

FLORIDA SPORTSMAN

Since 1969

MEDIA KIT 2016

H1

WHAT'S INSIDE
CLICK THE HOT LINKS BELOW TO NAVIGATE

>> Home

> Why Florida?

> Why Florida Sportsman?

> Your Customer

> FSCN

> Magazine

> Digital

> TV

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> Expos

More Than
A Magazine



“When advertisers use print in combination with other platforms, they were most successful in raising outcome metrics. Print+Online+TV had the most powerful effect.”

META ANALYSIS,
MILLWARD BROWN 2015

“Florida is like no other place on Earth.”

—Brett Boston, Fish & Wildlife Foundation of Florida

WHY FLORIDA?

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



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	4 TX
800,811	750,000
3 CA	5 NC
775,329	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

*2011 U.S. Fish & Wildlife Service. **2014 NMMA Statistical Abstract

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**Florida—
The Fishing
Capital
of the
World.**

“Advertising in *Florida Sportsman* has been absolutely critical in helping us build our company.”

—Nils Ackerbloom American Marine Sports Shearwater, Sterling, Gambler

WHY FLORIDA SPORTSMAN?

Since 1969, Florida’s anglers have turned to *Florida Sportsman*, and just as long those looking to reach these anglers have also turned to *Florida Sportsman*



EFFICIENT

“*Florida Sportsman* makes it easy for us to reach inshore, offshore, and freshwater anglers. We can do it all with a single buy, and we use *Florida Sportsman* print, TV and online.”

—Hunter Cole
Sr. Marketing Manager
Media & PR, Pure Fishing



COST EFFECTIVE

We advertise in *Florida Sportsman*: magazine, radio, online and TV, because it’s the most cost effective way to reach our customer.

—Frank Wilhelm
Advertising & Digital
Marketing Manager
Yamaha Marine
Group Company



STANDS FOR SOMETHING

“*Florida Sportsman* has been a leader on conservation issues for years, from game-fish status for redfish, the water quality issues as a result of drainage issues from Lake Okeechobee to the net ban. They don’t simply report on pending changes, they influence the change.”

—Dan Askin
Chief Operating Officer
CCA Coastal Conservation
Association Florida



IT WORKS

“I’ve got the longest standing contract with *Florida Sportsman* of any boat builder in the country, over 40 years. Our contract specifically states a term of (forever with option to renew) and we renew each year without fail.”

—Ralph Brown
Owner-CEO
Dusky Boats

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Florida Sportsman
works for one
reason—we
reach Florida’s
anglers.

Florida Sportsman reaches more boaters than any other boating or outdoor magazine in the southeast.

WE REACH YOUR CUSTOMER

FLORIDA IS A HUGE YEAR-ROUND OUTDOOR PARADISE



INSHORE

FLORIDA IS #1 IN SALTWATER ANGLERS

TOP 5 STATES SALTWATER ANGLERS

- 1 Florida
2,397,610
- 2 NY
800,811
- 3 CA
775,329
- 4 TX
750,759
- 5 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 AFTERMARKET ACCESSORIES

- 1 Florida
\$660,944,783
- 2 TX
\$493,429,014
- 3 MI
\$308,971,602
- 4 MN
\$256,085,166
- 5 WI
\$233,858,712

Source: 2014 NMMA Recreational Boating Statistical Abstract.



NEARSHORE

FLORIDA IS #1 IN BOAT SALES

TOP 5 STATES POWERBOAT SALES

- 1 Florida
\$1,278,164,318
- 2 TX
\$597,204,668
- 3 DE
\$470,272,572
- 4 MI
\$322,092,668
- 5 NY
\$302,072,018

Source: 2014 NMMA Recreational Boating Statistical Abstract.



ONSHORE

If this is **YOUR CUSTOMER** Florida Sportsman reaches them more than any other media source

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More
Florida Sportsman has run more advertising than any other fishing- or outdoor-related magazine over the last 20 years.

FLORIDA SPORTSMAN

Since 1969

MEDIA KIT 2016

> FSCN FLORIDA SPORTSMAN COMMUNICATIONS NETWORK

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.



MAGAZINE

The “in print” component of FSCN, *Florida Sportsman* magazine is where people find out things they didn't already know. Since 1969 FS has been bringing monthly well thought out how-to and where-to features to the homes of Florida's most engaged outdoor audience. Print is strongest in developing credibility and brand awareness.



DIGITAL

The “online” component of FSCN is where the sportsmen 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: *Reel Time Florida Sportsman*, *Florida Sportsman Best Boat* and *Florida Sportsman Project Dreamboat* it's about connecting your product with personalities of the show. It's also about seeing your product come to life. TV is where STARS are made, people and products.



RADIO

Florida Sportsman Radio Live is where people 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. When anglers in Jacksonville, West Palm and Pensacola tune in to find out where the bite is make sure they hear about your product. Radio is about building brand awareness and timely messaging.



EXPOS

Expos are the “In Person” component to FSCN. There's no better way to show your products key features than by having someone touch and feel them. “In Person” when supported by print and radio can be all you need to bring a new product to life.

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META ANALYSIS,
MILLWARD BROWN 2015

FLORIDA SPORTSMAN

Since 1969

> MAGAZINE

MEDIA KIT 2016

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

Florida Sportsman Magazine has been the source for the best where-to and how-to fishing information in the state since 1969. Each issue packs in insightful information you won't find anywhere else. Each issue provides thoughtful and informational features, seminars and departments that reveal new ways of thinking about age-old techniques showcase 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** 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.



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Repeat Renewals,
74.6%

More Inshore and Offshore dedicated editorial than any other magazine in Florida

More total annual Advertising pages than any other magazine in Florida

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

MAGAZINE EDIT CALENDAR

JANUARY 2016

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 2016

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

Ad Closing: 12-10-15

On Sale: 1-26-16

MARCH 2016

OFFSHORE 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 2016

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

Ad Closing: 2-5-16

On Sale: 3-22-16

MAY 2016

INSHORE 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 2016

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 2016

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 2016

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 2016

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 2016

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 2016

Sailfish Tournaments; Fall Swordfish; Spanish Mackerel; Duck Hunting

Ad Closing: 9-9-16

On Sale: 10-25-16

DECEMBER 2016

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

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Take advantage of year 'round fishing with seasonal highlights

- Inshore
- Offshore
- Freshwater
- Fly Fishing

MAGAZINE PRINT RATES

Price is only an issue in the absence of value.

Ad Rates

Size	1X	3X	6X	12X
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



"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

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

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PAID AND AUDITED CIRCULATION

\$63.80 CPM

Cost Per Thousand for a full page ad.

(12X Net Rate with 77,000 Circulation)

500

Plus Ad Pages in 2014

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

MAGAZINE PRINT SPECS

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%.

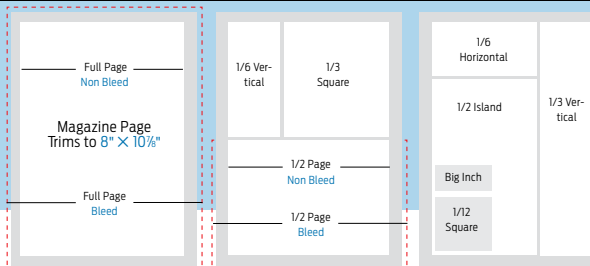
Document Setup: For full-page ads, your document page size should match the magazine page size. Please include trim marks with 1/8" offset. Bleeds should extend 1/8" beyond trim. Maximum one ad per document.

