FLORIDA SPORTSMAN

2026 MEDIA KIT

www.floridasportsman.com

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

3.1 MILLION+

RESIDENT ANGLERS

MORE HUNTERS

303,556+

RESIDENT HUNTERS

MORE DAYS FISHING

46.3 MILLION+

DAYS SPENT FISHING

MORE SPENDING

$8 BILLION+

SPENT BY ANGLERS WHILE FISHING IN FLORIDA

Sources: 2022 Florida Fish & Wildlife Commission, Fishingbooker.com, Southwick Associates 2021

FLORIDA SPORTSMAN

CROSS-PLATFORM MEDIA SOLUTION

"FLORIDA SPORTSMAN IS THE BIBLE TO FLORIDA'S ANGLER."

– Capt. Bouncer Smith, Miami

PRINT

This year **Florida Sportsman magazine** celebrates its 57th 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.

FLORIDA SPORTSMAN

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.

FLORIDA SPORTSMAN

THE FLORIDA SPORTSMAN READER

WE REACH YOUR CUSTOMER

Circulation 60,144

Frequency 8X

Total Audience 662,000

Male/Female 68/32

Median Age 47

Employed F/T ..... 53%/110 Index

Management, Business & Financial Operations ..... 15%/12 Index

Avg. Household Income $123,955

Avg. Household Net Worth $556,694

Sources: 2025 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2025
Florida Sportsman Publishers Estimate Based on the Following: Florida Residents, Participating in Fishing/Hunting Last 12 Months, MRI Magazine Quintiles I-III (Reading 1.5+ Magazines on a Monthly Basis)

FISHING / HUNTING

- I Have a Great Deal of Knowledge/Experience in Fishing: 42%/411 Index
- My Friends/Family Often Ask/Trust my Advice on Fishing: 22%/369 Index
- I Have a Great Deal of Knowledge/Experience in Hunting: 21%/335 Index
- My Friends/Family Often Ask/Trust my Advice on Hunting: 12%/249 Index

Source: 2025 MRI Spring Doublebase. Florida Sportsman Publishers Estimate Based on the Following: Florida Residents, Participating in Fishing/Hunting Last 12 Months, MRI Magazine Quintiles I-III (Reading 1.5+ Magazines on a Monthly Basis).

DYI / HOME IMPROVEMENT

- I Enjoy DIY: 79%/110 Index
- DIY for Home Remodeling Last 12 Months: 15%/115 Index
- DIY for Home Improvement Last 12 Months: 32%/129 Index
- 2+ Home Remodeling Projects Last 12 Months: 14%/112 Index
- 2+ Home Improvement Projects Last 12 Months: 22%/120 Index

Source: 2025 MRI Spring Doublebase. Florida Sportsman Publishers Estimate Based on the Following: Florida Residents, Participating in Fishing/Hunting Last 12 Months, MRI Magazine Quintiles I-III (Reading 1.5+ Magazines on a Monthly Basis).

AUTOMOTIVE

- I Have a Great Deal of Knowledge/Experience in Automobiles: 27%/155 Index
- My Friends/Family Often Ask/Trust my Advice on Automobiles: 18%143 Index
- Truck Owners: 33%/121 Index
- Owns 4-Door Truck: 26%/130 Index
- Purpose of Truck, Local Transportation: 17%/153 Index
- Purpose of Truck, Personal Hauling: 17%/116 Index
- Intends to Buy/Lease Truck in Next 12 Months: 13%/132 Index

Source: 2025 MRI Spring Doublebase. Florida Sportsman Publishers Estimate Based on the Following: Florida Residents, Participating in Fishing/Hunting Last 12 Months, MRI Magazine Quintiles I-III (Reading 1.5+ Magazines on a Monthly Basis).

TRAVEL

- Took 4+ Domestic Trips Last 12 Months: 18%/140 Index
- Activities While on Domestic Vacation Trips:
- Sightseeing: 14%/147 Index
- Fine Dining: 16%/123 Index
- Casino Gambling: 6%/155 Index
- Visited National Park: 10%/114 Index
- Visited Museums: 11%/118 Index
- Backpacking/Hiking: 11%/152 Index
- Fishing: 10%/388 Index
- Played Golf: 5%/260 Index*
- Visited Cultural/Historical Site: 11%/122 Index
- 2+ Activities While on Domestic Vacation Trip: 31%/126 Index

*Source: 2025 MRI Spring Doublebase, *Small Sample Size. Florida Sportsman Publishers Estimate Based on the Following: Florida Residents, Participating in Fishing/Hunting Last 12 Months, MRI Magazine Quintiles I-III (Reading 1.5+ Magazines on a Monthly Basis).*

FLORIDA SPORTSMAN

IN EVERY ISSUE

IN EVERY ISSUE, YOU'LL FIND THESE DEPARTMENTS:

FLORIDA WAYPOINTS
Up-front page with deep focus on places closest to the hearts of Florida outdoorsmen.

