

In-Fisherman

2026 MEDIA KIT



In-Fisherman NAVIGATING 2026 AT A GLANCE

Setting the standard for 50 years!

In 2025, In-Fisherman celebrated a milestone turning 50 years old; however, its mission remains unchanged. In-Fisherman remains a trusted resource for fishing enthusiasts-avid anglers who read, watch and interact with the best-in-class media platforms for multispecies information.



>READ IN-FISHERMAN MAGAZINE

- Circulation: 145,614
- Frequency: 5x/year + 3 Seasonal Special
- Total Audience: 1,939,000
- Male/Female (%): 74/26
- Median Age: 48
- Avg. Household Income: \$98,172



>WATCH IN-FISHERMAN TELEVISION

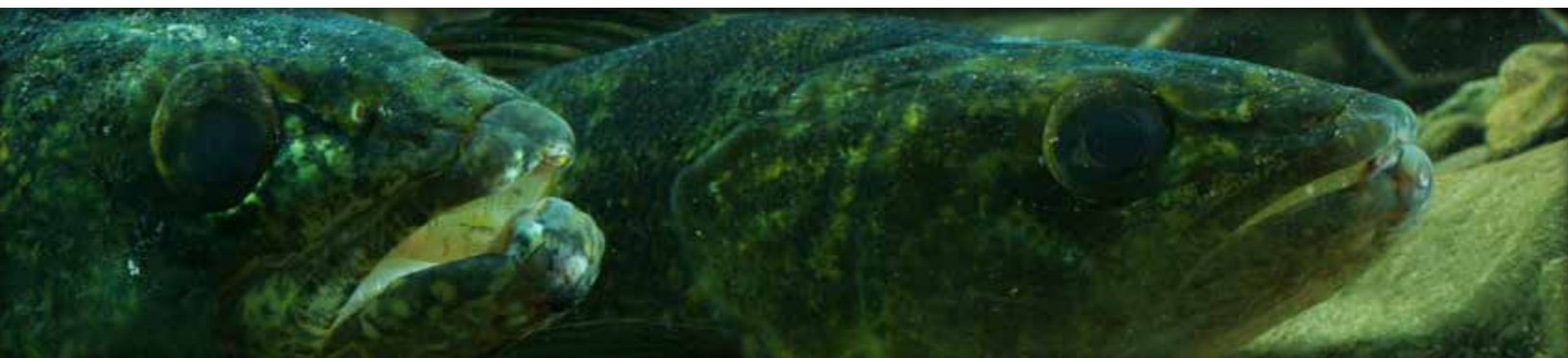
- Airs on new media FAST Channel--Game & Fish TV on Samsung TV, Amazon Prime and more!
- Airs on new media MOTV app
- Three species featured in each episode
- Educates on the why, where, and how to catch more fish
- Won 20 prestigious industry awards



>INTERACT IN-FISHERMAN DIGITAL/SOCIAL

- Variety of unique content exclusive to InFisherman.com
- High impact, high quality, and compelling video content across all platforms
- 2,351,302 annual page views
- 107,307 average monthly unique visitors to In-Fisherman.com
- 197,735 social media followers
- 55,000 e-newsletter subscribers

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



> ENGAGE WITH OUR GROWING ONLINE COMMUNITY THROUGH HIGHLY CUSTOMIZABLE PLANS.

