FLORIDA SPORTSMAN

YOUR OUTDOORS AUTHORITY SINCE 1969



Photo by Jason Arnold
APRIL 2026

2027 MEDIA KIT

MISSION STATEMENT



EDUCATE
ENTERTAIN
DEVELOP
EMPOWER

Photo by Pat Ford

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.

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MORE ANGLERS

5 MILLION RESIDENT & NON-RESIDENT ANGLERS

MORE SPENDING

$10.7 BILLION + SPENT BY ANGLERS WHILE FISHING IN FLORIDA

MORE DAYS FISHING

57.6 MILLION + TOTAL FISHING DAYS

Sources: Florida Fish & Wildlife Commission, American Sportfishing Association

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2.78 MILLION

FLORIDA SPORTSMAN TOTAL BRAND REACH

Florida's outdoor enthusiasts turn to Florida Sportsman for trusted information across print, digital, social and email. Connect with them wherever they engage through a media mix built around your marketing goals.



PRINT MEDIA
663,784
PRINT AUDIENCE

E-NEWSLETTERS
25,219
DELIVERED

SOCIAL MEDIA
551,570
FOLLOWERS

DIGITAL MEDIA
1,542,671
ANNUAL PAGE VIEWS

Sources: AAM Statement 6 Months Ending June 2026; Sprout Social (9/1/25-8/31/26); WhatCounts (1/1/26-9/30/26

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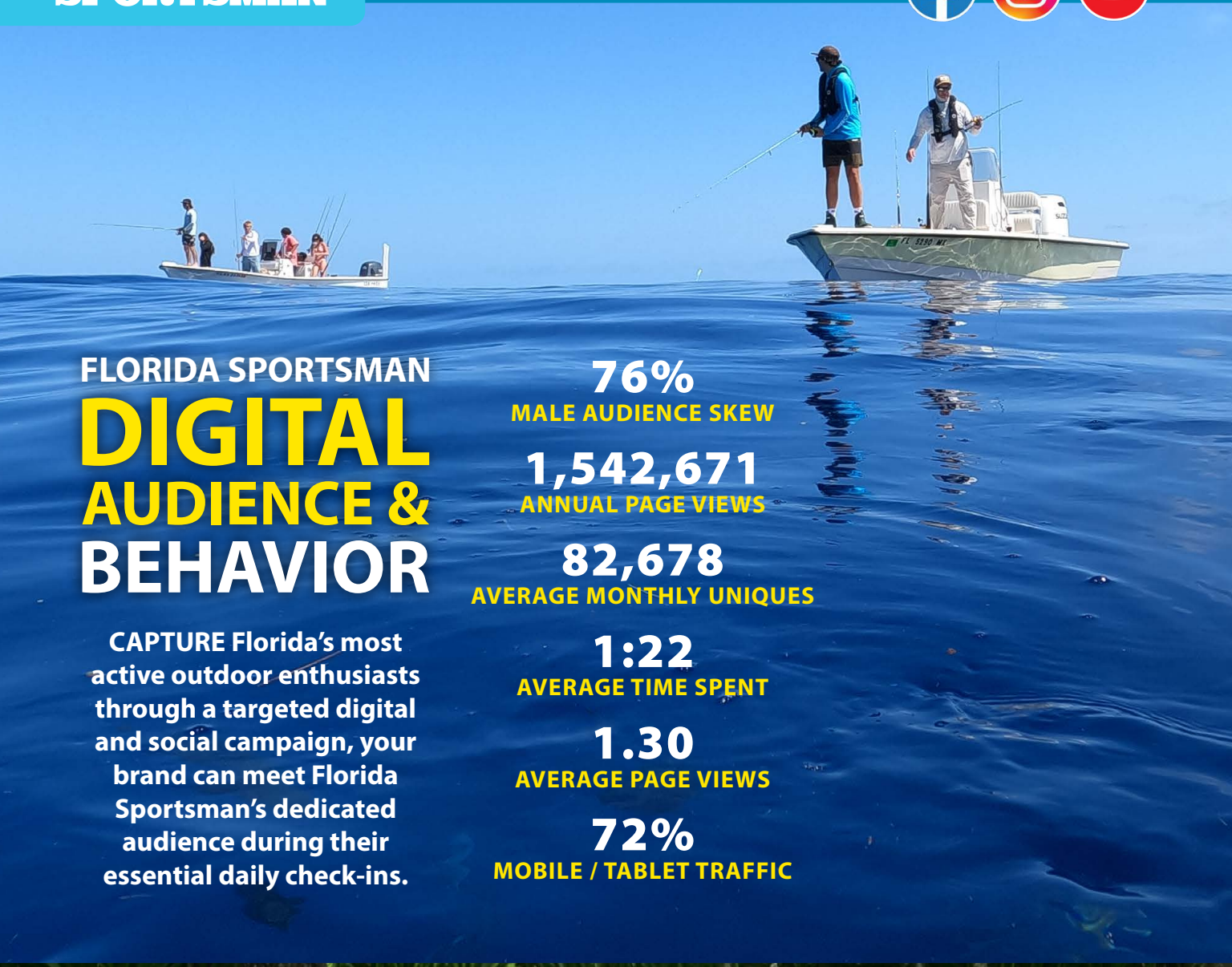