Native Files: Files created in Photoshop, InDesign or Illustrator can be accepted. 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.



PAGE TRIM SIZE 8" Wide by 10 7/8" 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: 5.25 × 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 × 11.125
Trim: 3.875 × 10.875
Safety: 3.375 × 10.375

1/2 Island

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

1/3 Vertical

Bleed: 2.875 × 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

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

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"Florida Sportsman is the "Bible" to Florida's angler."

—Capt Bouncer Smith
Miami

MAGAZINE CIRCULATION

77,269


Total paid and audited circulation

On average, subscribers **PAY MORE** for *Florida Sportsman* than any other fishing or boating magazine

24% of subscribers **LIVE OUTSIDE** the state of Florida

MORE single copy magazines sold from the newsstands annually than any other fishing or boating magazine in Florida.

33% Sell-Thru on the Newsstand. Higher than the National Average.



MAGAZINE
Publisher's Statement
 6 months ended June 30, 2015
Subject to Audit

FLORIDA SPORTSMAN

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

Published by Outdoor Sportsman Group
 Frequency: 12 times/year

1. TOTAL AVERAGE CIRCULATION

	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base	% Above or Below Rate Base
Print	61,316	6,873	68,189	7,365	75,554		
Digital	1,655	-	1,655	60	1,715		
Total Circulation	62,971	6,873	69,844	7,425	77,269	None Claimed	

2. PAID & VERIFIED CIRCULATION BY ISSUE

	Issue	Subscriptions			Single Copy Sales	Total Paid & Verified Circulation
		Paid	Verified	Total		
PRINT	Jan.	60,283	6,930	67,213	6,499	73,712
	Feb.	63,194	6,924	70,118	7,342	77,460
	Mar.	62,228	6,917	69,145	7,359	76,504
	Apr.	62,740	6,853	69,593	7,117	76,710
	May	59,710	6,817	66,527	8,602	75,129
	June	59,740	6,795	66,535	7,272	73,807
DIGITAL	Jan.	1,610	-	1,610	62	1,672
	Feb.	1,642	-	1,642	70	1,712
	Mar.	1,647	-	1,647	56	1,703
	Apr.	1,645	-	1,645	56	1,701
	May	1,678	-	1,678	60	1,738
	June	1,709	-	1,709	55	1,764
TOTAL	Jan.	61,893	6,930	68,823	6,561	75,384
	Feb.	64,836	6,924	71,760	7,412	79,172
	Mar.	63,875	6,917	70,792	7,415	78,207
	Apr.	64,385	6,853	71,238	7,173	78,411
	May	61,388	6,817	68,205	8,662	76,867
	June	61,449	6,795	68,244	7,327	75,571

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

 In 2015 subscribers renewed at **74.6%**, a **3.4%** increase over 2014.

There's no better place to find new customers than through newsstands and single-copy sales.

MAGAZINE SPECIAL ISSUES



Florida Sportsman Best Boat

What'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.



Newsstand-Only "Flipbooks"

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 four special newsstand-only issues for the year.

March · Offshore | **May** · Inshore | **July** · Reefs & Wrecks | **September** · Fall Run
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.



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> FS Best Boat

> Flip Books

You can find FS in more than **5,500** storefronts in Florida, more than any other Fishing or Boating magazine.

> MAGAZINE SPECIAL ISSUES/BEST BOAT

More Boat Reviews — More Boat Listings — than any other Boating magazine in Print. Don't miss your opportunity to be part of it.

Not everyone has a boat captain on speed dial. In fact, most people—when looking for a boat—simply don't have a place to turn to for credible information on what's the best boat for them. *Florida Sportsman Best Boat* will be that source for many new buyers—so make sure they're seeing your boat as an option. 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 statewide October 2016, 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.



On Sale **October - February**

30,000 ISSUES

26 week TV show promoting the magazine in each episode.

Over 100 Pages

- 350 photos
- Pricing
- Boat Stats

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

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MUST HAVE FOR NEW BOAT BUYERS

Over **500** boats with pricing

30 boats reviewed Latest in outboard technology

Promoted in Florida Sportsman as well as Florida Sportsman Best Boat TV show.



FLORIDA SPORTSMAN

Since 1969

MEDIA KIT 2016

MAGAZINE SPECIAL ISSUES/FLIP BOOKS



On the Newsstands, Get Florida Sportsman magazine plus the timely Flipbook Specials 4X a Year.



Ad Sizes

	Rate
Page 4-color	\$1,300
1/2 page 4-color	\$650
1/3 page 4-color	\$430
1/6 page 4-color	\$215
1/12 page 4-color	\$108
Big Inch 4-color	\$54

OFFSHORE SPECIAL
MARCH 2016
Ad Closing: 1-7-16
On Sale: 2-23-16

INSHORE SPECIAL
MAY 2016
Ad Closing: 3-7-16
On Sale: 4-19-16

REEFS AND WRECKS SPECIAL
JULY 2016
Ad Closing: 5-6-16
On Sale: 6-21-16

FALL RUN SPECIAL
SEPTEMBER 2016
Ad Closing: 7-11-16
On Sale: 8-23-16

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2 For 1 Magazine

Sought After
Timely
Content

Reach Your Market with
Targeted
Content

FLORIDA SPORTSMAN

Since 1969

MEDIA KIT 2016

www.FloridaSportsman.com
24/7/365 – Always On

➤ **DIGITAL** www.floridasportsman.com



TIME ON SITE 17:29

UNIQUE VISITORS 429,119

PAGE VIEWS 5,858,171

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 sportsmen.

FS Web Trends

FS Homepage The portal to the Florida outdoors the homepage delivers the best of Florida Sportsman.

Regional Pages Spotlighting the 11 regions of the state, regional pages dial in what's hot at the local level.

FS Weekend 4Cast Targeting the 11 regions of the state, the site helps the angler plan for success before hitting the water

Boating Every Friday a new boat is featured in *Boat Show Friday*. Video reviews, photo galleries and pricing.

Offshore Delivering the best of offshore boating and fishing with a mix of FS classics and reader reports from the deep.

Inshore Covering spin, fly, and baitcasting pursuits targeting snook, redfish, trout, tarpon, bonefish. New gear and how-to.

Paddlecraft Enter the No Motor Zone. Blogs from the pioneers of the sport, POV videos, latest gear and techniques.

Flyfishing Feathers, vises, hooks. What's Biting Now, At The Bench, flyfishing gear all geared toward the "Quiet Sport."

Weather • Tropics • Galleries

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➤ Trending

➤ Specs/Rates

More **Monthly Page Views** than any other Fishing website dedicated to Florida's Outdoors.