> **107,307**

MONTHLY UNIQUE
WEBSITE VISITORS

> **2,351,302**

ANNUAL
PAGE VIEWS

> **55,000**

E-NEWSLETTER
SUBSCRIBERS

> **197,735**

SOCIAL MEDIA
FOLLOWERS



> **DEMOGRAPHICS & BEHAVIOR**

MALE: 78%

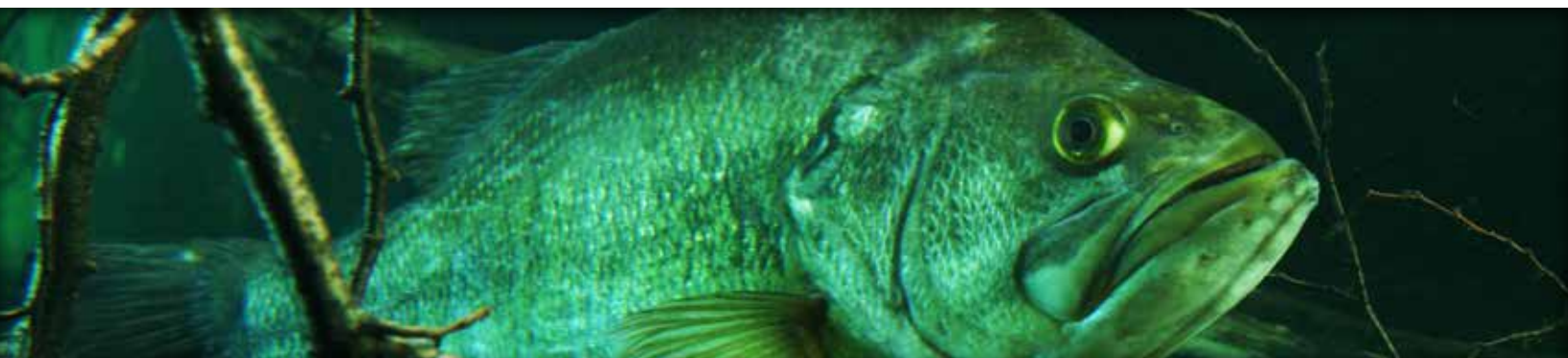
AVG. TIME SPENT: 2:23

AVG. PAGES PER SESSION: 1.83

TRAFFIC FROM MOBILE/TABLET: 75%



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





In-Fisherman TV



> PROUDLY ONE OF THE LONGEST-RUNNING SHOWS IN ALL OF TELEVISION

With the 2022 season we celebrated our 500th television show and more than 40 years of pioneering work in outdoor programming. Our rich tradition of providing the most trusted fishing content continues in 2026 and beyond.

**CUSTOM SPONSORSHIPS
AVAILABLE. FOR MORE
INFORMATION, CONTACT:**

Tim Carini | Publisher
Phone: 631-807-6309
Email: Tim.Carini@outdoorsg.com

In each show, In-Fisherman editors take you to three different parts of North America to fish for three different fish species, everything from bass and walleyes, to catfish and carp, sturgeon, muskies, pike, trout, salmon, and panfish like crappies, perch, bluegills, and white bass. From time to time, we also feature near-shore saltwater species like stripers, redfish, and tarpon. It's entertainment that offers solid how-to-fish tricks and tactics to help viewers catch more fish!

> SHOW SPONSORSHIP BENEFITS

- Exclusive category inclusion of product in the show.
- 494x commercials; :30 each (or 988x :15 spots)
- Segment sponsorships by way of "brought-to-you-by messaging," for a total of 42 plays.
- Products will be used and identified in each show (where applicable).
- Logo will be included in closing credits and the end of every episode.
- Logo will appear in editorial articles devoted to In-Fisherman TV within the In-Fisherman publications during the season.
- Sponsor will have rights to show content to repurpose, rebroadcast and distribute for their own use.
- Extensive editorial, digital, and social promotional support through all of In-Fisherman's channels.
- Airs on Game & Fish TV FAST Channel on Samsung TV, Amazon Prime, and more!
- Every episode included on the MOTV app with over 400,000 monthly paid subscribers

MOTV
MY OUTDOOR TV®

GAME & FISH TV



In-Fisherman AUDIENCE SNAPSHOT

Total Audience: 1,835,000

Men: 80%
Women: 20%
Median Age: 51

Married: 74%
Attended College: 67%
Avg. Household Income: \$98,500
Avg. Household Net Worth: \$717,000

Went Fishing, Past 12 Months: 97%
Went Freshwater Fishing, Past 12 Months: 100%
Went Ice Fishing, Past 12 Months: 34%
Went Shore Fishing, Past 12 Months: 48%
Went Fly Fishing, Past 12 Months: 16%
Went Saltwater Fishing, Past 12 Months: 16%

Avg. Number of Days Fished, Past 12 Months: 47.1
Avg. Number of Days Spent Freshwater Fishing,
Past 12 Months: 36.5
Avg. Number of Days Spent Ice Fishing,
Past 12 Months: 3.6
Avg. Number of Days Spent Shore Fishing,
Past 12 Months: 10.4
Avg. Number of Days Spent Saltwater Fishing,
Past 12 Months: 1
Avg. Number of Days Spent Fly Fishing,
Past 12 Months: 2.3

