SPORT FISHING
Sport Fishing magazine is written for the passionate enthusiast who wants information on the latest techniques, overlooked destinations and the newest equipment to optimize every day on the water. It’s an invaluable source of saltwater fishing information that informs and inspires its readers by delivering in-depth coverage on a broad range of topics of interest to active saltwater anglers. With a long-standing emphasis on vital issues surrounding the conservation and management of fisheries, Sport Fishing empowers its readers to safeguard the future of their sport.
AUDIENCE PROFILE

Sport Fishing’s audience represent active, affluent anglers that can be refined to fit your specific needs. Unless otherwise specified, this information is representative of our total audience across all media channels; contact us to find your target audience.

DEMOGRAPHICS:

- **Average Household Income**: $188,000
- **Average Net Worth**: $1.2 Million
- **Average Boat Length**: 25'
- **Average Boat Length Planned to Buy**: 26'
- **Boat Owners**: 73%
- **College Educated**: 87%
- **Average Age**: 54
- **Male / Female**: 95% / 5%
- **Average Household Income**: $188,000
- **Average Net Worth**: $1.2 Million
- **Average Boat Length**: 26'
- **Boat Owners**: 73%
- **College Educated**: 87%
- **Average Age**: 54
- **Male / Female**: 95% / 5%

FISHING HABITS:

- **Number of Years Fishing in Salt Water**: 28 Years
- **Competed or Attended in Fish Tournaments**: 37%
- **Number of Days Spent Fishing Off Shore Per Month**: 6
- **Number of Fishing Vacations Per Year**: 2
- **Average Spent on Trips**: $5,600
  - **Domestic**: $7,500
  - **International**:
- **Property Owners**: 86%
- **Own Vacation Property**: 27%
- **Own Water-Front Property**: 17%
- **Own 2 or More Boats**: 35%
- **Plan to Buy Boat in Next 2 Years**: 23%
- **Fish Offshore**: 70%
- **Fish Inshore**: 69%
- **Fish Nearshore**: 62%
Sport Fishing is for the passionate enthusiast who wants information on the latest techniques, overlooked destinations and the newest equipment to optimize every day on the water. It's an invaluable source of saltwater fishing information that informs and inspires its readers by delivering in-depth coverage on a broad range of topics of interest to active saltwater anglers. With a long-standing emphasis on vital issues surrounding the conservation and management of fisheries, Sport Fishing empowers its readers to safeguard the future of their sport.

NEW SIPS
The editors of Sport Fishing will release a series of annual special interest issues that will focus on various topics of interest in the saltwater fishing world. This year our focus will be on travel hotspots for the traveling anglers.

1984 Year Established

326,000 Avg. Monthly Page Views
215,000 Avg. Monthly Unique Visitors
391,000 Social Media Audience
33,000 Custom Email Subscribers
40,000 Editorial eNews Subscribers

www.sportfishingmag.com
@sportfishingmag
@sportfishingmag
CONTACT

DREW TOWNES | Midwest Sales, Television, Events  
407-571-4730 | drew.townes@bonniercorp.com

BILL SIMKINS | Marketplace, Charter Boats  
407-571-4865 | bill.simkins@bonniercorp.com

NATASHA LLOYD | Publisher of Marlin  
954-760-4602 | natasha.lloyd@bonniercorp.com

DAN JACOBS | Tournaments and Event Production  
407-571-4680 | dan.jacobs@bonniercorp.com

SCOTT SALLYERS | Group Publisher  
305-253-0555 | scott.salyers@bonniercorp.com
## DIGITAL RATES

