



FLORIDA SPORTSMAN

SINCE 1969

2020 MEDIA KIT

www.floridasportsman.com



FLORIDA SPORTSMAN

SINCE 1969

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

Educate. Entertain. Develop. Empower.



Florida — The Fishing Capital of the World.

More Anglers, who fish more, who spend more and for a greater variety of fish than any other state in the country.

“Florida is like no other place on Earth.”

—Brett Boston, Fish & Wildlife Foundation of Florida



MORE ANGLERS **2.3 MILLION STRONG**

27% of all saltwater anglers nationwide fish in Florida.*

Florida's anglers equal that of the #2, #3 and #4 states combined.*

TOP 5 STATES **SALTWATER ANGLERS**

- ① FL 2,397,610
- ② NY 800,811
- ③ CA 775,329
- ④ TX 750,000
- ⑤ NC 632,000



SPEND MORE **\$2.3 BILLION**

Floridians spend more like a region than a state.**

For boats, outboards, trailers and accessories, Floridians spend more than the #2 and #3 states combined.

TOP 5 STATES **BUYING POWER**

- ① FL \$2,318,000,000
- ② TX \$1,286,000,000
- ③ MI \$762,000,000
- ④ MN \$601,000,000
- ⑤ NY \$597,000,000



DIVERSITY

Inshore
Offshore
Trolling
Bottom Fishing
Flats
231 Species
Fresh Water
Shore Fishing
8,426 miles of coastline



FISH MORE

36% of all saltwater fishing days nationwide take place in Florida.*

In fact, Florida's anglers fish more than the next 4 states combined.

TOP 5 NUMBER OF **SALTWATER FISHING** **DAYS**

- ① FL 36,347,826
- ② TX 8,157,241
- ③ NY 7,683,521
- ④ CA 7,192,655
- ⑤ NJ 7,019,976

Florida Sportsman has run more advertising than any other fishing or outdoor related magazine over the last 30 years. Florida Sportsman reaches more boaters than any other boating or outdoor magazine in the southeast.

FLORIDA IS A HUGE YEAR-ROUND OUTDOOR PARADISE



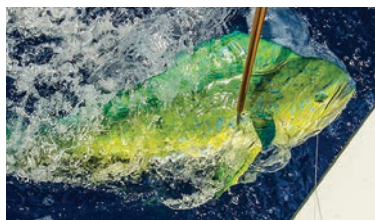
INSHORE

**FLORIDA IS #1 IN
SALTWATER ANGLERS**

TOP 5 STATES SALTWATER ANGLERS

- ❶ **Florida 2,397,610**
- ❷ NY 800,811
- ❸ CA 775,329
- ❹ TX 750,759
- ❺ NC 632,341

Source: U.S. Fish and Wildlife Service 2011 Survey.



OFFSHORE

**FLORIDA IS #1 ON MONEY
SPENT ON AFTERMARKET
ACCESSORIES**

TOP 5 STATES BOATING ACCESSORY SALES

- ❶ **Florida \$753 million**
- ❷ TX \$562 million
- ❸ MI \$352 million
- ❹ MN \$292 million
- ❺ WI \$266 million

Source: 2016 NMMA Statistical Abstract.



NEARSHORE

**FLORIDA IS #1 IN
BOAT SALES**

TOP 5 STATES POWERBOAT SALES

- ❶ **Florida \$1.35 billion**
- ❷ TX \$708 million
- ❸ MI \$387 million
- ❹ NY \$373 million
- ❺ NC \$360 million

Source: 2016 NMMA Statistical Abstract.



ONSHORE

**FLORIDA IS #1 IN
OUTBOARD MOTOR SALES**

Outboard market share in 2016 by horsepower

- 150-199hp accounted for 14% of market
- 200-249hp accounted for 7.4% of market
- 250-299 hp accounted for 6.1% of market
- 300hp and up accounted for 7.2% of market

Source: 2016 NMMA Statistical Abstract.

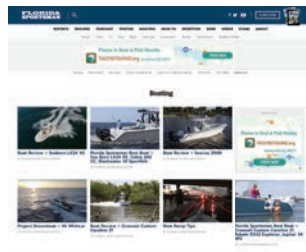
“Florida Sportsman is the Bible to Florida’s angler.” —Capt. Bouncer Smith, Miami

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



PRINT

This year **Florida Sportsman magazine** celebrates its 51st year of being the trusted resource for anglers and boaters in search of valued how-to and where-to content. Florida Sportsman magazine is where people find out things they didn’t already know.