HOW-TO SEMINARS
Up to 7 different topics—boating, offshore fishing, inshore, freshwater fishing, fly fishing, hunting, kayaking. Expert advice on gear, techniques and rigging.

ON THE CONSERVATION FRONT
Reporting and commentary on fish and wildlife management, other environmental issues.

NEW GEAR & NEW BOATS
Editors reveal latest and best fishing and hunting gear, boats, electronics, engines & more

ACTION SPOTTER
Spotlighting local hotspots and monthly fishing and hunting forecasts, our 11 Field Editors provide in-depth reports.

SPORTSMAN'S KITCHEN
Exclusive recipes and cooking instructions for Florida fish and game, with seasonal focus.

FLORIDA TIDES
Easy-to-read graphs showing ideal times to fish around the Florida coast. A reader favorite!

TOURNAMENT INSIDER
Coverage of Florida's popular fishing tournaments. Interviews, expert insights, events calendar.

SPECIAL ONLINE CONTENT
Florida Sportsman exclusives including boat reviews, travel and product information, plus special photo packages, interviews and more at: **www.floridasportsman.com**


CONSERVATION FRONT

Re-Clam the Lagoon

An effort is underway to use clams to clean the Indian River Lagoon's water.


SPORTSMAN'S KITCHEN

Wild Turkey Rolls with Mango Dipping Sauce


TOURNAMENT INSIDER

The Emerald Coast Is Marlin Country

Lady anglers stole the show during Florida's competitive fishing scene.


EXPERT HOW-TO AND GEAR
BOATING

Rules of the Ramp

Statewide fishing guides in our Action Spotter Podcast chime in on a timeless subject.

FLORIDA SPORTSMAN

EDITORIAL CALENDAR

JANUARY/FEBRUARY

AD CLOSE: 11/11/25

ON SALE: 1/6/26

MARCH

AD CLOSE: 1/8/26

ON SALE: 2/24/26

APRIL

AD CLOSE: 2/6/26

ON SALE: 3/24/26

MAY/JUNE

AD CLOSE: 3/16/26

ON SALE: 4/28/26

JULY

AD CLOSE: 5/7/26

ON SALE: 6/23/26

AUGUST/SEPTEMBER

AD CLOSE: 6/12/26

ON SALE: 7/28/26

OCTOBER

AD CLOSE: 8/14/26

ON SALE: 9/29/26

NOVEMBER/DECEMBER

AD CLOSE: 9/21/26

ON SALE: 11/3/26

The editorial approach 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, boating, camping, diving and other topics of interest to Florida residents and visitors.

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.