Weekly Highlights:
Boat Show Friday,
Tackle Tuesday and
My Catch Monday

Florida Sportsman Forum Community

57,491 Members

2,590,107 Posts since 2012

Most Members Online at one time

6,259 10/8/2015

> DIGITAL TRENDING

TOP TEN



DESTINATIONS WITHIN FLORIDA SPORTSMAN.COM

(55% of top 100 URL traffic)

1. Regional Pages
2. Home Page
3. Weekend Fishing 4Cast Pages
4. Boating Home Page
5. Sport Fish Pages
6. Hunting Home Page
7. Inshore Home Page
8. Paddle Craft Home Page
9. Photo Galleries
10. Offshore Home Page



TIME SPENT ON SITE FEATURES

(Sept 1-Sept 30 2015)

1. Reel Time Florida Sportsman — **13:28**
2. Florida Sportsman Live Radio — **08:23**
3. Seven Tips to Wahoo Fishing — **07:10**
4. Snook Sport Fish Page — **06:48**
5. Florida Sportsman Video Page — **06:46**
6. Tuna Sport Fish Page — **06:10**
7. Jack Cravelle Sport Fish Page — **06:01**
8. Mullet Run Feature — **05:45**
9. Shark Fishing Feature — **05:39**
10. Pompano Sport Fish Page — **05:37**



ENTRANCE POINTS INTO FLORIDA SPORTSMAN.COM

(Sept 1-Sept 30 2015)

1. Florida Sportsman Home Page
95,337 (35.51%)
2. NORTHEAST Region Home Page
9,795 (3.65%)
3. Weekend 4Cast Home Page
7,178 (2.67%)
4. SOUTHEAST Region Page
6,981 (2.60%)
5. EASTCENTRAL Region Home Page
5,349 (1.99%)
6. WESTCENTRAL Region Home Page
3,362 (1.25%)
7. Florida Sportsman Expo Page
3,081 (1.15%)
8. SOUTH Region Home Page
2,619 (0.98%)
9. Sport Fish "Snook" Home Page
2,523 (0.94%)
10. KEYS Region Home Page
2,150 (0.80%)

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> Specs/Rates

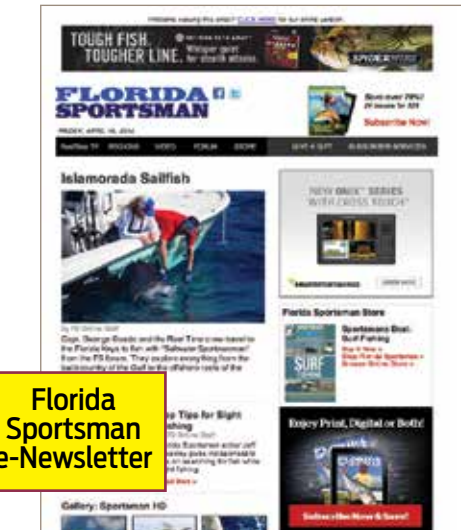
8 Steps to Creating Online Display Ads That Work

1. Determine your objective — branding, nurturing or driving sales — and target your audience no matter where they are in the marketing funnel.
2. Create different ads and different calls to action based on where your prospects are in the marketing funnel.
3. The best online display creative relies on a single image, a provocative headline and brief copy.
4. Consider using rich media to attract your audience.
5. Integrate your banner with other marketing efforts.
6. When measuring ad impact, incorporate metrics beyond clickthroughs.
7. Optimize your campaign by testing and by investing in the most effective ads.
8. Consider retargeting, CRM targeting and company name targeting

David Thacker, Bizo blog.
July 2014

DIGITAL SPECS/RATES

The best online creative relies on a single image, a provocative headline and brief copy.



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 by 250	12
Sticky-Medium Rectangle	300 x 250	10
Half-Page	300 by 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 by 90 > 970 by 415	35 with video/25
Site Skin	1400 x 800	25
Interstitial (pre-)	600 by 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

Outdoor Sportsman Group 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@outdoorsg.com.

Terms: ROS: Run-of-site (on a specific website). ROC: Run-of-category (hunt, fish, shoot). RON: Run-of-network (all OSG websites).

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E-Newsletters
55,000 Opt-In
subscribers

**Custom
E-Blasts**
to 5,000
Opt-In
Subscribers

TV SHOWS

TV is where STARS are made, both people and your products.



REEL TIME FLORIDA SPORTSMAN

APRIL - SEPTEMBER

One of the most popular fishing shows on TV. Host George Gozdz reviews social media posts looking for the hottest action in the state, once he finds it he'll reach out to the would be guest host to line up a trip.

Each episode will have a noticeable angle featuring a unique personality, a specific technique or must-visit destination.



FLORIDA SPORTSMAN BEST BOAT

OCTOBER - MARCH

If you want to connect with viewers in the market for a new boat, Florida Sportsman Best Boat is your show.

Based on the success of Season Three we will be expanding from 13 unique episodes to 16. Over 45 boats will be reviewed by hosts Dave East and Rick Ryals.



FLORIDA SPORTSMAN PROJECT DREAMBOAT

APRIL - SEPTEMBER

Florida Sportsman's reader favorite-Dream Boat-magazine features are coming to television. 13 episodes. Join the crew from Marine Customs Unlimited for Boat Restorations, Custom Rigging, Budgets and Dreams.



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See your products come to life.

Regional and National Coverage

FLORIDA SPORTSMAN

Since 1969

MEDIA KIT 2016

REEL TIME FLORIDA SPORTSMAN



KEY BENEFITS

- Exclusive category inclusion of sponsor product in the show.
- One :30 commercial in each episode of RTFS programs, 182 total plays.
- Segment Sponsorships by way of “brought to you by” messaging, 70 total plays.
- Cost: \$25,000 for category sponsorship



REEL 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 Florida Sportsman*, reviews the hottest action in the state, based on the most current fishing reports from the Florida Sportsman Community, then packs up his boat and gear to fish with the Florida Sportsman member who posted the best and most action-packed report.

RTFS TV DELIVERY

910,000

Households on Sportsman Channel Q2/Q3

468,000

Households on Fox Sports Sun Q2/Q3



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EXCLUSIVE CATEGORY SPONSORSHIPS

Boat · Outboard ·
Electronics · Anchor
· Trolling Motor ·
Tackle (rod/reel) ·
Hard bait · Soft bait
· Cooler · Hooks ·
Apparel

FLORIDA SPORTSMAN BEST BOAT



Full Sponsorship Includes:

A :30 second commercial in **16** original airings and **10** re-airings, for a total of **26** episodes. Each episode will air an average of three times per week, giving each sponsor **78** total airings on each network. Each sponsorship also includes at least three brought to you by segments.

Cost: \$10,000

Two Networks for SEASON FOUR

Fox Sports Sun **9 Million households** in FL
WFN **6 Million households** Nationwide

Just like chumming brings fish to your boat, A Television Show Dedicated to NEW BOATS brings potential Boat Buyers to the TV

This is your opportunity to sponsor the *Florida Sportsman Best Boat* Television Show. Over 45 boats will be reviewed in Season Four, more than in any season. Instead of 13 original episodes Season Four will have 16 original episodes. In addition to the 45 boats we will feature four Outboard companies highlighting their new power options for 2017.

Florida Sportsman Boating Editor Dave East and Host Rick Ryals bring two different viewpoints to the show, Rick a boat Captain who's fished all over the world, is always looking out for fishing features while Dave East, a former boat builder for 20 years, brings an expert's opinion on boat construction and layout, to the show.

A list of boats already signed up to be featured in *Florida Sportsman Best Boat*: Contender, Hydra-Sports, Cobia, Regulator, Boston Whaler, Scout, Robalo, Ranger, Edgewater, Sea Fox and many more.