DIGITAL/SOCIAL

The **Florida Sportsman website** and **social media community** are where Florida’s anglers go for timely and need-to-have information. Local catch reports, weekend fishing forecasts, daily updates and weekly product and boat reviews keep Florida’s anglers logging in daily. Digital media is about reach and customization. Reach who you want, when you want, where you want.



TV

TV is where people tune in to be entertained. For Florida Sportsman’s three TV shows; **Florida Sportsman Watermen**, **Florida Sportsman Project Dreamboat** and **Florida Sportsman Best Boat** it’s about integrating your product with personalities of the show as well as the Florida Sportsman brand. It’s also about seeing your product come to life. TV is where STARS are made, the hosts of the show and your product.



RADIO/PODCAST

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



EXPOS

There’s no better way to show your product’s key features than by putting them in the hands of Florida’s anglers, boaters and hunters. The “in-person” component of a 360-degree marketing campaign may be all you need, when supported by print, online and radio to bring your product to life in the fishingest state in the country.

75.8% Repeat Renewals. **More** Inshore and Offshore dedicated editorial than any other magazine in Florida. **More** total annual Advertising pages than any other magazine in Florida. Each month discover content you won't find anywhere else.

Florida Sportsman Magazine maintains a flexible schedule in order to present timely, topical feature information. Each issue contains a mix of as many as 8 feature stories, many of which may be selected only weeks prior to publication for the very latest coverage of that month's hottest fishing prospects and most current techniques. In addition, we cover hunting seasons and boating topics of interest to Florida residents.



In every issue, you'll find these regular departments:

- **Action Spotter** Spotlighting local hotspots and monthly fishing and hunting forecasts, our 11 Field Editors provide in-depth reports.
- **How-To Seminars** Up to 8 different topics—marine electronics, boating, offshore fishing, light tackle, bass fishing, fly fishing, hunting, paddle craft. Expert advice on techniques, products and rigging.
- **Florida Waypoints** Capsule travel planner for highlight destination in the Sunshine State
- **Best Boat and New Gear** Highlights new boats, motors, accessories and products for fishermen, boaters and hunters.
- **Sportsman's Kitchen** Award-winning columnist gives recipes and cooking instructions for fish and game..
- **On the Conservation Front** Reporting and commentary on political, environmental and management issues that affect hunting and fishing.
- **I'm a Florida Sportsman** Profiles of citizen-leaders living out the Florida Sportsman Credo, upholding sporting ethics; conserving fish and game; making a positive impact on the lives of others.
- **Outdoor Happening** Reader favorite! Back page accounts of exciting catches, memorable days afield with family and friends, and other adventures.

Each month in Florida Sportsman magazine you discover content you won't find anywhere else.

Take advantage of year 'round fishing with seasonal highlights: Inshore :: Offshore :: Freshwater :: Fly Fishing

Florida's anglers fish more than any other state. They also read more, thanks to Florida Sportsman.

JANUARY 2020

Fish the Muds Inshore; Crab Baits and Lures for Reds and More; Kissimmee Camping and Fishing; Shad Fishing St. Johns River; Seatrout Limits

Closing Date

November 7, 2019

On Newsstand

December 24, 2019

FEBRUARY 2020

Unusual Catches on Swordfish Grounds; Small Bayous of the Panhandle; Florida Bay Snook; Classic FL Fishing Lodges; Mangrove Habitat

Closing Date

December 6, 2019

On Newsstand

January 28, 2020

MARCH 2020

Patch Reefs in the Keys; Wakulla County Fishing; Triggerfish Tactics in Gulf; Biscayne Bay Slam; Spring Turkey Hunt; Fish Small Streams in FL; Tampa Bay

Closing Date

January 9, 2020

On Newsstand

February 25, 2020

APRIL 2020

Red Grouper; Troll for Mahi; Seagrass Fishing; Mobile Bay Fishing (Over the Border); Bahamas Recovery and Spring Planner; Orlando Lakes; Herbicide Investigation

Closing Date

February 14, 2020

On Newsstand

March 31, 2020

MAY 2020

Gulf Nearshore Bluewater Fishing; Blue Marlin; Docklights on the Intracoastal; Tarpon Fishing; Healthy Beaches; Canaveral Partyboats; Mutton Snapper