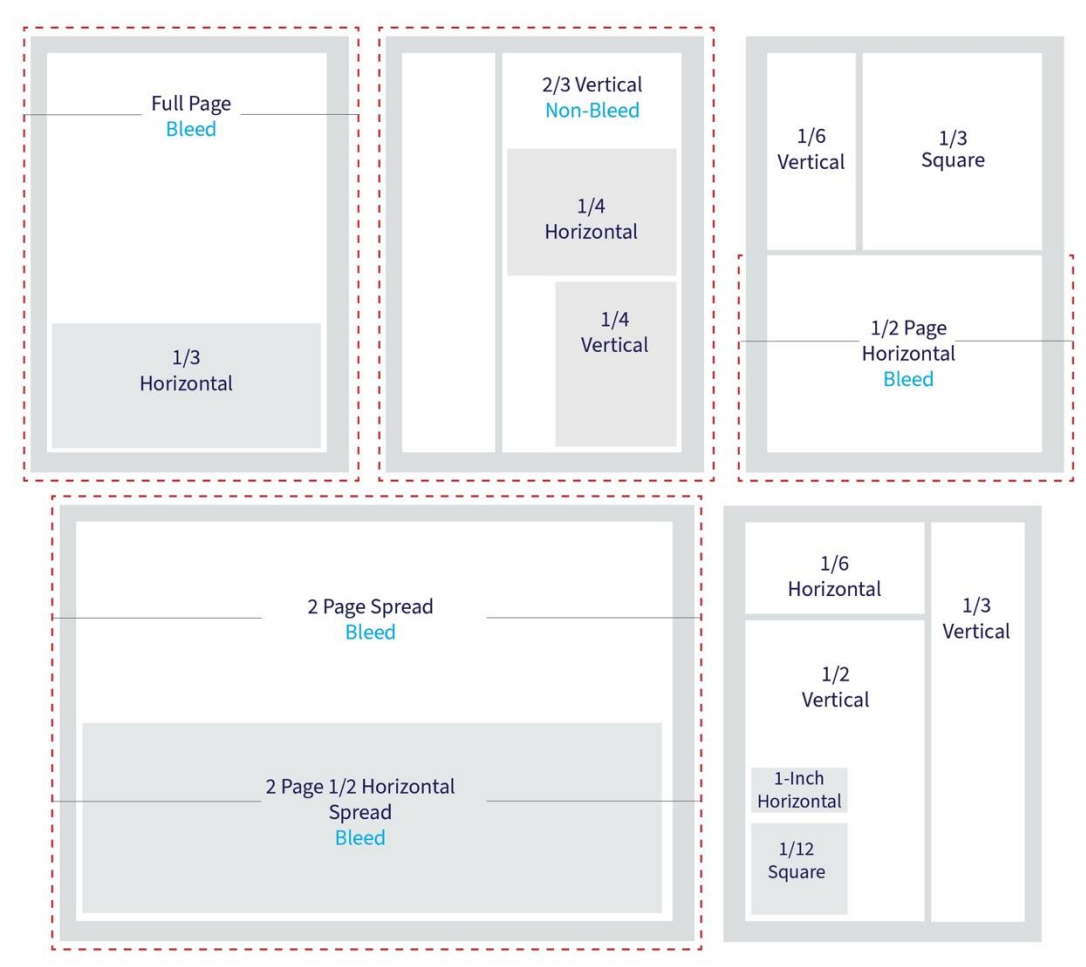
Nov/Dec: "Boat Buyer's Guide"
Reports on boats perfect for the Florida market.

*Dates & content subject to updates.

FLORIDA SPORTSMAN

AD SIZES & MECHANICAL SPECS

PAGE TRIM SIZE: 7.75" WIDE by 10.5" HIGH – Bleed: 0.125



2 Page Spread
Non-Bleed: 14.5 X 9.5
Bleed: 15.75 x 10.75
Trim: 15.5 x 10.5
Safety: 15 x 10

2 Page 1/2 Horizontal Spread
Non-Bleed: 14.5 X 4.75
Bleed: 15.75 x 5.5
Trim: 15.5 x 5.25
Safety: 15 x 4.75

Full Page
Non-Bleed: 6.75 x 9.5
Bleed: 8 x 10.75
Trim: 7.75 x 10.5
Safety: 7.25 x 10

2/3 Vertical
Non-Bleed: 4.375 x 9.5
Bleed: 5.25 x 10.75
Trim: 5 x 10.5
Safety: 4.5 x 10

1/2 Horizontal
Non-Bleed: 6.75 X 4.75
Bleed: 8 x 5.5
Trim: 7.75 x 5.25
Safety: 7.25 x 4.75

1/2 Vertical
Non-Bleed: 4.375 x 7.25
Bleed: 5.25 x 8
Trim: 5 x 7.75
Safety: 4.5 x 7.25

1/3 Vertical
Non-Bleed: 2.125 x 9.5
Bleed: 2.875 x 10.75
Trim: 2.625 x 10.5
Safety: 2.125 x 10

1/3 Square
Non-Bleed: 4.375 x 4.75
Bleed: 5.25 x 5.5
Trim: 5 x 5.25
Safety: 4.5 x 4.75

1/3 Horizontal
Non-Bleed: 6.75 x 3.375
Bleed: 8 x 4.125
Trim: 7.75 x 3.875
Safety: 7.25 x 3.625

1/4 Horizontal
Non-Bleed: 4.375 X 3.625

1/4 Vertical
Non-Bleed: 3.375 X 4.75

1/6 Horizontal
Non-Bleed: 4.375 X 2.25

1/6 Vertical
Non-Bleed: 2.125 X 4.75

1/12 Page
Non-Bleed: 2.125 X 2.25

1-Inch Horizontal
Non-Bleed: 2.125 X 1

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 (C+Y+M+K) must not exceed 300%. If you paid for a fifth color it must be a Pantone set to Spot.