FLORIDA SPORTSMAN

DIGITAL AUDIENCE & BEHAVIOR

CAPTURE Florida's most active outdoor enthusiasts through a targeted digital and social campaign, your brand can meet Florida Sportsman's dedicated audience during their essential daily check-ins.

76%
MALE AUDIENCE SKEW

1,542,671
ANNUAL PAGE VIEWS

82,678
AVERAGE MONTHLY UNIQUES

1:22
AVERAGE TIME SPENT

1.30
AVERAGE PAGE VIEWS

72%
MOBILE / TABLET TRAFFIC

CATCH MORE ONLINE

FloridaSportsman.com strengthens the brand's digital presence with the latest Florida fishing and hunting news, engaging videos, gear reviews, and practical fishing tips—all while connecting visitors with a passionate community of sportsmen.

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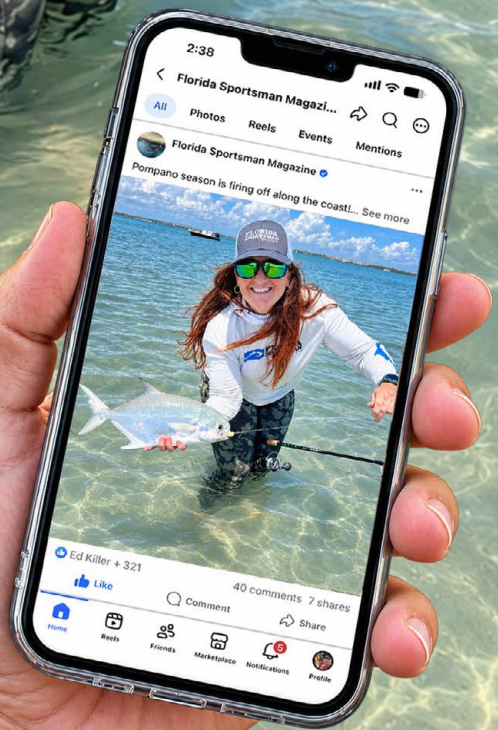
Sources: Google Universal Analytics (9/1/25 - 8/21/26)

3% AVERAGE ENGAGEMENT RATE

25,219 E-NEWSLETTER SUBSCRIBERS

551,570 SOCIAL MEDIA FOLLOWERS

FLORIDA'S TOP ANGLERS and hunters check Florida Sportsman daily to find out where the action is. Put your brand right in their feeds before they hit the water.



Sources: Sprout Social (9/1/25-8/31/26)

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THE FLORIDA SPORTSMAN READER

WE REACH YOUR CUSTOMER



60,344
CIRCULATION

8X
FREQUENCY

663,784
TOTAL AUDIENCE

53%
HAVE A GREAT DEAL OF FISHING EXPERIENCE

24%
MANAGEMENT/PROFESSIONAL

$139,469
AVG. HOUSEHOLD INCOME

77/23
MALE/FEMALE

40
MEDIAN AGE



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Sources: 2026 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2026

IN EVERY ISSUE, YOU'LL FIND THESE DEPARTMENTS:

FLORIDA WAYPOINTS
Focusing on the places Florida outdoorsmen love most.

HOW-TO SEMINARS
Expert tips on boating, fishing, hunting, kayaking, gear, techniques and rigging and more.

CONSERVATION
News and commentary on fish and wildlife management and environmental issues.

NEW GEAR & NEW BOATS
The latest in fishing and hunting gear, boats, electronics and engines.