Closing Date

March 16, 2020

On Newsstand

April 28, 2020

JUNE 2020

Nearshore Bait Pods; Mangrove Snapper Methods; SW Florida Artificial Reefs; Raised Helm Bay Boat; Fathers and Fishing; Lake Okeechobee and Everglades Levels; Red Snapper Season

Closing Date

April 10, 2020

On Newsstand

May 26, 2020

JULY 2020

Why the Dog Days are Great for Giant Bass; Red Drum in Marsh Grass; Hunting seasons preview; Scallops; Florida Springs

Closing Date

May 15, 2020

On Newsstand

June 30, 2020

AUGUST/SEPTEMBER 2020

Sportsman's Destination Guide Double Issue Florida's Top Fishing Destinations in one complete package. Inshore, offshore, diving, freshwater and hunting must-go, must-do trips. Also: Amberjacks, Mullet Run Mayhem, Lobster Season, Early Duck Season, Snook Season Opens.

Closing Date

June 12, 2020

On Newsstand

July 28, 2020

OCTOBER 2020

TrophyCatch Bass Update; Scariest Places to Fish; Quail Hunt; Blackfin Tuna; 20 Foot SeaCraft & Fishing History; Permit on the Flats

Closing Date

August 14, 2020

On Newsstand

September 29, 2020

NOVEMBER 2020

Everglades; Kite Fish for Sailfish; Spotted seatrout; Snipe Hunting; Fishing Pier Tactics; Descenders

Closing Date

September 14, 2020

On Newsstand

October 27, 2020

DECEMBER 2020/JANUARY 2021

Sportsman's Best Boat Buyers Guide Double Issue Prior to the largest Boat Show in the World, the Miami Boat Show, every reader of Florida Sportsman magazine will be armed with an additional 96-pages of boat reviews, new power options and more. A must issue for someone interested in reaching boat buyers. Also: Key West Wahoo; Black Crappie; Duck Hunting; Warm Water Refuges; Phosphate Threats

Closing Date

October 12, 2020

On Newsstand

November 24, 2020



"Florida Sportsman offers a very low CPM (Cost to reach 1,000 people) but delivers an even better CPO (Cost per Order). The best return on investment of any advertising we've done."
 –Craig Sutton
 Fishing Nosara

Ad Rates

| Size | 1X | 3X | 6X | 10X |
|-----------------------------|----------|----------|----------|----------|
| Spread | \$13,000 | \$11,940 | \$11,710 | \$11,560 |
| Full Page | 6,500 | 5,970 | 5,855 | 5,780 |
| 2/3 Page | 4,720 | 4,330 | 4,260 | 4,130 |
| 1/2 Page Spread | 7,280 | 6,680 | 6,560 | 6,440 |
| 1/2 Page Island or Vertical | 3,785 | 3,475 | 3,400 | 3,350 |
| 1/2 Page Horizontal | 3,640 | 3,340 | 3,280 | 3,220 |
| 1/3 Page | 2,690 | 2,495 | 2,435 | 2,385 |
| 1/4 Page | 2,510 | 2,315 | 2,245 | 2,215 |
| 1/6 Page | 1,680 | 1,555 | 1,520 | 1,470 |
| 1/12 Page | 550 | 510 | 500 | 485 |
| Big Inch | 305 | 275 | 255 | 245 |
| Cover 2 or Cover 3 | \$6,835 | \$6,630 | \$6,485 | \$6,360 |
| Cover 4 | 7,380 | 7,150 | 7,005 | 6,885 |

Print ads have a larger impact on the consumer.
 They're tangible, thus more trustworthy.

**PAID AND AUDITED
CIRCULATION**

\$63.80 CPM

Cost Per Thousand for a
full page ad.
(12× Net Rate with
77,000 Circulation)

500

Plus Ad Pages in 2019

More Than **200**
Advertisers an Issue
can't be Wrong.

PDF/x-1a Files are Preferred

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

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

Document Setup: For full-page ads, your document page size should match the magazine page size. Please include trim marks with 1/8" 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. Please include all fonts and links. Ads cannot be accepted if created in Microsoft Publisher, QuarkXPress or Scribus.