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Over **30** Boats
Tested and
Reviewed

Florida Leads the
Country in Boat
Sales And
Dollars
Spent on New
Boat Purchases

FLORIDA SPORTSMAN PROJECT DREAMBOAT



BECOME PART OF THE DREAM

Your product to be included in *Florida Sportsman Project Dream Boat TV*:

- The equivalent of a 22-minute show dedicated to your product or service in connection with one or more of the project builds. We say "equivalent" because your product's project may appear, or be heavily featured, in multiple shows.
- Part of the final episode in which we recap the entire project.
 - Full online segments on *Florida Sportsman's* Boating website and YouTube page.

Full Sponsorship Includes:

A :30 second commercial in **16** original airings and **10** re-airings, for a total of **26** episodes. Each episode will air an average of three times per week, giving each sponsor **78** total airings on each network. Each sponsorship also includes at least three brought to you by segments.

Cost: \$10,000

IDEAL PROJECT DREAMBOAT SPONSOR CATEGORIES

- ENGINE REPOWER • BOAT INSURANCE
- AUDIO SOUND SYSTEMS • MARINE RETAILER
- BOAT TRAILERS • T-TOP REDESIGN/INSTALL
- ELECTRONICS PACKAGE • TRANSOM BRACKET INSTALL
 - GELCOAT RESTORE/ FIBERGLASS REPAIR
 - LEANING POST/LIVEWELL • TRIMTAB INSTALL

BUILDING on what started 30 years ago with Florida Sportsman's first installment of One Man's Dreamboat—a popular series of articles in the magazine featuring readers and their custom boat projects—*Florida Sportsman's* Boating Editor, Dave East, will now bring the concept to television with a 13-part series. Throughout the course of the season, East will follow the progress of three anglers as they work on making their dreamboat come true.



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TV shows featuring restoring classic cars with modern comforts and technology are too numerous to count, *Florida Sportsman Project Dreamboat TV* is the first to do it using boats.

WORLD FISHING NETWORK



World Fishing Network presents the best programming highlighting some of the most popular types of fishing every week.



VARIOUS THEMES ON THE NETWORK

AVAILABLE NOW:

- Get on the Water Weekends
The weekend is World Fishing Network's primetime
- Tournament Monday's
October 5 – January 3, 2016

Available 2016:

- Bass Mondays
Starts January 4 with Bass-specific content
- Fly Fishing Tuesdays – 1Q – 4Q
 - Saltwater
Airs if Sold
3 month notice needed
 - Freshwater
Airs if Sold
3 month notice needed

Minimum Spend - \$50K/3 Months Deliverables included:

- :30 spots to run during the Theme Night*/ 2 :30 per hr/est
4 hours - Approx. 8 total – 96 per qtr
- :30 Spots to run on World Fishing Network
(Daypart Mix TBD) - Depends on media spend
- Promotional Cobranded Display Ads - Big Box (300x250),
Leaderboard (728x90) & Mini-Leaderboard ads (228x90)
- Branded Display Ads - Big Box (300x250), Leaderboard
(728x90) & Mini-Leaderboard ads (228x90)
- ROS Schedule for Client Creative – approx.
10% of the buy \$5K
- Inclusion in one National E-Newsletter
- :10 Billboards in program block each week - Airing at the
beginning of each episode during the block
- Inclusion in Promo promoting the Theme Block – Promos
- :30/:15 - Qty – 14/week – 168/qtr
- Promotional Lower Thirds ROS - Qty – 14/week – 168/qtr

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America's
Only All
Fishing—
All The Time—
Network

SPORTSMAN CHANNEL

Good things come to those who bait! We're bringing you the best rigging, jigging, and spinning action with a crew that is "reel-y" good at one thing—catching monster fish!

- Saltwater Experience
- **Reel Time Florida Sportsman**
- Addictive Fishing
- Louisiana Outdoor Adventures
- In-Fisherman TV
- Into the Blue
- Tom Gruenwald Outdoors
- Bill Dance Outdoors
- Sweetwater
- One More Cast with Shaw Grigsby
- Jarrett Edwards Outdoors
- Money Fish
- Extreme Fishing Adventures
- IGFA Anglers Digest
- Destin to Fish
- The Gypsy Angler

Sponsor Integration

- Two weeks tune-in promotion with sponsor logo and tagline
- ROS tune-in violators and billboards
- In-block (:30) commercial spots and sponsor billboards

Added Value*

- Email Newsletter
- Website Banner Ads
- Facebook Posts
- Twitter Posts
- YouTube Videos

<p>STRIKE&SET SUNDAY Q1-Q2 SUN 3-6P ET "So many fish, so little time!"</p>	<p>RISE&REEL SUNDAY Q3-Q4 SUN 8-11A ET "You know what goes great with fishing? MORE FISHING!"</p>
<p>RISE&REEL WEEKEND Q1-Q2 SAT/SUN 8-11A ET "here's your wake-up call!"</p>	<p>FRIDAY NIGHT BITES Q1-Q4 FRI 12X-3X ET "Good things come to those who bait!"</p>

*Not guaranteed

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ONE GOAL.

ONE VISION.

ONE FAMILY.

OUTDOOR SPORTSMAN GROUP

> OUTDOOR CHANNEL



Fulfilling every hunter's & gun enthusiast's passion

- Appealing to passionate hunters and shooters
- Focused on super serving our core viewer

HARDCORE SPORTSMEN SEASONED SPORTSMEN

Giving Masculine Adventure Programming a home

- The broadest definition of Outdoor Programming
- Built to appeal to the core and casual viewer alike, including: Masculine Adventure programming and Traditional Hunt/Fish content

ARMCHAIR ADVENTURERS ACTIVE OUTDOORSMEN

Young, active, media savvy guys who love adventure in real life and on TV

- Male (67%)
- Young (35 avg. age)
- Media Savvy
- Own 12 devices on average
- 50% new tech early adopters
- Active and Health-Conscious



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ONE
GOAL.

ONE
VISION.

ONE
FAMILY.

**OUTDOOR
SPORTSMAN
GROUP**



> RADIO

EVERY 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.

STATEWIDE SPONSOR PACKAGES

Effective November 2015

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.



JACKSONVILLE WFXJ 930 AM 7AM - 10AM

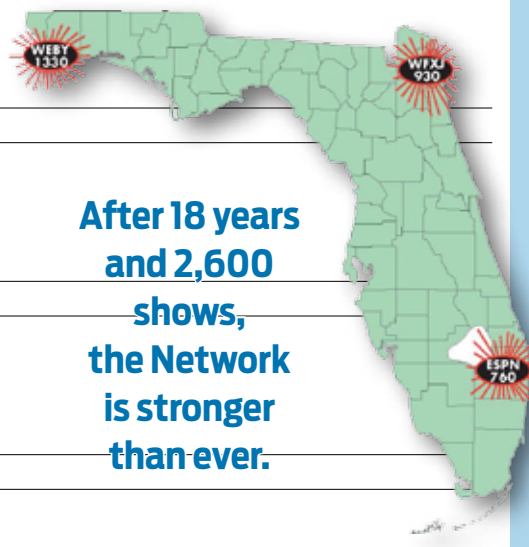
	1 week	13 wks	52 wks
60 sec.	\$95	\$85	\$75
30 sec.	\$60	\$55	\$50

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



After 18 years and 2,600 shows, the Network is stronger than ever.