<table>
<thead>
<tr>
<th>DISPLAY ADS</th>
<th>RATE</th>
<th>INFO</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90 Leaderboard (Above the Fold)</td>
<td>$20 CPM</td>
<td>Run of Site; Guaranteed Above the Fold</td>
</tr>
<tr>
<td>300 x 250 Medium Rectangle (Above the Fold)</td>
<td>$25 CPM</td>
<td>Run of Site; Guaranteed Above the Fold</td>
</tr>
<tr>
<td>300 x 600 Large Skyscraper</td>
<td>$35 CPM</td>
<td>Run of Site</td>
</tr>
<tr>
<td>728 x 90 Leaderboard</td>
<td>$17 CPM</td>
<td>Run of Site; Above and Below the Fold</td>
</tr>
<tr>
<td>300 x 250 Medium Rectangle</td>
<td>$22.50 CPM</td>
<td>Run of Site; Above and Below the Fold</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HIGH IMPACT UNITS</th>
<th>RATE</th>
<th>INFO</th>
</tr>
</thead>
<tbody>
<tr>
<td>User Initiated Expandable Unit: 728 x 90</td>
<td>$35 CPM</td>
<td>Expands down to 728 x 270</td>
</tr>
<tr>
<td>User Initiated Expandable Unit: 300 x 250</td>
<td>$35 CPM</td>
<td>Expands Left to 550 x 250</td>
</tr>
<tr>
<td>Pushdown Unit: 970 x 90</td>
<td>$55 CPM</td>
<td>Appears Between Navigation Bar and Edit Content. Expands Down to 970 X 250</td>
</tr>
<tr>
<td>Interstitial</td>
<td>$100 CPM</td>
<td>640 x 480</td>
</tr>
<tr>
<td>Homepage Takeover</td>
<td>$1,000/Week</td>
<td>Price is per Week. Includes Exclusive Sponsorship of All Homepage Ad Units</td>
</tr>
<tr>
<td>Page Peel</td>
<td>$35 CPM</td>
<td>100 x 100 / 500 x 500</td>
</tr>
<tr>
<td>Page Skin</td>
<td>$100 CPM</td>
<td>1600 x 900</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPONSORSHIPS</th>
<th>RATE</th>
<th>INFO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Channel</td>
<td>$12,000</td>
<td>Price is per Year. Includes hosting, fulfillment and promotion: 100,000 ROS banners, 1x custom email, 1x editorial eNewsletter inclusion. Sponsor provides prizes</td>
</tr>
<tr>
<td>Contest/Sweepstakes</td>
<td>$4,650</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EMAIL</th>
<th>RATE</th>
<th>INFO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom eBlast</td>
<td>$150 CPM</td>
<td>Your exclusive message. Geo-targeting is available.</td>
</tr>
<tr>
<td>Editorial eNewsletter Display Ad (728 x 90)</td>
<td>$35 CPM</td>
<td>Price is per email.</td>
</tr>
<tr>
<td>Editorial eNewsletter Display Ad (300 x 250)</td>
<td>$35 CPM</td>
<td>Price is per email.</td>
</tr>
<tr>
<td>Editorial eNewsletter Text Link</td>
<td>$15 CPM</td>
<td>Price is per email. 35 Words</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VIDEO</th>
<th>RATE</th>
<th>INFO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Roll Sponsorship</td>
<td>$50 CPM</td>
<td>15 Seconds. One Month Minimum.</td>
</tr>
<tr>
<td>Dedicated Video Channel</td>
<td>$6,000</td>
<td>Price is per Year. 60 Minutes</td>
</tr>
<tr>
<td>Partner Video</td>
<td>$1,200</td>
<td>Price is per Year. 3-5 Minutes</td>
</tr>
</tbody>
</table>

Scott Salyers, Group Publisher at 305-253-0555 or scott.salyers@bonniercorp.com

Note: All rates are net
STANDARD GUIDELINES:
These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net).

- Doubleclick is used to serve all Bonnier Corp advertisements.
- There is a 24-hour turnaround time once all creatives are submitted to Online Advertising Operations.
- All ad units must launch a new browser window when clicked.
- All static ads types are accepted (.jpg, .gif, .swf, .html).
- Max initial load file size should not exceed 30k.
- Below is a list of the most commonly used third party vendors. For a complete list of approved vendors please contact Bonnier.