Took Overnight Fishing Trip in U.S., Past 12
Months: 63%
Avg. Number of Overnight Trips within the U.S.,
Past 12 Months: 3.6

Household Owns/Leases 1+
Pick Up Truck(s): 46%
Household Owns/Leases 1+
Sport Utility Vehicle: 51%
Household Owns/Leases 1+ Car: 59%
Personally Responsible for Maintaining
Vehicle(s): 60%
Purchased Aftermarket Auto Accessories, Past
12 Months: 95%

Spent Money on Fishing Gear/Equipment/
Apparel, Past 12 Months: 90%
Avg. Spent on Fishing Gear/Equipment/Apparel,
Past 12 Months: \$745

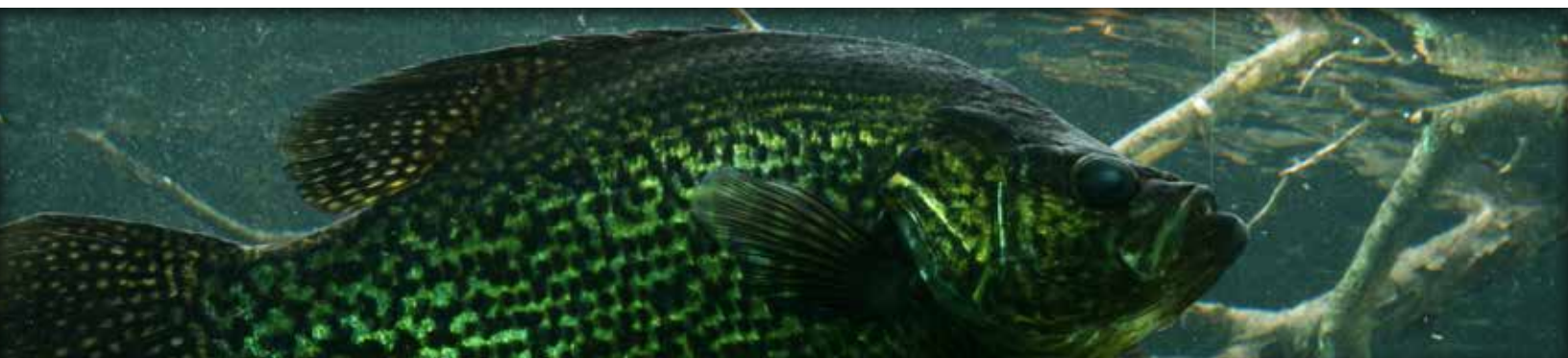
Purchased Fishing Lures, Past 12 Months: 79%
Purchased Monofilament Line,
Past 12 Months: 70%
Purchased Fluorocarbon Line,
Past 12 Months: 36%

Own Fishing Rod: 99%
Own a Baitcasting Rod: 85%
Own a Spinning Rod: 99%
Own a Spincasting Rod: 70%
Own Fly Fishing Rod: 52%
Own Ice Fishing Rod: 42%

Own Fishing Reel: 91%
Own Baitcasting Reel: 85%
Own Spinning Reel: 99%
Own Spincasting Reel: 60%
Own Fly Fishing Reel: 52%
Own Ice Fishing Reel: 36%

Own a Boat: 86%
Own V-Hull Fishing Boat: 60%
Own Bass Boat: 20%
Own a Motor: 79%
Own Outboard Motor: 76%
Own Trolling Motor: 67%

Did Household Improvement or Home
Remodeling Work: 91%
Own Any Home Improvement Tools: 94%
Own Hand Tools: 87%
Own Lawn Mower: 75%
Own Saw: 67%



In-Fisherman **IN EVERY ISSUE**

IN-FISHERMAN IS KNOWN FOR BEING ON THE FOREFRONT OF NEW TRENDS IN FISHING.