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Top 3 Reasons to Use Radio

- 1 Radio sells with immediacy.
- 2 Radio escapes advertising's clutter.
- 3 You're always on the front page with radio.



EXPO

For the 24th year, Florida Sportsman Magazine will be hosting the extremely popular Florida Sportsman Expos



BOOTH SPACE

- All booths are 10' X 10' indoors.
- In-line or Corner locations available.
- Combine booths for larger display area.
- 10' X 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 Sq. Ft.
- Less expensive for larger displays – Boats, RVs, ATVs, etc.
- Electrical hook-up & carpet available for additional charge.



EXPO HIGHLIGHTS

- 2- Day Event, Saturday & Sunday
- Put your products in the hands of Florida Sportsman
- 5 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, Billboards, Radio, Social Media, Website, Email



SPONSORSHIP OPPORTUNITIES

- Inshore Stage
- Offshore Stage
- Angler on foot stage
 - Kayak Stage
 - Fly casting pond
 - Hunting Stage
- Bait, Rigs & Tackle seminar area
 - Kids activity area
 - Expo Program ads

2016 Show Schedule

FT. PIERCE January 23-24 St. Lucie Co. Fairgrounds ■ **FT. MYERS** January 30-31 Lee Civic Center
■ **TAMPA** October 8-9 Florida State Fairgrounds

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2-Day Events

Buying opportunities are **#2 reason** for attending expo

Numerous **sponsor opportunities**

Put **your product** in the hands of a florida sportsman!



EXPO FT. PIERCE 2016



This will be the second year that *Florida Sportsman Magazine* will be hosting the Florida Sportsman Expo in Ft. Pierce, at the St. Lucie Co. Fairgrounds. By far this is our largest venue that encompasses multiple buildings and the majority of the entire fairgrounds.

Inside the main arena we have over 150 exhibitors displaying fishing tackle, hunting gear, outdoor apparel and much more.

- Hourly seminars, on 5 different stages; hosted by the area's best angling and hunting experts.
- Hands-on instruction for throwing a Cast Net.
- An outdoor fly-casting pond.
- Baits, Rigs and Tackle Academy, which has room for up to 80 anglers to 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 and Kids Activity Area.
- Three additional buildings will house a gun show with over 200 individual tables displaying firearms that can be bought, sold or traded.
- A 3-D archery shoot where attendees can hone their bow hunting skills shooting at life-sized targets.
- Outside, exhibitors will have on display acres of boats, trucks, RVs and ATVs.
- Kayak village with demo rides on the lake.
- The lakes at the front of the fairgrounds will also be used for a bass fishing tournament during the expo.

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.

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EXPO FT. PIERCE

Jan. 23 - 24 2016

St. Lucie Co. Fairgrounds
15601 W. Midway Road
Ft. Pierce, FL

Show Hours:

10am – 5pm, Saturday

10am – 4pm, Sunday

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



EXPO FT. PIERCE/RATES & SPONSORSHIPS



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

4 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

4 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.

Kids Stage - \$500

4 hourly seminars each day. 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.

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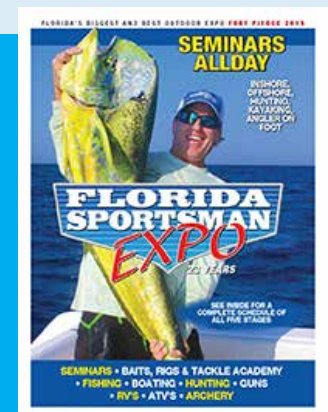
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Expo Program Ads

1/8 page - \$100

1/4 page - \$200

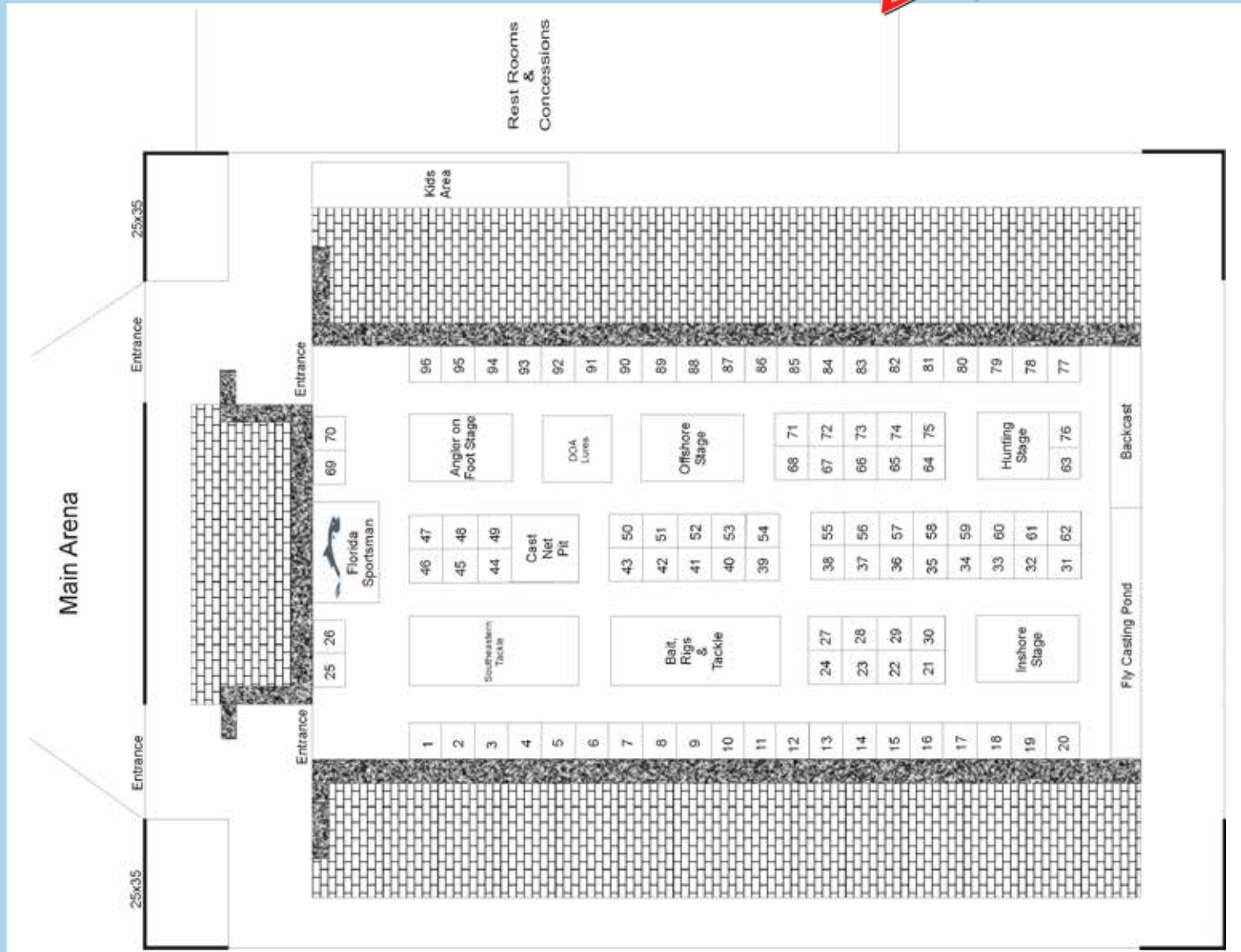
1/2 page - \$400

Full page - \$800

Back Page of the
Expo Program - \$800



EXPO FT. PIERCE/FLOOR PLAN



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EXPO
FT. PIERCE

Jan. 23 - 24
2016

St. Lucie Co. Fairgrounds
15601 W. Midway Road
Ft. Pierce, FL

Show Hours:
10am – 5pm, Saturday
10am – 4pm, Sunday
Admission: \$8 adults,
kids under 12 with
parents free.