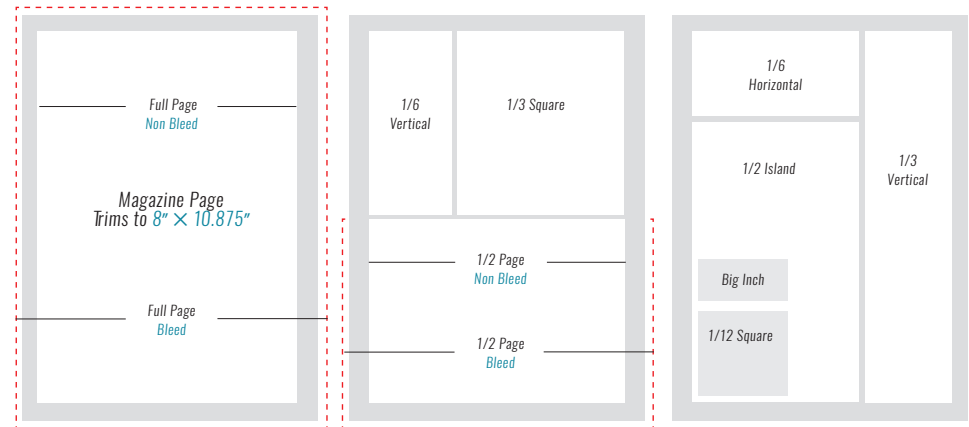
Ad Creation: If Florida Sportsman is to create your ad and you supply



material, please provide text that has been proofed, preferably as a Microsoft Word file, images should be high-resolution JPGs and ones that you either own the copyright for or are in the public domain. Please communicate—in advance—any layout or color suggestions. Florida Sportsman will try to adhere to

requests, but due to the nature of printing, some allowances may need to be made. Please provide all your material no less than 5 business days prior to the Ad Close/ Ad Material deadline in order to allow enough time for the ad to be created and proofs sent and approved.

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



PAGE TRIM SIZE 8" Wide by 10.875" High

Two Page Spread

Bleed: 16.25 × 11.125

Trim: 16 × 10.875

Safety: 15.5 × 10.375

Half-Horiz. Spread

Bleed: 16.25 × 5.5

Trim: 16 × 5.25

Safety: 15.5 × 4.75

Full Page

Bleed: 8.25 × 11.125

Trim: 8 × 10.875

Safety: 7.5 × 10.375

2/3 Vertical

Bleed: 5.375 × 11.125

Trim: 5.125 × 10.875

Safety: 4.625 × 10.375

1/2 Horizontal

Non Bleed: 7 × 4.875

Bleed: 8.25 × 5.5

Trim: 8 × 5.25

Safety: 7.5 × 4.75

1/2 Vertical

Bleed: 4.125 × 11.125

Trim: 3.875 × 10.875

Safety: 3.375 × 10.375

1/2 Island

Non Bleed: 4.625 × 7.5

Bleed: 5.375 × 8.25

Trim: 5.125 × 8

Safety: 4.635 × 7.5

1/3 Vertical

Bleed: 3 × 11.125

Trim: 2.75 × 10.875

Safety: 2.25 × 10.375

1/3 Square

Non Bleed: 4.625 × 4.875

1/4 Square

Non Bleed: 3.375 × 4.875

1/4 Horizontal

Non Bleed: 7 × 2.375

1/6 Horizontal

Non Bleed: 4.625 × 2.375

1/6 Vertical

Non Bleed: 2.25 × 4.875

1/12 Page

Non Bleed: 2.25 × 2.375

Big Inch

Non Bleed: 2.25 × 1.125



The Heart of Inshore Saltwater Fishing

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

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

On Sale **June 9, 2020**

Ad Close **April 27, 2020**

**MUST HAVE FOR
INSHORE ANGLERS -
HOTTEST GROWING FISHING
SEGMENT IN AMERICA**

**Distribution: 30,000 COPIES
Over 100 Pages**

| 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 |

FLORIDA SPORTSMAN WATERMEN

Season Two Premiers April 2020

Category Sponsorships Available

APRIL – SEPTEMBER

Feel the passion of fishing in Florida thru the souls of the people living to protect it. In each episode the host will join an expert angler in pursuit of remarkable fishing trips while touching on the importance of clean, healthy water

Day/Time: Friday/Sunday/Tuesday

Network: Sportsman Channel, Fox Sports Sun and World Fishing Network



Season Five Premiers July 2020

Category Sponsorships Available

JULY – DECEMBER

Florida Sportsman's reader favorite-Dream Boat-magazine features come to life on television. 13 episodes. Join our crew for Boat Restorations, Custom Rigging, Budgets and Dreams.