Bonnier has the ability to serve third party tags that are not on the list of approved vendors, but we will not be able to track click-throughs.

THIRD PARTY SPECIFICATIONS
- Third Party tags should be served via JavaScript Ad calls, not iframes.
- Audio needs to be user initiated with a clearly recognizable on/off button.
- All floating ad units should have a clearly recognizable close button.
- Max initial load file size should not exceed 30k.
- Additional polite download should not exceed 80k.
- Frame rate per second should not exceed 18fps.
- Animation length should not exceed 15 seconds.

EXPANDING ADS
Most Common Sizes:
- 728 x 90
- 300 x 250
Expanded Dimension:
- 728 x 225
- 400 x 350; 300 x 600; 600 x 250

MOUSE OVER/MOUSE OFF
- Ad should expand upon mouse over or click on expand button.
- Ad should retract upon mouse off or clicking a close button.
- If the ad expands with user click, the panel should still retract when mouse is removed.
- Any sound should be user initiated by click, not mouse.

FLASH AD UNITS
- Flash files served via DoubleClick must be coded properly for proper click and impression tracking.
- All Flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash.
- A click through URL must be supplied.
- We accept Flash version 6-10.

FLASH MX/ALL VERSIONS
A clickable flash object such as a button or hitarea in the flash movie clip will require some actionscript attached to it.

1. Associate the on(release) event with that object.
2. The object will now listen for that particular event. When the event occurs it will trigger actionscript instructions.
3. Place the ‘getURL(clickTAG);’ actionscript as the instructions. The flash ad code generated will be programmed to pass in the ‘clickTAG’ as a parameter to that flash ad upon which clicking on the ad will direct the user to the click through URL value found in the clickTAG.
4. Make sure to check off the “Expression” checkbox for the URL field that is the variable for the getURL actionscript function.
   Button Code: on (release) {getURL (_level0.clickTag, "_blank");}
   The extra parameter for the getURL function determines the target window for the redirected content. "_blank" will generate a new browser window.

CONTACT:
Shanna Torres
Material Contact
shanna.torres@bonniercorp.com
Phone: (407) 571-4550

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>DIMENSIONS</th>
<th>FILE SIZE</th>
<th>FILE TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 Pixels</td>
<td>72 dpi, 40 kb max</td>
<td>gif, jpg, flash, html</td>
</tr>
<tr>
<td>Mobile Leaderboard</td>
<td>320 x 50 Pixels</td>
<td>72 dpi, 40 kb max</td>
<td>gif, jpg, flash, html</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 Pixels</td>
<td>72 dpi, 40 kb max</td>
<td>gif, jpg, flash, html</td>
</tr>
<tr>
<td>Pushdown Unit Condensed</td>
<td>970 x 90 Pixels</td>
<td>72 dpi, 40 kb max</td>
<td>gif, jpg, flash, html</td>
</tr>
<tr>
<td>Pushdown Unit Expanded</td>
<td>970 x 250 Pixels</td>
<td>72 dpi, 40 kb max</td>
<td>gif, jpg, flash, html</td>
</tr>
<tr>
<td>Page Skin</td>
<td>1600 x 900 Pixels</td>
<td>72 dpi, 80 kb max</td>
<td>gif, jpg, flash, html</td>
</tr>
<tr>
<td>eNews Med Rectangle</td>
<td>300 x 250 Pixels</td>
<td>72 dpi, 40 kb max</td>
<td>gif, jpg</td>
</tr>
<tr>
<td>Custom eBlast</td>
<td>600 Pixels Wide</td>
<td>72 dpi, 30 kb max</td>
<td>html</td>
</tr>
<tr>
<td>Video Hosting</td>
<td>608 x 300 pixels</td>
<td>40 mb max</td>
<td>flv, avi, mov</td>
</tr>
<tr>
<td>Logo Sponsorship</td>
<td>150 x 40 Pixels</td>
<td>30 kb max</td>
<td>gif, jpg</td>
</tr>
</tbody>
</table>