EXPO FT. PIERCE/EXHIBITOR

Thanks for being an exhibitor at the upcoming Florida Sportsman Expo in Ft. Pierce on January 23 - 24, 2016, at the St. Lucie Co. Fairgrounds. Below are the move-in/out instructions and other info you'll need.

MOVE-IN/OUT, Ft. Pierce, St. Lucie Co. Fairgrounds

1. Upon arrival at the St. Lucie Co. Fairgrounds for set-up on Thursday (Jan 21) or Friday (Jan 22), you must check in with the Show Office BEFORE you begin to set up your booth. You can unload through one of the four entrances of the arena. Park in the flagged off area during the Expo over the weekend. Do not park up against the buildings, this area must remain open during the show.

2. All boats/trailers/RVs can begin move-in any time on Thursday, Jan 21, between 9 a.m. and 4 p.m. and Friday, Jan 22, between 9 a.m. and 7 p.m.

3. Booth Exhibitors can move in on Friday, Jan 22, the doors will open at 9 a.m. until 7 p.m.

4. Move-ins are not allowed Saturday morning or during the show. The St. Lucie Co. Fairgrounds will be open to exhibitors beginning at 8 a.m. each morning of the show, but do not attempt to start or complete your move-in Saturday morning. Expo hours: Sat., Jan 23, 10 to 5; Sun., Jan 24, 10 to 4. Please be present each morning before the expo opens.

5. Move-out: As a courtesy to late-arriving attendees, start tearing down only when the show closes at 4 p.m. on Sunday. Move out should be completed by Sunday evening, although if needed we will be present Monday from 9 a.m. to 12 noon.

ANY EXHIBITOR WHO BREAKS DOWN THEIR BOOTH BEFORE 4PM ON SUNDAY WILL NOT BE ALLOWED TO PARTICIPATE IN FUTURE FLORIDA SPORTSMAN EVENTS!

6. Security: The buildings will be locked down when not in use. HOWEVER, WE CANNOT GUARANTEE THE SECURITY OR SAFETY OF YOUR GOODS AND IT IS STRONGLY RECOMMENDED THAT YOU TAKE STEPS TO SAFEGUARD YOU OWN PROPERTY.

7. Communications: Cell phones generally work well. Wi-Fi is not available so make plans to use a hot spot.

8. Tables: A draped, skirted table and two chairs come with each 10x10 booth. Extra tables can be rented for \$10 each and \$2 per chair. For bulk spaces, you can bring your own tables and chairs. Carpet can be arranged through Chene (727-577-1168)

9. Camping: Camp sites are available for \$27.88 per night.

10. Shipping ahead: Send any advance shipments to arrive ahead of the expo but no more than one week before the event to:

**St. Lucie Co. Fairgrounds
15601 W. Midway Rd
Ft. Pierce, FL 34945**

Be sure to clearly number and mark each box: For Florida Sportsman Expo FS management staff will be present in the Show Office during move-in/out and throughout the Expo to address your needs or concerns.

THANKS FOR BEING A PART OF THE FLORIDA SPORTSMAN EXPO IN FT. PIERCE.

If you have a balance due you can call me with a credit card and avoid a waiting line at check-in.

Contact Info:

Dave East, Expo Director,
772-219-7400 ext 115 office,
772-828-1358 cell
dave@floridasportsman.com

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**EXPO
FT. PIERCE**

**Jan. 23 - 24
2016**

**St. Lucie Co. Fairgrounds
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Ft. Pierce, FL**

Show Hours:

10am – 5pm, Saturday

10am – 4pm, Sunday

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



EXPO FT. MYERS



This will be our 24th year that, Florida Sportsman Magazine will be hosting the Florida Sportsman Expo in Ft. Myers, at the Lee Civic Center. Inside the expo hall we have over 90 exhibitors displaying fishing tackle, hunting gear, outdoor apparel and much more.

- Hourly seminars, on 5 different stages; hosted by the areas best angling and hunting experts. Inshore, Offshore, Angler on foot, Kayak & Hunting.
- Hands-on instruction for throwing a Cast Net.
- An indoor fly-casting pond.
- Baits, Rigs and Tackle Academy, which has room for up to 60 anglers to 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 and Kids Activity Area.
- A 3-D archery shoot where attendees can hone their bow hunting skills shooting at life-sized targets.
- Outside, exhibitors will have on display acres of 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.

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EXPO FT. MYERS

Jan. 30 - 31
2016

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

Show Hours:
10am – 5pm, Saturday
10am – 4pm, Sunday
Admission: \$8 adults,
kids under 12 with
parents free.



EXPO FT. MYERS/RATES & SPONSORSHIPS



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

4 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

4 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.

Kids Stage - \$500

4 hourly seminars each day. 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.

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Expo Program Ads

1/8 page - \$100

1/4 page - \$200

1/2 page - \$400

Full page - \$800

Back Page of the Expo Program - \$800



EXPO FT. MYERS/FLOOR PLAN



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EXPO FT. MYERS

Jan. 30 - 31
2016

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



EXPO FT. MYERS/EXHIBITOR INFO

Thanks for being an exhibitor at the upcoming Florida Sportsman Expo in Ft. Myers on January 30 - 31, 2016, at the Lee Civic Center. Below are the move-in/out instructions and other info you'll need.

MOVE-IN/OUT, FT. MYERS, LEE CIVIC CENTER

1. Upon arrival at the Lee Civic Center for set-up on Thursday (Jan.28) or Friday (Jan. 29), you must check in with the Show Office BEFORE you begin to set up your booth. You can unload through the large roll up door behind the main building. Park in the outside lot, behind the fence, in the back of the main building during the Expo over the weekend. Do not park up against the building, this area must remain open during the show.

2. All boats/trailers/RVs that will be indoors during the Expo can begin move-in any time on Thursday, Jan 28, between 9 a.m. and 5 p.m. If desired, you can stage outside Thursday morning beginning at 8 a.m. Please note: Because of the complex floor plan that allows for booths mixed with boats, stages, casting ponds, etc., this schedule is critical to an orderly move-in and set-up. Boat, trailers or RV move-ins on Friday would create difficult or impossible situations and cause delays because of narrow aisles, tight corners and scattered hand trucks, boxes and dollies. Your cooperation and understanding is appreciated.

3. Booth Exhibitors and Outside boats, trailer and RVs: On Friday, Jan 29, the doors will

open at 10 a.m. until 8 p.m.

