





### EDUCATE. ENTERTAIN. DEVELOP. EMPOWER.

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.



# FLORIDA IS EVERY PERSON'S STATE

*"Florida is like no other place on earth!"*

- Brett Boston, Fish & Wildlife Foundation of Florida

## MORE ANGLERS

**2.7 MILLION+**  
RESIDENT ANGLERS

## MORE HUNTERS

**300,000+**  
RESIDENT HUNTERS



## MORE DAYS FISHING

**34 MILLION+**  
DAYS SPENT FISHING

## MORE SPENDING

**\$5.4 BILLION+**  
SPENT ON HUNTING & FISHING

### “FLORIDA SPORTSMAN IS THE BIBLE TO FLORIDA’S ANGLER.”

– Capt. Bouncer Smith, Miami

#### PRINT

This year **Florida Sportsman magazine** celebrates its 55<sup>th</sup> year as the trusted resource for anglers and boaters in search of valued how-to and where-to content.

The magazine is the foundation of the Florida Sportsman brand – it is where people find out about the tips, techniques, and products they didn't already know about.

#### 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.

#### VIDEO

Using custom video and the experts from **Florida Sportsman** as part of the marketing mix gives you instant credibility, helps you establish brand awareness and increases traffic to your website and other platforms.

Video brings your product to life more so than other mediums and when used as part of a multimedia marketing effort, it's hard to beat.

#### PODCAST/RADIO

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. **Florida Sportsman Live Radio** is where Jacksonville's anglers go to find out what's biting “NOW.” Nothing is timelier than turning on your radio and hearing a report from ten miles out with a screaming caller hooked up to a 30-pound kingfish.



*Florida's outdoor enthusiasts 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.*





FEBRUARY	MARCH	APRIL	MAY	JUNE
AD CLOSE: 11/28/23 ON SALE: 1/23/24	AD CLOSE: 1/4/24 ON SALE: 2/20/24	AD CLOSE: 2/2/24 ON SALE: 3/19/24	AD CLOSE: 3/11/24 ON SALE: 4/23/24	AD CLOSE: 4/8/24 ON SALE: 5/21/24
JULY	AUGUST/SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER/JANUARY
AD CLOSE: 5/9/24 ON SALE: 6/25/24	AD CLOSE: 6/6/24 ON SALE: 7/23/24	AD CLOSE: 8/2/24 ON SALE: 9/17/24	AD CLOSE: 9/16/24 ON SALE: 10/29/24	AD CLOSE: 10/10/24 ON SALE: 11/26/24

### A hallmark of FLORIDA SPORTSMAN MAGAZINE

Is presenting **timely, topical feature subject matter**. In addition to regular departments, each issue contains a mix of as many as 10 features, many 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.

### TAKE ADVANTAGE OF YEAR 'ROUND FISHING WITH SEASONAL HIGHLIGHTS IN EACH ISSUE!

**INSHORE** | **OFFSHORE** | **FRESHWATER** | **FLY FISHING**



Florida residents and visitors participate in traditional outdoor sports more frequently than those in any other state.  
They also read more... thanks to Florida Sportsman.

\*\*\*\*\*

### Special Theme Issues Twice a Year!

**Aug/Sept: "Hidden Gems"**  
Exclusive guide to destinations in the Sunshine State for family fishing and other outdoor adventures.

**Dec/Jan: "Boat Buyer's Guide"**  
Reports on boats perfect for the Florida market.

### 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" off set. Bleeds should extend 1/8" beyond trim. Maximum one ad per document.

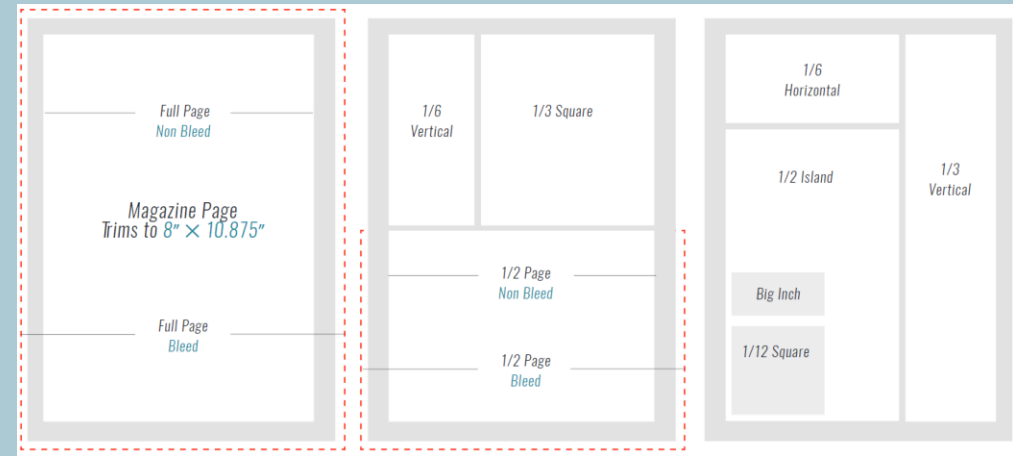
#### Native Files:

Files created in Photoshop, InDesign or Illustrator can be accepted. Please include all fonts and links.

#### 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-Horizontal 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

#### 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



### ADVERTISING RATES

Ad Size	1x	3x	6x	10x
Spread	\$14,900	\$13,685	\$13,422	\$13,250
Full Page	\$7,450	\$6,843	\$6,711	\$6,625
2/3 Page	\$5,410	\$4,963	\$4,883	\$4,734
1/2 Page Spread	\$8,344	\$7,657	\$7,519	\$7,381
1/2 Page Island or Vertical	\$4,338	\$3,983	\$3,897	\$3,840
1/2 Page Horizontal	\$4,172	\$3,828	\$3,759	\$3,691
1/3 Page	\$3,083	\$2,860	\$2,791	\$2,734
1/4 Page	\$2,877	\$2,653	\$2,573	\$2,539
1/6 Page	\$1,926	\$1,782	\$1,742	\$1,685
1/12 Page	\$630	\$585	\$573	\$556
Big Inch	\$350	\$315	\$292	\$281
Cover 2 or Cover 3	\$7,834	\$7,599	\$7,433	\$7,290
Cover 4	\$8,459	\$8,195	\$8,029	\$7,891

Print ads have a **LARGER IMPACT** on consumers.

They're **TANGIBLE**, thus more **TRUSTWORTHY**.





