax: 701.262.4233

ALASKA

FISHING GUIDES WANTED - ALASKA
Premier - Wrangell
Fishing Lodge is looking for experienced and new fishing guides for 2022 season. Also needed: hospitality, kitchen and lodges workers
www.tkchiklodge.com, info@tkchik.com.

In-Fisherman Advertising Information
Ben Hoffman, Advertising Sales, Call: 717-695-8075
Email: Ben.Hoffman@OutdoorSG.com
Advertising information for In-Fisherman and In-Fisherman.com can also be found at www.outdoorsg.com

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- Hard Baits
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A FULL LINEUP OF IN-FISHERMAN GUIDES

ICE FISHING 2022 GUIDE
ICE FISHING 2022 GUIDE
WALLEYE 2022 GUIDE
BASS 2022 GUIDE

Now Available At Our Online Newsstand
osgnewsstand.com

2022 BASS GUIDE available online 3/15, CATFISH GUIDE available 4/19



"In-Fisherman Field Editor Steve Ryan is an outstanding multi-species angler, on ice and open water. He's one of the most widely traveled anglers we know, seeking trophy specimens near and far.

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

In-Fisherman

BASS BONANZA 2024

BASS

EST. 2019

BONANZA

In-Fisherman **GAME & FISH**
The Regional Outdoor Guide

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!

> ADVERTISING PACKAGE INCLUDES

- A special 16-page section dedicated to bass fishing techniques and gear to run in the May 2024 issues of BOTH In-Fisherman and Game & Fish (South region) issues
 - On sale first week of April 2024
 - 453k total combined circulation
- The same great content in both publications, but to two different audiences, will increase reach and drive purchase
- Choice of (1) Supporting Ad Unit:

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



> FOR MORE INFORMATION, PLEASE CONTACT:

Todd Ceisner | Publisher

Phone: 917-603-7544

Email: Todd.Ceisner@outdoorsg.com

MASTER ANGLER PROGRAM

MASTER ANGLER

> A CONTEST FOR ALL TIME

For more than four decades, the Master Angler Awards Program has given readers across North America the opportunity to showcase their angling achievements and highlight productive fisheries

> ACHIEVEMENT AWARDS

Entries are gathered throughout the year via mail and online, and awards are handed out to anglers recording the biggest released and kept fish in 29 different species categories.



> AWARDS PROGRAM SPONSORSHIP OPPORTUNITY

- Logo placement on full-page entry form that appears in every issue and each special interest publication
- Logo placement on online entry form on In-Fisherman.com
- Randomly-selected winners receive gift pack from supporting partner(s).