Document Setup:
For full-page ads, your document page size should match the magazine trim size. Please include trim marks with 1/8" off set. Bleeds should extend 1/8" (0.125) beyond trim on all four sides.

Native Files:
Files created in InDesign can be accepted. Please package the file to 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.

ADVERTISING RATES

Ad Size	1x	3x	6x	10x
2 Page Spread	$14,900	$13,685	$13,422	$13,250
Full Page	$7,450	$6,843	$6,711	$6,625
2/3 Vertical	$5,410	$4,963	$4,883	$4,734
2 Page 1/2 Horizontal Spread	$8,344	$7,657	$7,519	$7,381
1/2 Page 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
1 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.

FLORIDA SPORTSMAN

BOAT TECH

Special section featuring the latest and greatest in boats, engines, electronics, navigation, motors, accessories, and more in **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

- Circulation: 227,900
- Total Audience: 2,975,000
- Male/Female: 78/22
- Avg. HH Income: $92,938
- Median Age: 47
- Avg. Monthly Active User: 300,000
- Social Followers: 193,308

Sources: 2025 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2025

In-Fisherman

- Circulation: 145,614
- Total Audience: 1,939,000
- Male/Female: 74/26
- Avg. HH Income: $98,172
- Median Age: 47
- Avg. Monthly Active User: 128,000
- Social Followers: 171,062

Sources: 2025 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2025

FLORIDA SPORTSMAN

- Circulation: 60,144
- Total Audience: 662,000
- Male/Female: 68/32
- Avg. HH Income: $123,955
- Median Age: 47
- Avg. Monthly Active User: 100,000
- Social Followers: 541,325

Sources: 2025 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2025

$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)

FLORIDA SPORTSMAN

SEA TRIALS

Big Water, Big Fish,

Big Expectations:

How Will your Boat Handle the Test?

Comprehensive Boat Review Filmed on the Water
in Stuart, FL (1 Film Day with Following Day for Rain Date)

- 3x Five-Minute Original Episodes with Product Integration / Placement
  - Each 5-Minute Episode Features a “Fishing Mission” Uniquely Specific to Your Boat Design
- $15,000 Sponsorship Includes Your Brand in Each Episode
- Episodes to Live on Florida Sportsman Website and YouTube
- Videos to Stream on MyOutdoorTV with a Dedicated Show Tile
- Social Media and E-Newsletter Coverage to Our Passionate Following
- Includes One Page of Print Editorial Coverage in Florida Sportsman