## 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.

**AD CLOSE:** 8/27/24    **ON SALE:** 10/8/24

### DISTRIBUTION: 30,000 COPIES

#### AD SIZE

Page 4-color

Cover 2 & 3

Cover 4

1/2 page 4-color

1/3 page 4-color

1/6 page 4-color

1/12 page 4-color

#### RATE

\$2,865

\$3,009

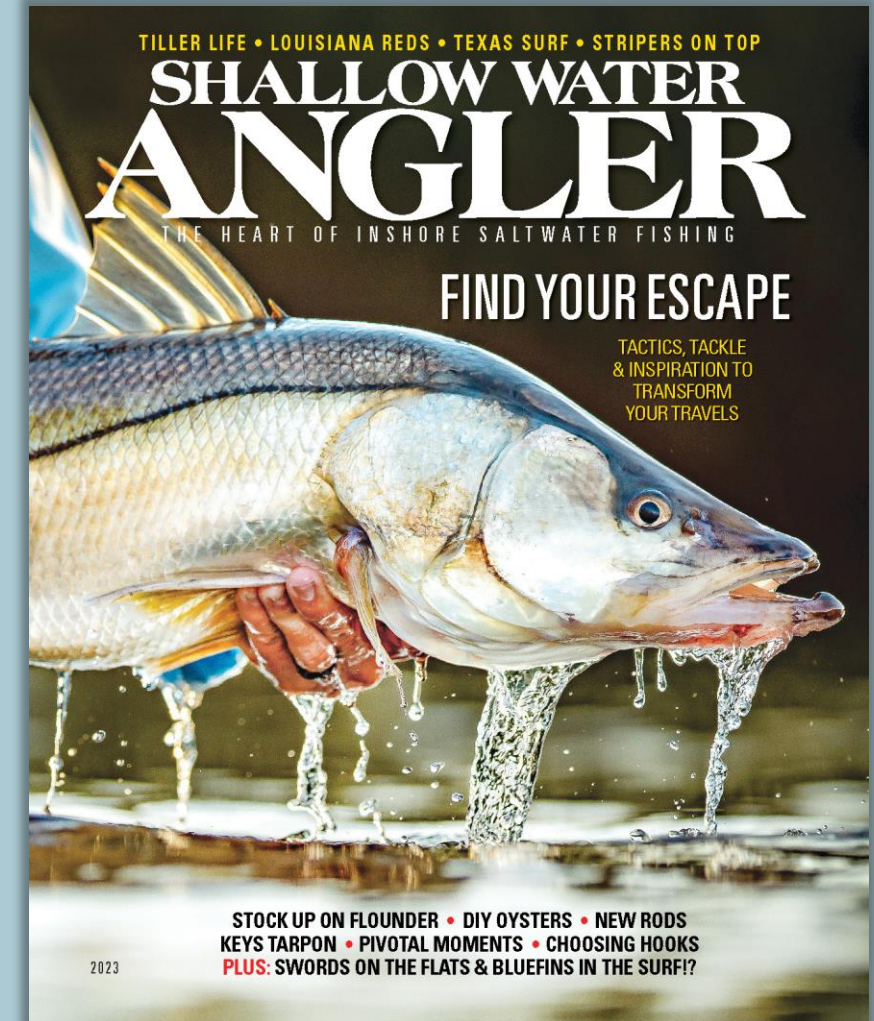
\$3,295

\$1,605

\$1,146

\$802

\$458



**A MUST-HAVE FOR INSHORE ANGLERS**

**— THE FASTEST GROWING FISHING SEGMENT IN AMERICA**



### A SUCCESS GUIDE FOR NEW ANGLERS

# KAYAK

## fishing fun

### MULTIMEDIA GROWTH INITIATIVE RETURNS IN 2024!

Outdoor Sportsman Group's annual **KAYAK FISHING FUN** multimedia initiative will launch in Spring of 2024. The goal of this program is to grow the market of buyers and owners – and increase the overall number of kayak (and canoe) fishing enthusiasts for the future. Additionally, we will educate all the recent buyers of kayaks and canoes on how to operate and rig their boats for optimal performance, safety and success on the water.

**AD CLOSE:** 2/27/24 **ON SALE:** 4/9/24

### PRINT

- » Dedicated kayak fishing Special Interest Publication (SIP) launching 4/11/24
- » Kayak fishing gear sections in Florida Sportsman and the other OSG fishing magazines

### DIGITAL

- » All Kayak-related content placed across OSG's fishing websites
- » Video content distributed across OSG's YouTube pages and MOTV
- » Promotion of video content via digital and social media channels

### TELEVISION PROMOTION

- » Graphics on Outdoor Channel, Sportsman Channel, and World Fishing Network promoting the Kayak Fishing Fun video playlist

**DISTRIBUTION:**  
**65,000**  
**COPIES**

AD SIZE	RATE
Page	\$3,306
Cover 2 & 3	\$3,444
Cover 4	\$3,719
1/2 page	\$1,852
1/3 page	\$1,323
1/6 page	\$926
1/12 page	\$529



Special section featuring the latest and greatest in boats, engines, electronics, navigation, motors, accessories, and more in the January and June/July 2024 issues of **GAME & FISH, IN-FISHERMAN**, and **FLORIDA SPORTSMAN** magazines. The content will appear online as well, after on-sale date of the magazines. Content will help consumers with their purchasing decisions and teach them how to make the most of the top innovations in boat accessories and technology.

**GAME & FISH**  
The Regional Outdoor Guide



**In-Fisherman**



**FLORIDA SPORTSMAN**



- Circulation: 280,040
- Total Audience: 1,960,280
- Male/Female: 84/16
- Avg. HH Income: \$117,000
- Median Age: 49
- Avg. Monthly Uniques: 324,044
- Social Followers: 192,494

- Circulation: 176,968
- Total Audience: 1,681,196
- Male/Female: 80/20
- Avg. HH Income: \$98,500
- Median Age: 51
- Avg. Monthly Uniques: 126,860
- Social Followers: 158,740

- Circulation: 74,403
- Total Audience: 818,433
- Male/Female: 85/15
- Avg. HH Income: \$149,400
- Median Age: 47
- Avg. Monthly Uniques: 132,542
- Social Followers: 494,235

### \$30,000 – PACKAGE INCLUDES

- Editorial Inclusion in the Boat Tech Special Print Sections (*All 3 Publications!*)
- Full Page 4-Color Ad in Each Issue (6 Total Ads)
- Digital Article Extension & Promotion (Email Newsletter Inclusions, Social Promotion)



## GIVING TURKEY HUNTERS A CLEAR PATH TO SUCCESS IN THE FIELD



**Talkin' Turkey is a multimedia, editorial and advertising program focused on all things turkey hunting!**

Game & Fish and Florida Sportsman will explore various aspects of turkey hunting in their March issues. Editorial highlights include:

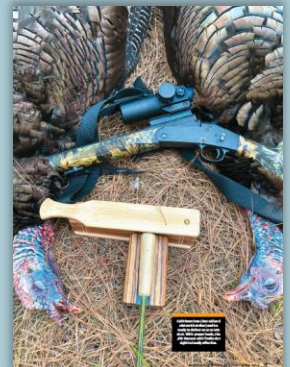
- **Hunting Adventure Features**
- **Strategies on Old Toms**
- **Pre-Season Scouting**
- **Turkey Hunting Gear**
- **New Shotgun Loads**
- **Osceola Turkeys**

Don't miss this opportunity to have your product in front of our dedicated audience during the key sales period leading up to turkey season!