AUDIENCE SNAPSHOT

Total Audience: 1,835,000

Men: 80%

Women: 20%

Median Age: 51

Married: 74%

Attended College: 67%

Avg. Household Income: \$98,500

Avg. Household Net Worth: \$717,000

Went Fishing, Past 12 Months: 97%

Went Freshwater Fishing, Past 12 Months: 100%

Went Ice Fishing, Past 12 Months: 34%

Went Shore Fishing, Past 12 Months: 48%

Went Fly Fishing, Past 12 Months: 16%

Went Saltwater Fishing, Past 12 Months: 16%

Avg. Number of Days Fished, Past 12 Months: 47.1

Avg. Number of Days Spent Freshwater Fishing, Past 12 Months: 36.5

Avg. Number of Days Spent Ice Fishing, Past 12 Months: 3.6

Avg. Number of Days Spent Shore Fishing, Past 12 Months: 10.4

Avg. Number of Days Spent Saltwater Fishing, Past 12 Months: 1

Avg. Number of Days Spent Fly Fishing, Past 12 Months: 2.3

Took Overnight Fishing Trip in U.S., Past 12 Months: 63%

Avg. Number of Overnight Trips within the U.S., Past 12 Months: 3.6

Household Owns/Leases 1 +

Pick Up Truck(s): 46%

Household Owns/Leases 1 +

Sport Utility Vehicle: 51%

Household Owns/Leases 1 + Car: 59%

Personally Responsible for Maintaining Vehicle(s): 60%

Purchased Aftermarket Auto Accessories, Past 12 Months: 95%

Spent Money on Fishing Gear/Equipment/Apparel, Past 12 Months: 90%

Avg. Spent on Fishing Gear/Equipment/Apparel, Past 12 Months: \$745

Purchased Fishing Lures, Past 12 Months: 79%

Purchased Monofilament Line, Past 12 Months: 70%

Purchased Fluorocarbon Line, Past 12 Months: 36%

Own Fishing Rod: 99%

Own a Baitcasting Rod: 85%

Own a Spinning Rod: 99%

Own a Spincasting Rod: 70%

Own Fly Fishing Rod: 52%

Own Ice Fishing Rod: 42%

Own Fishing Reel: 91%

Own Baitcasting Reel: 85%

Own Spinning Reel: 99%

Own Spincasting Reel: 60%

Own Fly Fishing Reel: 52%

Own Ice Fishing Reel: 36%

Own a Boat: 86%

Own V-Hull Fishing Boat: 60%

Own Bass Boat: 20%

Own a Motor: 79%

Own Outboard Motor: 76%

Own Trolling Motor: 67%

Did Household Improvement or Home Remodeling Work: 91%

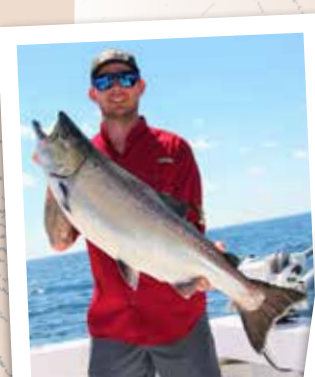
Own Any Home Improvement Tools: 94%

Own Hand Tools: 87%

Own Lawn Mower: 75%

Own Saw: 67%

Sources: 2022 MRI Doublebase; Most recent subscriber study.



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

> **127,000**

MONTHLY UNIQUE WEBSITE VISITORS

> **2,787,000**

ANNUAL PAGE VIEWS

> **56,202**

E-NEWSLETTER SUBSCRIBERS

> **180,000**

SOCIAL MEDIA FOLLOWERS



> 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 2023. E-Newsletter Subscribers from Exact Target as of July 2023. Social Audience reflects Followers or Likes for Social pages on Facebook, Twitter, Instagram, and YouTube, as of July 2023.



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

With the 2022 season we celebrated our 500th television show and more than 40 years of pioneering work in outdoor programming. Our rich tradition of providing the most trusted fishing content continues in 2024 and beyond.

> CUSTOM SPONSORSHIPS AVAILABLE. FOR MORE INFORMATION, CONTACT:

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

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, pike, trout, salmon, and panfish like crappies, perch, bluegills, and white bass. From time to time, we also feature near-shore saltwater species like stripers, redfish, and tarpon. It's entertainment that offers solid how-to-fish tricks and tactics to help viewers catch more fish!

> SHOW SPONSORSHIP BENEFITS

- Exclusive category inclusion of product in the show.
- 494x commercials; :30 each (or 988x :15 spots)
- Segment Sponsorships by way of “brought to you by messaging”, for a total of 42 plays.
- Products will be used and identified in each show (where applicable).
- Logo will be included in closing credits and the end of every episode.
- Logo will appear in editorial articles devoted to In-Fisherman TV within the In-Fisherman publications during the season.
- 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.