Day/Time: Friday/Sunday/Tuesday

Network: Sportsman Channel, Fox Sports and the World Fishing Network



Season Eight Premieres Oct 2020

Category Sponsorships Available

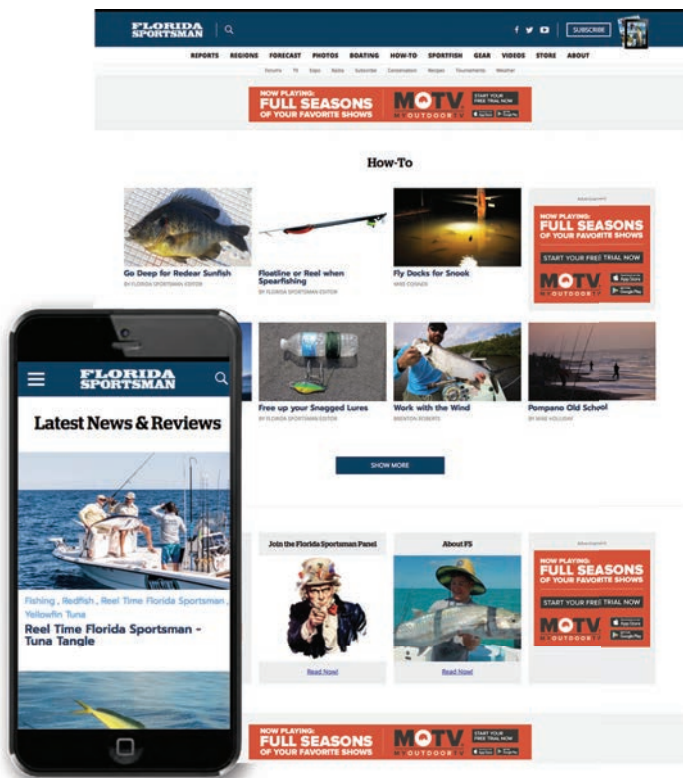
OCTOBER – MARCH


If you want to connect with viewers in the market for a new boat, Florida Sportsman Best Boat is your show. Thirteen unique action-packed episodes. 39 boats will be reviewed by hosts George LaBonte and Rick Ryals.

Day/Time: Mon/Friday/Sunday

Network: Fox Sports Sun and World Fishing Network

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



185k 
Avg. Monthly Uniques

A18-45 
73% Distribution

| | |
|----------------------------|------------|
| Average HHI 60K+ | 61% |
| Male (%) | 82% |
| Annual Page Views | 15,970,447 |
| Avg. Time Spent | 3:12 |
| Pages Per Session | 4.0 |
| Traffic From Mobile/Tablet | 64% |
| eNewsletter Subscribers | 55,662 |
| Social Media Followers | 362,239 |



The Florida Sportsman Forum,
after 20-years is still Florida's most
active outdoor community in the state.

Fishing, Boating, Hunting, Paddle-craft and More.



FLORIDA SPORTSMAN MAGAZINE'S READER FAVORITE ACTION SPOTTER SECTION COMES TO LIFE. WEEKLY.

Each week host Capt. Rick Ryals will dial in on the bite across the state mirroring the same 11 regions that appear online and in the magazine. Tune in each week for new fishing reports... Inshore, offshore, and more. Statewide & Regional Sponsorships available. Live read from the host.

THIS NEW PODCAST IS POSTED EVERY THURSDAY AT 7 PM. JUST IN TIME FOR YOU TO PLAN YOUR WEEKEND ON THE WATER.

Subscribe via iTunes, Florida Sportsman website, or wherever you listen to your podcasts.



"You're going to love this show. Tune in and find out what the best anglers in your area already know."

Rick Ryals

EVERY SATURDAY Morning, Jacksonville'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 23 years and 3,652 shows, the Jacksonville radio show is stronger than ever.

THREE HOUR SHOW EVERY SATURDAY

Florida Sportsman Radio Live is where Jacksonville's anglers go to find out what's biting "NOW." Nothing is more timely than turning on your radio and hearing a report from ten miles out with a screaming caller hooked up to 30-pound kingfish. Fishing so fresh you can almost smell it.