ACTION SPOTTER
Local hotspots, seasonal forecasts and expert reports from 11 Field Editors throughout the state.

SPORTSMAN'S KITCHEN
Seasonal recipes and cooking tips for Florida fish and game.

FLORIDA TIDES
Easy-to-read coastal tide charts highlighting the best times to fish.

TOURNAMENT INSIDER
Florida fishing tournament coverage, expert insights, interviews and event listings.

SPECIAL ONLINE CONTENT

Exclusive boat reviews, travel tips, product information, photo galleries and interviews at www.floridasportsman.com







SPECIAL THEME ISSUES TWICE A YEAR!



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

NOVEMBER/DECEMBER:
"BOAT BUYER'S GUIDE"
Reports on boats perfect for the Florida market.

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TAKE ADVANTAGE OF YEAR-'ROUND FISHING WITH SEASONAL HIGHLIGHTS!

Florida Sportsman Magazine Is presenting timely, topical feature subject matter. In addition to regular departments, each issue contains a varied mixture of feature stories, many selected only weeks prior to publication for the very latest coverage of that month's hottest fishing prospects and most current techniques. We cover hunting, boating, camping, diving and other topics of interest to Florida residents and visitors.

THE EDITORIAL APPROACH

2027 AD CLOSE ON-SALE SCHEDULE FOR FLORIDA SPORTSMAN MAGAZINE

ISSUE	"AD CLOSE / MATERIAL DUE"	ON-SALE DATE
January / February	11/10/26	1/5/27
March	1/7/27	3/2/27
April	2/12/27	4/6/27
May / June	3/15/27	5/4/27
July	4/30/27	6/22/27
August / September	6/14/27	8/3/27
October	8/13/27	10/5/27
November / December	9/13/27	11/2/27



DATES & CONTENT SUBJECT TO UPDATES

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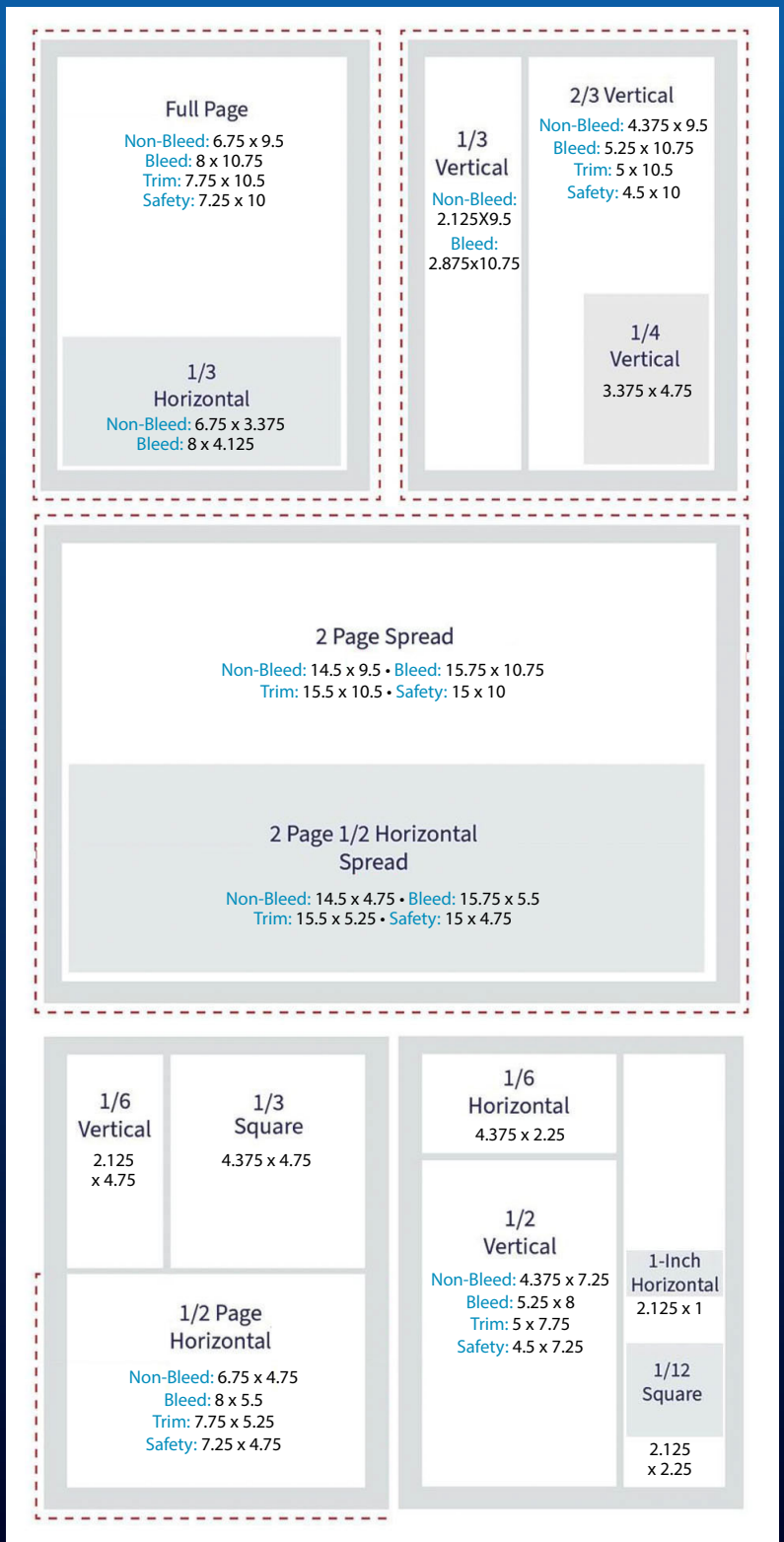
PRINT ADS HAVE A LARGER IMPACT ON CONSUMERS.