> EACH IN-FISHERMAN ISSUE CONTAINS AT LEAST ONE ARTICLE ABOUT:

- Largemouth Bass
- Northern Pike and/or Muskie
- Smallmouth Bass
- Crappie and/or Bluegill and/or Perch
- Walleye
- Catfish

> AS WELL AS THESE REGULAR COLUMNS:

- **Marine Scene:** Boats, motors, electronics, and how to use today's accessories on the water.
- **Bits and Pieces:** Short topics blending fishery science with practical fishing experience.
- **Staff Noteworthy & New:** New products and staff top picks.
- **Adventures:** Where to go for great fishing.
- **Best Fishing Times:** Best times of the day and best days of the month to fish.
- **North with Doc:** Humor with a message.
- **Reflections:** A bit of philosophy, a moment of nostalgia.
- **Screen Scene:** An in depth look at modern marine electronics and how to use them.



In-Fisherman

EDITORIAL OUTLINE

>MARCH/APRIL

>FEATURES:

- L. Bass—Swing for the Fence Largemouths
- S. Bass—The Changing Nature of Fishing for Record Smallmouths
- Walleye—Whistling for Walleyes
- Pike/Muskie—Backwater Pike on the Prowl
- Panfish—Seasonal Peak Fishing—Crappie Prespawn-Spawn
- Catfish—Fundamental Catfish Rods

>COLUMNS:

- Visions & Views: Archives, Manns: Defining Optimal Conditions for Bass ▪ Marine Scene Special Section:
- Hand Held Trolling Motor Fundamentals ▪ Picking a Proper Prop ▪ Tools of the Travel Trade
- Screen Scene: Live Sonar Mounting Options

Close/Materials Due
12/9/25

On Newsstand
2/10/26

>MAY/JUNE

>FEATURES:

- L. Bass—The Nature of Big Bass
- S. Bass—Cranks Versus Sticks & Tricks of the Trade
- Walleye—Money Badger Don't Care Walleyes
- Pike/Muskie—Revisiting the Breakthroughs of LeBeau
- Panfish—Panfish Tricks of the Trade
- Catfish—Rules of the Road for Flatheads

>COLUMNS: Visions & Views: Backwater Panfish

- Marine Scene: Satellite Messaging Systems

- Screen Scene: 2D & Down Imaging Combos

>BASS SCENE SPECIAL SECTION:

- Working Swing Heads ▪ Tracking Smallmouths ▪ The Best Topwaters of These Times ▪ Scat Baits and Other Bottom Fair
- Tracking Smallmouths ▪ The Best Topwaters of These Times
- Scat Baits and Other Bottom Fair

Close/Materials Due
2/12/26

On Newsstand
4/14/26

>JULY/ AUG/SEPT

>FEATURES:

- L. Bass—Froggin' Tackle & Tactics
- S. Bass—Topwater Times for River Smallmouths
- Walleye—Meat Method Walleyes
- Pike/Muskie—The Tenuous Timing of Great Fishing for Muskies
- Panfish—Keep it Simple Rigs that Work
- Catfish—Master Angler Review 2023

>COLUMNS:

- Visions & Views: Dips & Punch Baits Today
- Marine Scene: Trailer Accessories
- Screen Scene: Self Map Making—Auto-Chart Live

Close/Materials Due
4/22/26

On Newsstand
6/23/26

>OCT/NOV

>FEATURES:

- L. Bass—The Forgotten Twin Spin
- S. Bass—In Tune with Conditioned Smallmouths
- Walleye—On and Off the Edge for Walleyes
- Pike/Muskie—Glide Baits: (Forgotten) Miracle Pike Producer
- Panfish—The Greatest Perch Lure of All Time
- When Channel Cats Get Tough

>COLUMNS:

- Visions & Views: Trending Steelhead Systems into Winter
- Marine Scene: Winterizing—Has Anything Changed
- Screen Scene: Powering Big Screens on Open Water

Close/Materials Due
7/9/26

On Newsstand
9/8/26

>DEC/JAN/FEB

>FEATURES:

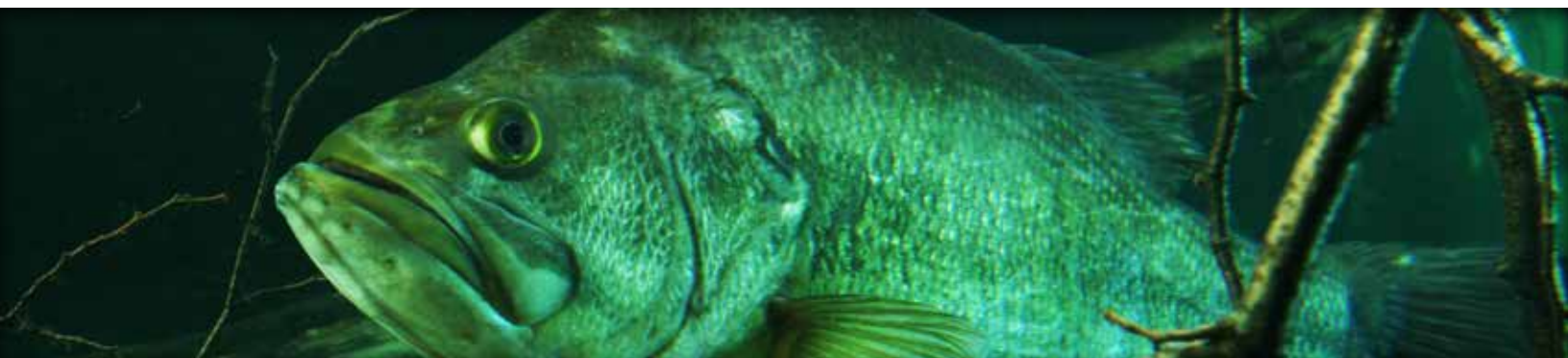
- L. Bass—North Country Goes South
- S. Bass—Living in Smallmouth Paradise
- Walleye—All "Eyes" on Early Ice
- Pike/Muskies—What's Up With Giant Muskies?
- Panfish—The Greatest Softbaits of All Time (Ice)
- Catfish—Where for Winter Catfish

>COLUMNS:

- Visions & Views: Bucket List Paradise, My Short Take
- Marine Scene: Heater Options on Ice
- Screen Scene: Powering Big Screens on Ice

Close/Materials Due
10/8/26

On Newsstand
12/8/26



In-Fisherman 2026 GENERAL ADVERTISING RATES

4-Color	1x	3x	5x	7x
Full Page	12,869	12,225	11,614	11,033
2/3 Page	9,917	9,420	8,949	8,502
1/2 Page	8,630	8,198	7,788	7,399
1/3 Page	6,060	5,757	5,468	5,194
1/4 Page	4,768	4,529	4,302	4,087
1/6 Page	3,485	3,310	3,145	2,988

Covers	
Cover 2	16,219
Cover 3	15,282
Cover 4	17,102

B&W	1x	3x	5x	7x
Full Page	9,541	9,064	8,611	8,181
2/3 Page	7,346	6,979	6,630	6,299
1/2 Page	6,396	6,076	5,773	5,483
1/3 Page	4,486	4,262	4,049	3,847
1/4 Page	3,531	3,354	3,187	3,027
1/6 Page	2,588	2,459	2,336	2,218



INFP-260200-SCR-2

In-Fisherman SMALL SPACE ADVERTISING RATES

Are you an outfitter or lodge owner looking to reach an audience of engaged anglers who are always on the hunt for their next adventure? Small Spaces provides an economical solution to drive business your way. Small Spaces appears toward the back of every issue of In-Fisherman. Various size options available.

4-Color	1x	2x	3x	5x
1 INCH	387	376	367	358
1.5 INCH	581	566	552	539
2 INCH	773	753	735	718
2.5 INCH	966	943	919	896
3 INCH	1,160	1,131	1,102	1,074
4 INCH	1,546	1,507	1,470	1,433
6 INCH	2,318	2,259	2,203	2,148
8 INCH	3,093	3,015	2,940	2,867

B&W	1x	2x	3x	5x
1 INCH	328	320	311	303
1.5 INCH	493	481	469	456
2 INCH	658	641	626	610
2.5 INCH	822	801	781	763
3 INCH	986	961	936	914
4 INCH	1,314	1,281	1,249	1,218
6 INCH	2,318	2,259	2,203	2,148
8 INCH	3,093	3,015	2,940	2,867

GOING PLACES

SASKATCHEWAN

LAWRENCE BAY LODGE
"Slightly your best chance at a trophy northern pike!"

LOOKING FOR OUTPOST CHAMPS?