STATEWIDE SPONSOR PACKAGES FOR BOTH RADIO & THE PODCAST

Effective November 2019

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

JACKSONVILLE WFXJ 930 AM 7AM - 10AM

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



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 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.

Publisher's Statement

6 months ended June 30, 2019, *Subject to Audit*

Annual Frequency: 12 times/year

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

Published by Outdoor Sportsman Group - Integrated Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

| Total Paid & Verified Subscriptions | Single Copy Sales | Total Circulation | Rate Base | Variance to Rate Base |
|---|----------------------|----------------------|--------------|--------------------------|
| 72,888 | 4,256 | 77,144 | None Claimed | |

TOTAL CIRCULATION BY ISSUE

| Issue | Paid Subscriptions | | | Verified Subscriptions | | | Paid & Verified Subscriptions - Print | Paid & Verified Subscriptions - Digital Issue | Total Paid & Verified Subscriptions | Single Copy Sales | | | Total Paid & Verified Circulation - Print | Total Paid & Verified Circulation - Digital Issue | Total Paid & Verified Circulation |
|---------|--------------------|------------------|--------------------------------|------------------------|------------------|------------------------------------|---|---|---|-------------------|------------------|-------------------------------|--|--|---|
| | Print | Digital Issue | Total Paid Subscriptions | Print | Digital Issue | Total Verified Subscriptions | | | | Print | Digital Issue | Total Single Copy Sales | | | |
| Jan | 66,500 | 1,555 | 68,055 | 4,903 | | 4,903 | 71,403 | 1,555 | 72,958 | 3,844 | 6 | 3,850 | 75,247 | 1,561 | 76,808 |
| Feb | 67,209 | 1,527 | 68,736 | 4,880 | | 4,880 | 72,089 | 1,527 | 73,616 | 4,492 | 10 | 4,502 | 76,581 | 1,537 | 78,118 |
| Mar | 66,797 | 1,497 | 68,294 | 4,842 | | 4,842 | 71,639 | 1,497 | 73,136 | 3,624 | 8 | 3,632 | 75,263 | 1,505 | 76,768 |
| Apr | 65,298 | 1,485 | 66,783 | 5,936 | | 5,936 | 71,234 | 1,485 | 72,719 | 4,362 | 6 | 4,368 | 75,596 | 1,491 | 77,087 |
| May | 64,029 | 1,480 | 65,509 | 5,924 | | 5,924 | 69,953 | 1,480 | 71,433 | 4,416 | 14 | 4,430 | 74,369 | 1,494 | 75,863 |
| Jun | 63,713 | 1,482 | 65,195 | 8,272 | | 8,272 | 71,985 | 1,482 | 73,467 | 4,750 | 5 | 4,755 | 76,735 | 1,487 | 78,222 |
| Average | 65,591 | 1,504 | 67,095 | 5,793 | | 5,793 | 71,384 | 1,504 | 72,888 | 4,248 | 8 | 4,256 | 75,632 | 1,512 | 77,144 |

PRICE

| | Suggested Retail Prices (1) |
|---------------------|--------------------------------|
| Average Single Copy | \$4.99 |
| Subscription | \$26.95 |

(1) For statement period

RATE BASE

None Claimed

NOTES

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 6,785

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 81

Included in Paid Circulation:

- Individual Subscriptions
- School Subscriptions
- Single Copy Sales

Included in Verified Circulation: Included in verified circulation are copies distributed to:

- Individuals
- Public Place Locations

FS has circulation in all **50 states** plus 17 other countries.

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: KSE Sportsman Media, Inc.

FLORIDA SPORTSMAN, published by Outdoor Sportsman Group - Integrated Media * 1040 Sixth Avenue 12th Floor * Stuart, FL 34994

BLAIR WICKSTROM

Publisher

P: 772.219.7400 * F: 212.302.4472 * URL: www.floridasportsman.com

Established: 1969

CARTER VONASEK

Planning Director

AAM Member since: 1981

FLORIDA SPORTSMAN EXPO



Various Sponsorship Opportunities Available: Booth Space • Bulk Space • Expo Highlights • Seminar Stages
Tampa November 16th & 17th, 2019 • Ft. Myers March 14th & 15th, 2020

For the 28th year, Florida Sportsman Magazine will be hosting the extremely popular Florida Sportsman Expos.