4. Move-ins are not allowed Saturday morning or during the show. The Lee Civic Center will be open to exhibitors beginning at 8 a.m. each morning of the show, but do not attempt to start or complete your move-in Saturday morning. Expo hours: Sat., Jan 30, 10 to 5; Sun., Jan. 31, 10 to 4. Please be present each morning before the expo opens.

5. Move-out: As a courtesy to late-arriving attendees, start tearing down only when the show closes at 4 p.m. on Sunday. Move out should be completed by Sunday evening, although if needed we will be present Monday from 8 a.m. to 11 a.m.

ANY EXHIBITOR WHO BREAKS DOWN THEIR BOOTH BEFORE 4PM ON SUNDAY WILL NOT BE ALLOWED TO PARTICIPATE IN FUTURE FLORIDA SPORTSMAN EVENTS!

6. Security: The building will be locked down when not in use. HOWEVER, WE CANNOT GUARANTEE THE SECURITY OR SAFETY OF YOUR GOODS AND IT IS STRONGLY RECOMMENDED THAT YOU TAKE STEPS TO SAFEGUARD YOUR OWN PROPERTY.

7. Communications: Cell phones generally work well. Wi-Fi is available inside the Center.

8. Tables: A draped, skirted table and two chairs come with each 10x10 booth. Extra tables can be rented for \$10 each and \$2 per chair. For bulk spaces, you can bring your own tables and chairs. Carpet can be arranged through Chene (727-577-1168)

9. Camping: Camp sites are available around the large lake for \$25 per night.

10. Shipping ahead: Send any advance shipments to arrive ahead of the expo but no more than one week before the event to:

**Lee Civic Center
11831 Bayshore Road
Ft. Myers, FL 33917**

Be sure to clearly number and mark each box: For Florida Sportsman Expo FS management staff will be present in the Show Office during move-in/out and throughout the Expo to address your needs or concerns.

Contact Info:

Dave East, Expo Director,
772-219-7400 ext 115 office,
772-828-1358 cell
dave@floridasportsman.com

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**EXPO
FT. MYERS**

**Jan. 30 - 31
2016**

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

Show Hours:

10am – 5pm, Saturday

10am – 4pm, Sunday

Admission: \$8 adults,

**kids under 12 with
parents free.**



EXPO TAMPA



This will be our 24th year that, Florida Sportsman Magazine will be hosting the Florida Sportsman Expo in Tampa, at the Florida State Fairgrounds.

Inside the expo hall we have over 150 exhibitors displaying fishing tackle, hunting gear, outdoor apparel and much more.

- Hourly seminars, on 5 different stages; hosted by the areas best angling and hunting experts. Inshore, Offshore, Angler on foot, Kayak & Hunting.
- Hands-on instruction for throwing a Cast Net.
- An indoor fly-casting pond.
- Baits, Rigs and Tackle Academy, which has room for up to 80 anglers to 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 and Kids Activity Area.
- A 3-D archery shoot where attendees can hone their bow hunting skills shooting at life-sized targets.
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EXPO TAMPA

Oct. 8 - 9, 2016

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

Show Hours:

10am – 5pm, Saturday

10am – 4pm, Sunday

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



EXPO TAMPA RATES & SPONSORSHIPS



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

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

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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.

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

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Expo Program Ads

1/8 page - \$100

1/4 page - \$200

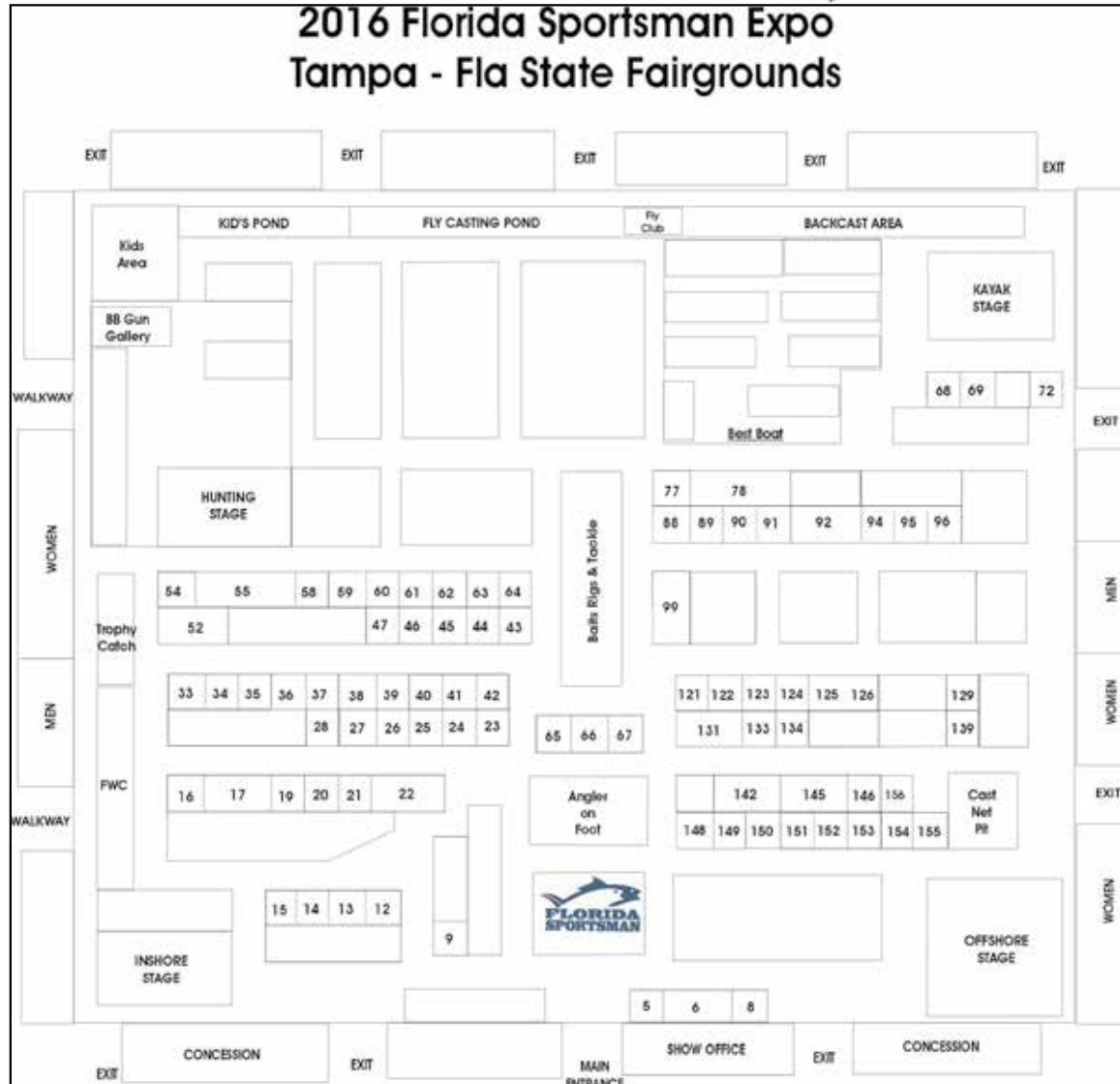
1/2 page - \$400

Full page - \$800

Back Page of the Expo Program - \$800



EXPO TAMPA/FLOOR PLAN



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EXPO TAMPA

Oct. 8 - 9, 2016

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

Show Hours:
10am – 5pm, Saturday
10am – 4pm, Sunday

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



EXPO TAMPA/EXHIBITOR

Thanks for being an exhibitor at the upcoming Florida Sportsman Expo in Tampa on October 8-9, 2016, at the Florida State Fairgrounds. Below are the move-in/out instructions and other info you'll need.