On Reindeer Lake in Northern Saskatchewan
New 18' Deep-Drift Fishing Boats
Fully Modern Cabins • Remote Fly-In Lakes

CALL 701-262-4560
www.lawrencebay.com
Lawrence Bay Lodge, Box 128, Tolu, ND 58380
Email: lloyd@lloydnet.com • Fax: 701-262-4233

WISCONSIN

Cape Corner Outfitters
Wildlife Camp
Fishing on Lake Koshongong, Wisconsin
www.capecorneroutfitters.net
908-781-3792

In-Fisherman Advertising Information

Ben Hoffman, Advertising Sales, Call: 717-695-8575
Email: Ben.Hoffman@OutdoorSG.com
Advertising information for In-Fisherman and In-Fisherman.com can also be found at www.outdoorsg.com

Plenty of online videos help give anglers a glimpse into the technology. A better option, though, is to spend time on the ice with someone who has a live-sound unit and closely observe its features and performance prior to buying one. Catches such as those by the anglers make a great time to have both graph and live-sound units on the ice at the same time so their customers have a side-by-side comparison and can also better interpret what they're seeing on their own graphs or floats.

Ben Hoffman has been guiding efforts on lake level that goes to trophy proportions in the depths of Fleming George Reservoir, and he's quick to praise the benefits of running multiple units on the ice. He's owned most every brand and type of unit through the years—ranging from a Garmin LiveScope LVS 3C, a Humminbird Helix 7, and a Garmin 750i. He explains, "LiveScope keeps my customers engaged the entire day, even when the bite is slow. They're amazed at their ability to watch the every movement of fish. It also reveals when fishing right to lodge, where fishers have a tough time identifying fish."

"For next season, I'll also be adding a LVS 3C on the ice. From experimenting with it in the past this season, the added range of this unit is evident. With the LVS 3C, you have contact with your bait around 80 feet. The new LVS 3C extends that range to about 120 feet. I'm also running the Helix 7 for its best-in-class 3D down-imaging, and the Garmin 750i as it gives us a champion with a classic scrolling graph display and also high-definition CHIRP sonar. I think that one either a float or graph can then see side-by-side what fish movement looks like on their graph versus the actual movement of fish on the LiveScope. It becomes a very dynamic experience."

Today's ice fishing anglers have more and better electronic options than ever before. No matter what platform you determine is best for your style of fishing and fishing budgets, these new units will expand your fishing opportunities, and live-sound units will revolutionize how you fish.

"In-Fisherman Field Editor Steve Ryan is an outstanding multiple-ice angler, on ice and open water. He's one of the most knowledgeable anglers in the industry."

GOING PLACES

SASKATCHEWAN

LAWRENCE BAY LODGE
"Slightly your best chance at a trophy northern pike!"

LOOKING FOR OUTPOST CHAMPS?

On Reindeer Lake in Northern Saskatchewan
New 18' Deep-Drift Fishing Boats
Fully Modern Cabins • Remote Fly-In Lakes

CALL 701-262-4560
www.lawrencebay.com
Lawrence Bay Lodge, Box 128, Tolu, ND 58380
Email: lloyd@lloydnet.com • Fax: 701-262-4233

ALASKA

FISHING GUIDES WANTED - ALASKA
Premier Wilderness Fishing Lodge is looking for experienced and new fishing guides for 2022 season. Also needed: hospitality, kitchen and lodge workers.
www.tikchiklodge.com, info@tikchik.com.

In-Fisherman Advertising Information

Ben Hoffman, Advertising Sales, Call: 717-695-8575
Email: Ben.Hoffman@OutdoorSG.com
Advertising information for In-Fisherman and In-Fisherman.com can also be found at www.outdoorsg.com

PRO FISHING SOURCE

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PROFISHINGSOURCE.COM
CALL 414-232-3377

- Live & Leaders
- Soft Plastics
- Hard Baits
- Territorial Tackle

A FULL LINEUP OF IN-FISHERMAN GUIDES

Now Available At Our Online Newsstand
osgnewsstand.com

In-Fisherman 2026 GUIDES ADVERTISING RATES

>WALLEYE GUIDE

Readers will learn new secrets to livebait rigging and strategies for putting crankbaits and softbaits systems into play, and when situations call for going aggressive. We'll uncover the beauty of a wilderness walleye fly-in, see what's happening in the world of sauger, and catch the latest trends in electronics tech

Close/Materials Due
12/22/25

On Newsstand
2/24/26

>BASS GUIDE

The In-Fisherman experts dive deep into lures for largemouths, smallmouths, and spots - finesse jigging Ned rig style, snapjigging secrets, the spinnerbait revival, rock-solid skirted jigs, going nutso for Neko, and more. On the equipment front, we'll cover the latest on live-scanning and reel drag systems.