BOOTH SPACE

- All booths are 10' × 10' indoors.
- In-line or Corner locations available.
- Combine booths for larger display area.
- 10' × 8' curtain backdrop (per booth) for hanging signs or banners.
- Includes (1) 8' Skirted table & (2) chairs.
- Wide aisles.
- Electrical hook-up & carpet available for additional charge.

BULK SPACE

- Only \$2 per square foot under A/C; \$1.50 per square foot outside
- Electrical hook-up & carpet available for additional charge.



EXPO HIGHLIGHTS

- 2- Day Event, Saturday & Sunday
- Put your products in the hands of a Florida Sportsman.
- 6 Stages with non-stop seminars keep attendees there all day.
- Attendees expecting to find Buying Opportunities.
- Displays include: Fishing tackle, Boats, RVs, ATVs, Archery, Hunting gear, Guns, Outdoor apparel.
- Heavily promoted—Magazines, Newspapers, Billboards, Radio, Social Media, Website, Email



SPONSORSHIP OPPORTUNITIES

- Inshore Stage
- Offshore Stage
- Angler on Foot Stage
- Kayak Stage
- Flyfishing Stage
- Fly Casting Pond
- Hunting Stage
- Bait, Rigs & Tackle Seminar Area
- Beverage Sponsor
- Castnet Pit
- Expo Program Ads



2-Day Events
with numerous
sponsorship
opportunities.

Put **your product** in
the hands of Florida
anglers, boaters
and hunters.

2019-2020 Show Schedule

TAMPA November 16-17, 2019 Florida State Fairgrounds ■ **FT. MYERS** March 15-15, 2020 Lee Civic Center



EXPO TAMPA

NOV 16-17, 2019

**Florida State Fairgrounds
4800 U.S. 301
Tampa, FL**

EXPO FT. MYERS

MAR 14-15, 2020

**Lee Civic Center
11831 Bayshore Rd.
Ft. Myers, FL**



- Hourly seminars on 6 different stages; hosted by the area's top angling and hunting experts. Inshore, Offshore, Angler on Foot, Flyfishing, Kayak & Hunting.
- Hands-on instruction for throwing at Cast Net Pit.
- An indoor fly-casting pond.
- Baits, Rigs and Tackle Academy, where anglers take turns sitting at tables with all supplies and tackle while Florida Sportsman staff gives hands-on instruction on properly rigging baits and lures.
- Kids will be kept busy and win free prizes with the FWC's "Fish ID" contest, kids fishing derby.
- Outside, exhibitors will display boats, trucks, RVs and ATVs.

It's a great chance for everyone from beginners to experts to learn new tactics, pick up added skills and take advantage of show specials. If you love the outdoors, you don't want to miss this show.



Inshore Fishing Stage - \$1,000

5 hourly seminars each day. Your product on display at the stage. Your banner displayed on the stage along with logo adjacent to seminar times listed in the Expo Programs.

Offshore Fishing Stage - \$1,000

5 hourly seminars each day. Your product on display at the stage. Your banner displayed on the stage along with logo adjacent to seminar times listed in the Expo Programs.

Kayak Stage - \$500

5 hourly seminars each day. Your banner and product displayed on the stage along with logo adjacent to seminar times listed in the Expo Programs.

Flyfishing Stage - \$500

Beginners and veteran flyfishers alike will benefit from expert tips from some of Florida's best flyfishers. 5 hourly seminars each day. Your banner and product displayed on the stage along with logo adjacent to seminar times listed in the Expo Programs.

Angler on Foot Stage - \$1,000

5 hourly seminars each day. Your product on display at the stage. Your banner displayed on the stage along with logo adjacent to seminar times listed in the Expo Programs.

Hunting Stage - \$500

5 hourly seminars each day. Your product on display at the stage. Your banner displayed on the stage along with logo adjacent to seminar times listed in the Expo Programs.

The Baits, Rigs and Tackle Academy – \$1,000

Anglers get hands-on instruction on rigging baits and lures. Your banner displayed on the stage along with logo adjacent to seminar times listed in the Expo Programs.

Fly Casting Pond - \$500

Free fly-casting and fly-tying instruction throughout the entire Expo. Your banner displayed at the pond along with logo in the Expo Programs.

Cast Net Pit - \$500



EXPO PROGRAM ADS

1/8 page.....\$50

1/4 page.....\$150

1/2 page.....\$250

Full page.....\$400

Back page.....\$800