MOVE-IN/MOVE-OUT, TAMPA, FLORIDA STATE FAIRGROUNDS

1. Upon arrival for set-up go to the Expo Registration office inside the hall to check in and receive exhibitor badges. These are for those who will be working your booth. On show days, to avoid parking fees, you must enter through the Orient Road entrance after 8 am. and show the security guard your exhibitor badge. There must be a badge for each person in the vehicle. At check in you will be shown the exhibitor's parking lot.

2. BOATS: For all boats/trailers/RVs that will be indoors during the Expo need to arrive anytime between 12:00 pm. and 5:00 pm. on Thursday, 10/6. Boats can be staged outside Thursday morning beginning at 8 am.

PLEASE NOTE: This schedule must be followed to avoid causing delays for our other vendors. No one will be allowed to move-in on Saturday.

3. Inside Booth Exhibitors and Outside may arrive anytime between 10 am. and 6 pm. on Friday, 10/7.

4. Show Hours: The Fairgrounds will be open to exhibitors beginning at 8 am. each morning of the show. Public Hours are Saturday, 10/8, 10 am. - 5 pm. and Sunday, 10/9,

10 am. - 4 pm. You must be set-up and ready when the show opens at 10 am. on both days.

5. Move-out: We close an hour earlier Sunday to help with move-out, therefore, as a courtesy to our late arrival attendees, we ask that you DO NOT begin moving out before the show closes at 4 pm.

ANY EXHIBITOR WHO BREAKS DOWN THEIR BOOTH BEFORE 4PM ON SUNDAY WILL NOT BE ALLOWED TO PARTICIPATE IN FUTURE FLORIDA SPORTSMAN EVENTS!

Move-out must be completed by Sunday evening with the exception of boats/vehicles. You will have until Monday morning.

6. SECURITY: The exhibit hall will be closed Friday & Saturday nights. Security will be provided but we cannot guarantee the safety and security of your goods. Please take the appropriate measures to secure your property.

7. Ordering electric: See the attached form to order electric. This is done directly with the Fairgrounds and not Florida Sportsman. Please make note that it is cheaper to order in advance. You must bring your own extension cord.

8. Communication: Cell phones usually work in the hall. WI-FI is available for a daily

fee of \$15. This must be done through the Fairgrounds, not FS.

9. Carpet or additional tables: A draped skirted table and two chairs come with your booth. For Bulk space, bring your own tables/chairs or you can rent carpet, tables and chairs. See the attached form to order from Expositions Etc.

10. Shipping ahead: Send any advance shipments to the Expo no more than a week in ahead of the event to: FLORIDA STATE FAIR AUTHORITY, JANICE RILEY, 4800 HWY. 301 NORTH, TAMPA, FL. 33610. Be sure to clearly number and mark each box "For Florida Sportsman Expo".

11. Conduct: No drinking of alcoholic beverages are allowed during the Expo. Food and beverages cannot be sold or given away without the approval of the fairgrounds due to the contracts between the fairgrounds and their contractors.

12. FS Expo staff will be present throughout the event to assist you if needed. Our goal is to do everything possible to ensure you have a great, successful Expo.

THANK YOU FOR BEING A PART OF THE FLORIDA SPORTSMAN EXPO!

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Show Hours:

10am – 5pm, Saturday

10am – 4pm, Sunday

Admission: \$8 adults,

kids under 12 with
parents free.



2016 Season—24th Year

Application and Contract for Exhibit Space

www.floridasportsman.com/expo

Fishing • Boating • Hunting • Guns • RVs

Name of Company _____ Date _____

Address _____

City _____ State _____ Zip _____

Contact Person _____ Phone _____ Email _____

Authorizing Signature _____

The undersigned has read and agrees to the terms, rules and regulations of the Florida Sportsman Expo and hereby reserves the following exhibit space as indicated. (Please print clearly)

Ft. Pierce
 St. Lucie Copunty Fairgrounds
January 23-24, 2016
 We require _____ 10×10 booth(s) @ \$495
 We require _____ 10×10 corner booth(s) @ \$595
 We require _____ sq. ft. of indoor space @ \$2 sq. ft.
 We require _____ sq. ft. of outdoor space @ \$1.50 sq. ft.

Ft. Myers
 Lee Civic Center
January 30-31, 2016
 We require _____ 10×10 booth(s) @ \$495
 We require _____ 10×10 corner booth(s) @ \$595
 We require _____ sq. ft. of indoor space @ \$2 sq. ft.
 We require _____ sq. ft. of outdoor space @ \$1.50 sq. ft.

Tampa
 Florida State Fairgrounds
October 8-9, 2016
 We require _____ 10×10 booth(s) @ \$495
 We require _____ 10×10 corner booth(s) @ \$595
 We require _____ sq. ft. of indoor space @ \$2 sq. ft.
 We require _____ sq. ft. of outdoor space @ \$1.50 sq. ft.

Special Instructions: _____ We will require electric. YES NO (check one)

Exhibit Space: All booths are 10×10, indoors and include (1) 8' table, (2) chairs. Electric hook-up and carpet available for additional charge.

Deposits: A \$200 deposit for booths and \$500 for bulk space is due for each Expo with application. Balance must be paid no later than 30 days prior to each Expo.

Space Selection: Booth space will be confirmed only after deposit and application is received, and in accordance with below stated previous exhibitor agreement. New exhibitors and previous exhibitor space increases will be assigned on a first-come, first-served basis. Previous exhibitors are given right of first refusal to space occupied during the prior year, provided that application and deposit are received no later than 90 days prior to the show they are attending.

Show hours: 10 am – 5 pm – Staurday, 10 am – 4 pm – Sunday • Admission: \$8 adults, kids under 12 with parents free.
Move In: Booths – Friday, 8 am to 8 pm. Boats & RVs – Thursday, 10 am to 6pm. Move Out: Sunday, 4 pm and Monday, 8 am to noon.

Booths: Total booth(s) per Expo _____ × rate = Total \$ _____ per Expo
Boat & RV Space/Bulk: Total sq. ft indoor _____ outdoor _____ per Expo × rate = Total \$ _____ per Expo
 Sponsorship - Stage/Area _____ \$ _____
 Grand Total - Booth(s)/Bulk Space/Sponsorship \$ _____
 Deposit \$ _____ Balance Due \$ _____

Name of Card Holder _____

Card # _____

Expiration Date _____ Security Code _____ Amount Charged \$ _____ Show Location(s) Ft. Pierce Ft. Myers Tampa

Signature _____ Date _____

Credit cards accepted or make check payable to Florida Sportsman Magazine and mail to:

Florida Sportsman Expo, Dave East, Show Director, 2700 S. Kanner Hwy. Stuart, FL 34994 • Ph: 772-219-7400 x115 • Fax: 772-219-6900 • Cell: 772-828-1358 • dave@floridasportsman.com