Close/Materials Due
1/22/26

On Newsstand
3/24/26

>ICE GUIDE

The authoritative source on ice fishing, In-Fisherman Ice Fishing Guide is the best source of information for cutting-edge tactics and strategies. The In-Fisherman staff and Field Editors cover species including walleyes, pike, and panfish, to lake trout, whitefish, wipers, and more.

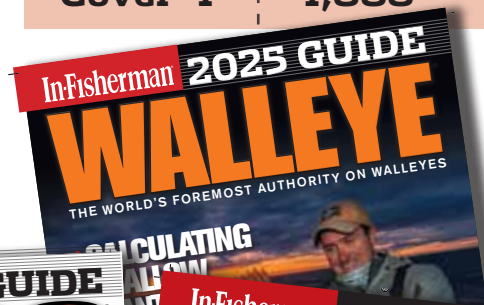
Close/Materials Due
8/6/26

On Newsstand
10/6/26

4-Color	1x	2x	3x	5x
Full Page	3,785	3,630	3,470	3,333
2/3 Page	2,913	2,802	2,676	2,560
1/2 Page	2,538	2,438	2,322	2,229
1/3 Page	1,771	1,771	1,639	1,567
1/4 Page	1,401	1,346	1,291	1,230
1/6 Page	1,021	1,015	938	893

Covers	
Cover 2	4,734
Cover 3	4,540
Cover 4	4,888

B&W	1x	2x	3x	5x
Full Page	2,802	2,687	2,571	2,477
2/3 Page	2,163	2,080	1,991	1,904
1/2 Page	1,881	1,804	1,721	1,655
1/3 Page	4,486	4,262	4,049	3,847
1/4 Page	1,042	993	954	883
1/6 Page	762	728	695	667