## GOLD-LEVEL SPONSORSHIP PACKAGE INCLUDES:

- Full Page ads in Game & Fish and Florida Sportsman March 2024 issues with editorial product review
- Custom Content Article relating product to use in turkey hunting section of [GameandFishmag.com](http://GameandFishmag.com)
- Custom companion video that will complement and add to Custom Content article. (3-4 Min)
- E-newsletter placement and Organic Social Promotion
- 100% SOV banners all devices, 60-Day Run
- SOV of G&F Turkey Section to be split equitably amongst Sponsors
- Minimum 100 co-branded promos on Sportsman Channel with QR Code





### CATCH MORE ONLINE

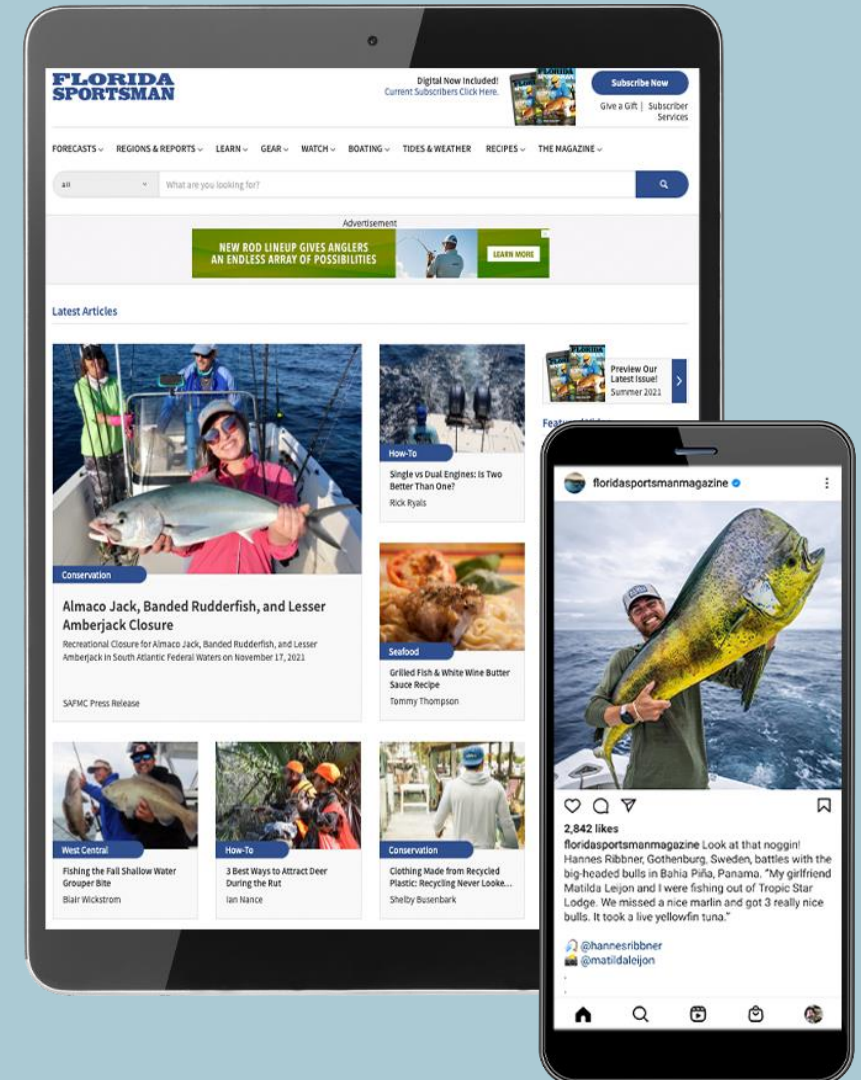


Florida's most active anglers and hunters check in daily with Florida Sportsman to find out where the action is, and with a targeted digital and social campaign you can make sure they find your brand and message when they do.

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.