THEY'RE TANGIBLE, THUS MORE TRUSTWORTHY.



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 Spread	$8,344	$7,657	$7,519	$7,381
1/2 Page Vert	$4,338	$3,983	$3,897	$3,840
1/2 Page Horz	$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



FLORIDA SPORTSMAN AD SUBMISSION GUIDELINES

FILE SUBMISSION

- Submit PDF files via osg.sendmyad.com or email.
- InDesign files are accepted when packaged with all fonts and linked images.

COLOR REQUIREMENTS

- CMYK only.
- Maximum total ink coverage: 300%.
- Any fifth color must be a Pantone Spot Color.

DOCUMENT SETUP

- Match page size to magazine trim size.
- Include trim marks with a 1/8" offset.
- Extend bleed 1/8" (0.125") beyond all four sides.
- All full-page ads must be set up as bleed ads.

AD CREATION BY FLORIDA SPORTSMAN

- Submit proofread text, preferably in Word format.
- Provide high-resolution JPG images you own or that are in the public domain.
- Communicate layout and color preferences in advance.
- Submit all materials at least 5 business days before the ad close/material deadline to allow time for design, proofs, and approval.

PAGE TRIM SIZE:

7.75" x10.5" – Add 0.125 for Bleed

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SEA TRIALS

FLORIDA'S BIG WATER, BIG FISH, BIG EXPECTATIONS: HOW WILL YOUR BOAT HANDLE THE TEST?

DIGITAL VIDEO SERIES PACKAGE: $15K NET



- One(1x) Custom Video for Florida Sportsman YouTube
- Three(3x) Short Social Videos (Reels)
- Lives on Florida Sportsman's Boating page
  - 30-Day 100% SOV
- Published to Florida Sportsman YouTube
- Placement in custom MOTV (SVOD) content library
- Full page editorial in Florida Sportsman magazine
- Promotion via E-news and Social posts

ADDITIONAL DISTRIBUTION PACKAGE: $10K NET

- Game & Fish TV (FAST)
  - :30 second, geo-targeted advertisement
  - 3-minute cut-down of custom video (full distribution)

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TARGET THE PASSION, OWN THE MARKET

Alliance for Audited Media
TRANSACT WITH TRUST

Publisher's Statement

6 months ended June 30, 2025, Subject to Audit

Learn more about this media property at auditedmedia.com

FLORIDA SPORTSMAN

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

Issue	Paid Subscriptions: Print	Paid Subscriptions: Digital Issue	Paid Subscriptions: Total Paid Subscriptions	Verified Subscriptions: Print	Verified Subscriptions: Digital Issue	Verified Subscriptions: Total Verified Subscriptions	Paid & Verified Subscriptions - Print	Paid & Verified Subscriptions - Digital Issue	Total Paid & Verified Subscriptions	Single Copy Sales: Print	Single Copy Sales: Digital Issue	Single Copy Sales: 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	2,305	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.

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AAM Member since: 1981



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