In-Fisherman 2026 AD SIZES & MECHANICAL SPECS

>TYPICAL ADVERTISING SIZES & MECHANICAL SPECIFICATIONS

Trim Size: 7.75 w x 10.5 h

1. Two Page Spread
Non-Bleed: 14.5 x 9.5
Bleed: 15.75 x 10.5
Trim: 15.5 x 10.5
Safety: 15 x 10

2. Two Page One-Half Horizontal
Non-Bleed: 14.5 x 4.75
Bleed: 15.75 x 5.5
Trim: 15.5 x 5.25
Safety: 15 x 4.75

3. 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

4. Two-Third Vertical
Non-Bleed: 4.375 x 9.5
Bleed: 5.25 x 10.75
Trim: 5 x 10.5
Safety: 4.5 x 10

5. One-Half Vertical
Non-Bleed: 4.375 x 7.25

Bleed: 5.25 x 8
Trim: 5 x 7.75
Safety: 4.5 x 7.25

6. One-Half 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

7. One-Third 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

8. One-Third 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

9. One-Third 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

10. One-Quarter Vertical
Non-Bleed: 3.375 x 4.75

11. One-Quarter Horizontal
Non-Bleed: 4.375 x 3.625

12. One-Sixth Vertical
Non-Bleed: 2.125 x 4.75

13. One-Sixth Horizontal
Non-Bleed: 4.375 x 2.25

14. One-Eighth Horizontal
Non-Bleed: 4.375 x 1.5

15. One-Eighth Page
Non-Bleed: 2.125 x 3.5

16. One-Twelfth Page
Non-Bleed: 2.125 x 2.25

17. One Inch Banner
Non-Bleed: 6.75 x 1

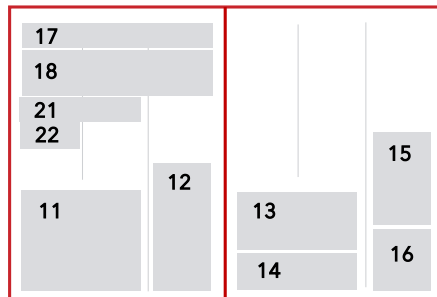
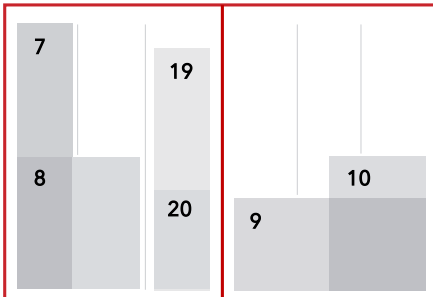
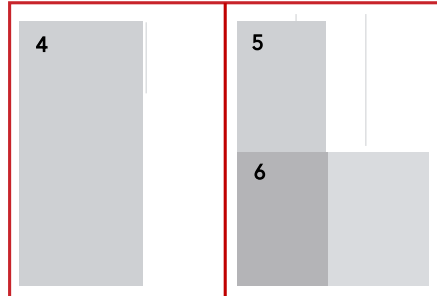
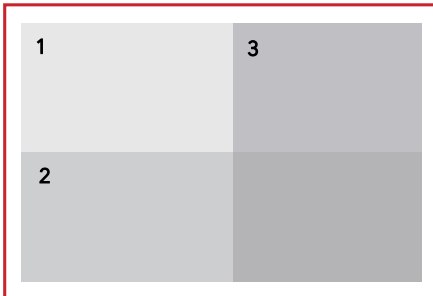
18. Two Inch Banner
Non-Bleed: 6.75 x 2

19. Eight Inch Vertical
Non-Bleed: 2.125 x 8

20. Six Inch Vertical
Non-Bleed: 2.125 x 6

21. One Inch 2-Column
Non-Bleed: 4.375 x 1

22. One Inch Vertical
Non-Bleed: 2.125 x 1
Non-Bleed: 6.75 x 4.75
Bleed: 8 x 5.5
Trim: 7.75 x 5.25
Safety: 7.25 x 4.75



SWOP — standard proof, pulled from the supplied file, must be submitted with each 4-color ad.

Non-Bleed — 1/2" inside trim. Non-bleed ads should have all elements within this measurement.

Bleed — 1/8" outside the trim. Elements that "bleed" off trimmed page should extend at least 1/8" beyond trim.

Trim — The edge of the page.

Safety — 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement



In-Fisherman 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.



In-Fisherman AAM AUDIT



Publisher's Statement

6 months ended June 30, 2025, Subject to Audit

[Learn more about this media property at auditedmedia.com](#)



Annual Frequency: 8 times/year

Field Served: Freshwater Fishing.

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
139,217	6,397	145,614	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jan/Feb	124,369	619	124,988	21,110	1,724	22,834	147,822	8,007	10	8,017	153,486	2,353	155,839
Mar/Apr	122,455	602	123,057	11,426	2,220	13,646	136,703	7,100	7	7,107	140,981	2,829	143,810
May	122,877	600	123,477	11,402	1,480	12,882	136,359	5,056	5	5,061	139,335	2,085	141,420
Jun	117,927	588	118,515	16,297	1,170	17,467	135,982	5,400	3	5,403	139,624	1,761	141,385
Average	121,907	602	122,509	15,059	1,649	16,708	139,217	6,391	6	6,397	143,357	2,257	145,614

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	121,907	602	122,509	84.1
Total Paid Subscriptions	121,907	602	122,509	84.1
Verified Subscriptions				
Public Place	14,707		14,707	10.1
Individual Use	352	1,649	2,001	1.4
Total Verified Subscriptions	15,059	1,649	16,708	11.5
Total Paid & Verified Subscriptions	136,966	2,251	139,217	95.6
Single Copy Sales				
Single Issue	6,391	6	6,397	4.4
Total Single Copy Sales	6,391	6	6,397	4.4
Total Paid & Verified Circulation	143,357	2,257	145,614	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2024	None Claimed	158,796	158,796		
6/30/2022	None Claimed	177,205	177,205		
6/30/2021	None Claimed	180,460	180,460		

Visit [auditedmedia.com](#) Media Intelligence Center for audit reports

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.99	
Subscription	\$24.94	
Average Subscription Price Annualized (2)		\$11.20
Average Subscription Price per Copy		\$1.40

(1) Represents subscriptions for the 6 month period ended June 30, 2025

(2) Based on the following issue per year frequency: 8

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue
Circulation by Regional, Metro & Demographic Editions
Geographic Data
Trend Analysis



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