### FLORIDA SPORTSMAN DIGITAL AUDIENCE & BEHAVIOR

» Male:	80%
» Annual Page Views:	5,566,354
» Average Monthly Uniques:	132,542
» Average Time Spent:	2:41
» Average Page Views:	3.11
» Mobile/Tablet Traffic:	71%
» Social Media Followers:	494,235
» E-Newsletter Subscribers:	20,229



### PODCAST

**FIND OUT WHERE THE FISH ARE BITING... AND SO MUCH MORE  
WITH THE ACTION SPOTTER PODCAST**



Tune in every Thursday night as host Capt. Rick Ryals checks in with 11 regional experts to get their take on what's biting now and what you should be planning for.

Capt. Rick searches the Forum and magazine and gathers other helpful intel to help you make the most of your day on the water.

- » Statewide coverage & sponsorships available
- » Regional sponsorships available
- » Live reads from the host

### RADIO

**EVERY SATURDAY MORNING JACKSONVILLE'S ANGLERS  
ARE TUNING IN TO FIND OUT WHERE TO FISH**



The show brings up-to-the-minute fishing coverage into the homes, cars, boats and offices of Florida's most devoted sportsmen. After 26 years, the radio program is stronger than ever. Radio's immediacy ("the mackerel bite is fast and furious on the color change...") has been the reason for the success of the show.

- » Radio sells with immediacy
- » Radio escapes advertising's clutter
- » You're always on the front page with radio



### TERMS & CONDITIONS

1. The publisher may reject any advertising for any reason at any time, even if previously acknowledged or accepted.
2. Cancellations or changes in advertising (including changes in insertion orders) will not be accepted by the publisher after the issue closing date.
3. Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher.
4. Cancellation of a space contract by the advertiser or its agency will result in the forfeiture of position protection and/ or the contract rate, if any. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.
5. The publisher shall not be liable for any delay or failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, work stoppages, accidents, or other circumstances beyond the publisher's control. The liability of publisher, if any, for any act, error, or omission for which it may be held responsible at law or in equity shall not exceed the cost of the advertising space affected by the error. In no event shall publisher be liable for any indirect, consequential, punitive, special, or incidental damages, including, but not limited to, lost income or profits.
6. Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of any advertisement in any issue or edition and that publication will not violate any law or infringe upon any right of any party or result in any claims against publisher. In consideration of the publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify, defend and hold harmless KSE Sportsman Media, Inc. its affiliates officers, agents and employees against any and all losses and expenses (including legal fees) arising from or relating to (a) a breach or misrepresentation of the foregoing representations and warranties, and/or (b) the publication or contents of the advertisement including, without limitation, claims or suits for defamation, libel, misappropriation, privacy or publicity rights, copyright or trademark infringement, plagiarism, and from any and all similar claims now known or hereafter devised or created.
7. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies or the terms and conditions stated herein will be binding on the publisher and to the extent inconsistent with the terms herein, these terms and conditions shall govern and supersede any such conditions.
8. The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.
9. The publisher will hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.
10. The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.
11. This agreement shall be governed by and construed in accordance with the laws of the State of Colorado without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Colorado.

## Publisher's Statement

6 months ended December 31, 2022, 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
71,006	3,397	74,403	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			
	Jul	59,335	1,087	60,422	11,509		11,509	70,844	1,087	71,931	2,781	12	2,793	73,625	1,099	74,724
	Aug	58,360	1,048	59,408	11,477		11,477	69,837	1,048	70,885	4,144	21	4,165	73,981	1,069	75,050
	Oct	58,032	1,000	59,032	12,535		12,535	70,567	1,000	71,567	2,506	25	2,531	73,073	1,025	74,098
	Nov	57,797	967	58,764	12,999		12,999	70,796	967	71,763	3,866	17	3,883	74,662	984	75,646
	Dec	54,977	939	55,916	12,971		12,971	67,948	939	68,887	3,600	13	3,613	71,548	952	72,500
	Average	57,700	1,008	58,708	12,298		12,298	69,998	1,008	71,006	3,379	18	3,397	73,377	1,026	74,403

### PRICE

	Suggested Retail Prices (1)
Single Copy	\$7.99
Subscription	\$39.94

(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: 2,589

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 6

**Included in Paid Circulation:** Included in paid circulation are copies obtained through:

Individual Subscriptions

Single Copy Sales

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

Individuals

Public Place Locations

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 \* URL: www.floridasportsman.com

Established: 1969

CARTER VONASEK

Planning Director

AAM Member since: 1981