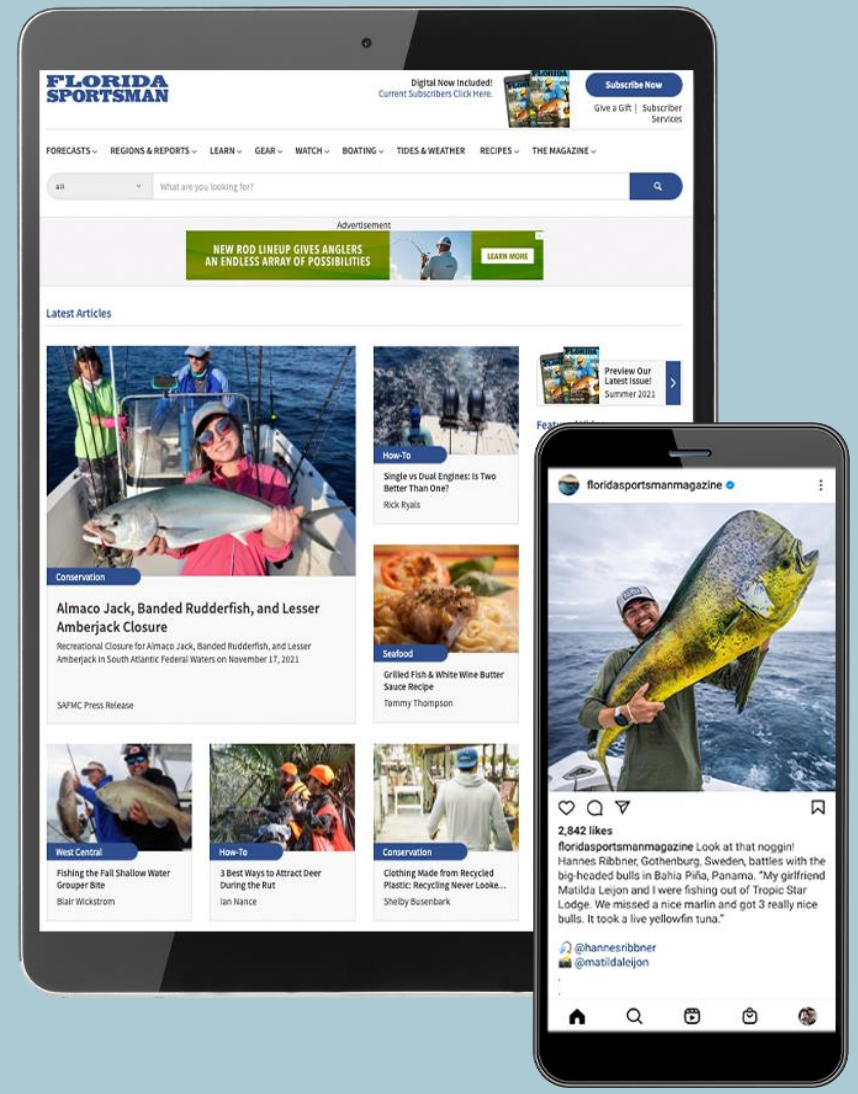
CATCH MORE ONLINE

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:	76%
»	Annual Page Views:	1,539,585
»	Average Monthly Uniques:	79,057
»	Average Time Spent:	2:14
»	Average Page Views:	1.62
»	Mobile/Tablet Traffic:	74%
»	Social Media Followers:	551,590
»	E-Newsletter Subscribers:	30,000
»	**Bonus**: Engagement Rate:	80%
»	Podcast Annual Plays:	83,188
»	Podcast Total Minutes Played:	749,549



Sources: Google Analytics 4: September 2024 – August 2025. Social Followers – Sprout Social: As of August 2025. Video Views – Sprout Social & Conviva: September 2024 – August 2025. Email Subscribers – Whatcounts Email Sending: As of August 2025. Plays Over Time Podcasts: Apple Podcasts, Spotify Connect, YouTube Studio, and Podbean. Plays definition includes downloads and streams. - September 2024 – August 2025

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 also includes reports from the magazine, website and other sources to relay the intel you need to 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 31 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.

Alliance for Audited Media
TRANSACT WITH TRUST

FLORIDA SPORTSMAN

Publisher's Statement

6 months ended June 30, 2025, Subject to Audit

Learn more about this media property at auditedmedia.com

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
58,192	1,952	60,144	None Claimed	

TOTAL CIRCULATION BY ISSUE

	Paid Subscriptions			Verified Subscriptions						Single Copy Sales					
Issue	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions	Paid & Verified Subscriptions - Print	Paid & Verified Subscriptions - Digital Issue	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales	Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
Feb	47,941	522	48,463	10,656	321	10,977	58,597	843	59,440	1,879	8	1,887	60,476	851	61,327
Mar	45,759	503	46,262	12,162	312	12,474	57,921	815	58,736	1,677	5	1,682	59,598	820	60,418
Apr	45,221	507	45,728	11,741	347	12,088	56,962	854	57,816	1,868	7	1,875	58,830	861	59,691
May	44,483	498	44,981	11,602	301	11,903	56,085	799	56,884	2,000	9	2,009	58,085	808	58,893
Jun	43,040	498	43,538	14,148	396	14,544	57,188	894	58,082	2,300	5	2,305	59,488	899	60,387
Average	**45,289**	**506**	**45,795**	**12,062**	**335**	**12,397**	**57,351**	**841**	**58,192**	**1,945**	**7**	**1,952**	**59,296**	**848**	**60,144**

PRICE

	Suggested Retail Prices (1)
Single Copy	$7.99
Subscription	$32.94

(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: 3,791

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 5

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 * Florida Sportsman, NY 10018

MICHAEL CASSIDY
Publisher
P: 772.219.7400 * URL: www.floridasportsman.com
Established: 1969

CARTER VONASEK
Planning Director

AAM Member since: 1981