2024 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

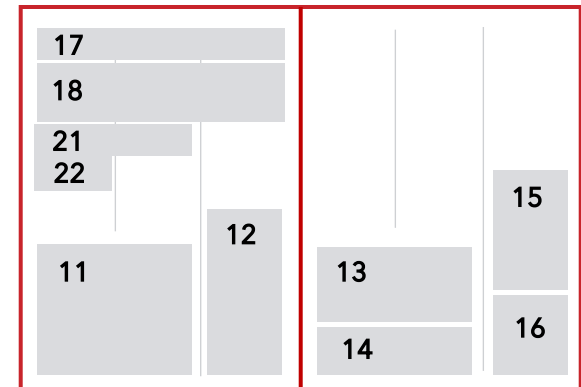
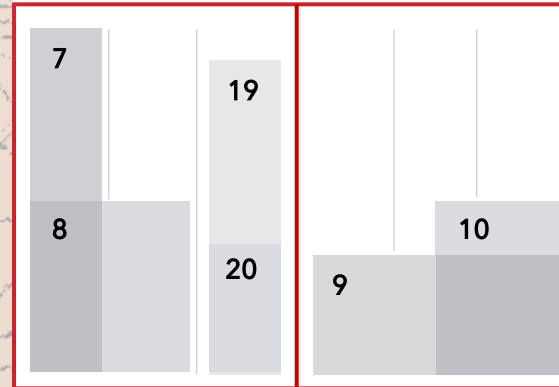
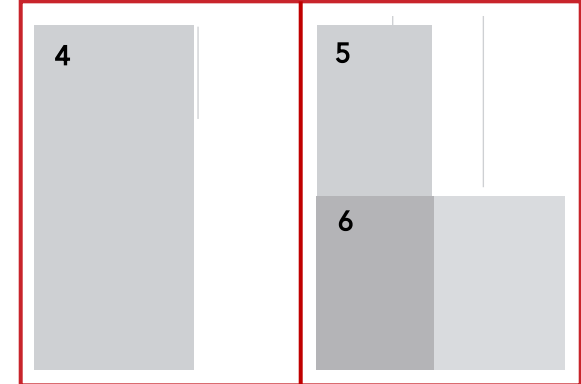
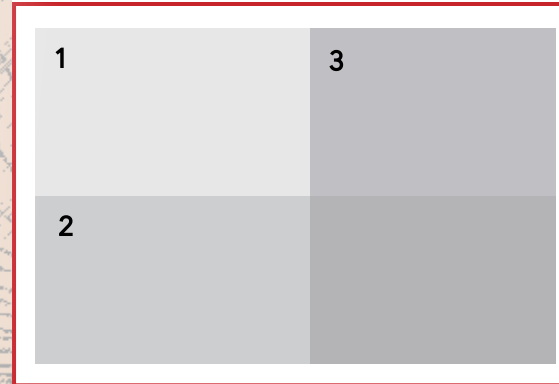
18. Two Inch Banner
Non-Bleed: 6.75 x 2

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

> GENERAL PRODUCTION INFORMATION

Leah Jaroh, Production Manager
In-Fisherman
6385 Flank Drive, Suite 800
Harrisburg, PA 17112-2784
717-695-8087
leah.jaroh@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



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.



2024 PUBLISHER'S STATEMENT



Publisher's Statement

6 months ended December 31, 2022, Subject to Audit

[Learn more about this media property at auditedmedia.com](http://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
168,221	8,747	176,968	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			
Jul	152,906	1,778	154,684	14,657		14,657	169,341	6,396	23	6,419	173,959	1,801	175,760
Aug/Sep	152,624	1,754	154,378	14,618		14,618	168,996	9,208	30	9,238	176,450	1,784	178,234
Oct/Nov	150,143	1,720	151,863	14,463		14,463	166,326	10,569	15	10,584	175,175	1,735	176,910
Average	151,891	1,751	153,642	14,579		14,579	168,221	8,724	23	8,747	175,194	1,774	176,968

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	151,891	1,751	153,642	86.8
Total Paid Subscriptions	151,891	1,751	153,642	86.8
Verified Subscriptions				
Public Place	14,308		14,308	8.1
Individual Use	271		271	0.2
Total Verified Subscriptions	14,579		14,579	8.2
Total Paid & Verified Subscriptions	166,470	1,751	168,221	95.1
Single Copy Sales				
Single Issue	8,724	23	8,747	4.9
Total Single Copy Sales	8,724	23	8,747	4.9
Total Paid & Verified Circulation	175,194	1,774	176,968	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2021	None Claimed	180,460	180,460		
6/30/2020	None Claimed	177,481	177,481		
6/30/2019	None Claimed	176,776	177,212	-436	-0.2

Visit auditedmedia.com Media Intelligence Center for audit reports

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$5.99	
Subscription	\$29.94	
Average Subscription Price Annualized (2)		\$12.72
Average Subscription Price per Copy		\$1.59

(1) Represents subscriptions for the 6 month period ended December 31, 2022

(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