

THE PERFECT LURE – YOU’LL NEVER GUESS / WEST YELLOWSTONE: TROUT BUMS WELCOME

Anglers Journal

A FISHING LIFE

ART
SURF
FLATS
BOATS
TRAVEL
OFFSHORE
ADVENTURE

Salts

“Fishing’s built into his psyche, his soul. When he’s not fishing, he’s talking about fishing. When he’s not talking about it, he’s thinking about it. He’s obsessed.”

Page 72



The sails of Isla Mujeres

2017 MEDIA KIT

A man in a white shirt is seen from the side, standing on a rocky ledge and holding a fishing rod. A massive splash of white water is erupting from the sea behind him, creating a large, billowing cloud of water droplets. The sea is a deep blue, and the sky is a lighter blue with some white clouds. The rocky ledge he is standing on is covered in brownish-orange coral or algae. The overall scene is dynamic and captures a moment of intense action in a coastal setting.

AJ

Taste of Salt

Off Aruba
Photo by Richard Gibson

"I wanted freedom, open air, adventure.
I found it on the sea." *Alain Gerbault*

Places

PHOTO: RICHARD GIBSON

The award-winning *Anglers Journal* celebrates the best writing, photography, illustration, design and sporting art that has been assembled on the topic of fishing. Wade bright flats, venture offshore in the finest boats ever built and fish near-shore waters from the marshes of the Gulf of Mexico to the surging rock ledges of New England.

This richly produced magazine from the Active Interest Media Marine Group brings together the finest elements of the angling world. *Anglers Journal* is written by fishermen, for fishermen. Destinations, how-to, technology, boat smarts, fish savvy and a good cigar in the company of like-minded souls. It is old salts, rough language, and an important call from the office to your satellite phone as you race along at 35 knots, chasing the horizon and the bite many miles offshore.

"LIKE OTHER AMERICANS UNCERTAIN OF WHO THEY ARE, I TAKE FIRM HOLD ON THE CERTAINTIES OF WHERE I AM FROM" — Wallace Stegner.

Those who fish are as deeply rooted in "place" as anyone on our blue planet. And that place or home could be on the edge the Continental Shelf, where wandering White-faced Storm Petrels keep you company until the tuna arrive. Or a little unnamed flat that is magic on a falling tide. We explore the places that shape us and haunt us, from the far side of our watery world to those we have known all our lives.



Boats

Electronics

FOR AS LONG AS ANGLERS HAVE TAKEN THE FIGHT TO THE FISH, they've sought out the best platforms to carry them to the sport. Big-game fisherman target pelagics from wave-busting convertibles and express designs with sky-scraping towers and wide-reaching outriggers or speedy, offshore-capable center consoles with all-around fishing access and multiple outboards.

Meanwhile, coastal anglers employ purpose-built bay boats equipped with power poles and jack plates and light-tackle fishermen pole high-tech flats skiffs far inshore in search of redfish and bonefish in the skinny water. As boatbuilders develop the next great fishing machines, *Anglers Journal* will be along for the ride.

AS THE SOUNDER SCREEN TURNS RED WITH TARGETS, the skipper reaches to adjust throttles and the cockpit erupts into mayhem. Marine electronics are powerful tools in the right hands. Systems are improving and evolving at a breakneck pace, and the way they're employed by knowledgeable captains and fishermen plays a role in their further development.

Get on the cutting edge with *Anglers Journal*. We speak to the engineers and experts who create marine electronics and the anglers and tournament champs who use them to give insight into what readers' systems can do and how they can get them there.

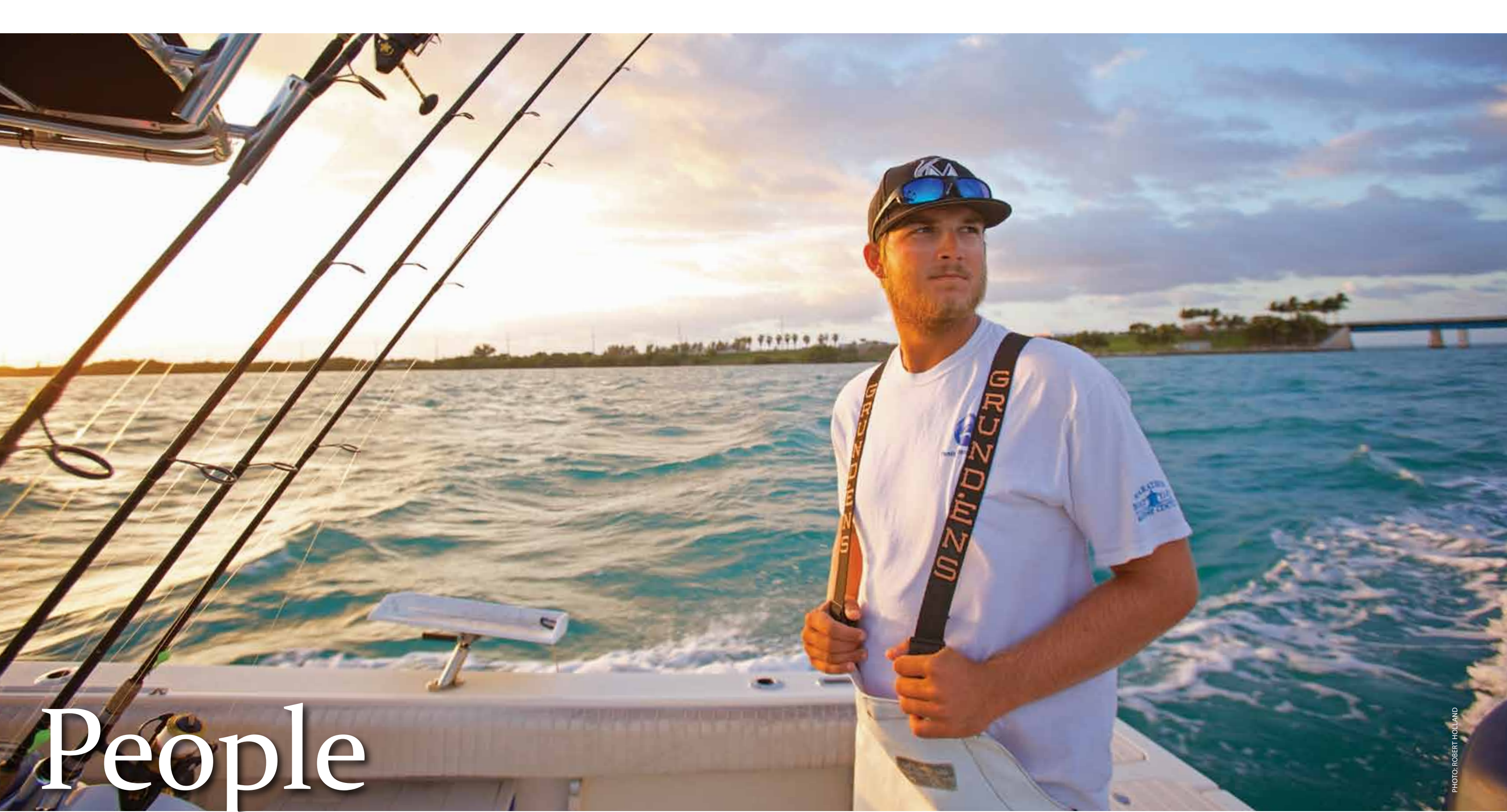


PHOTO: ROBERT HOLLAND

People

WHEN YOU'RE YOUNG, YOU THINK IT'S ALL ABOUT THE FISH.

With time, you realize it's also about whom you fish with. Good friends, old shipmates, the charter skipper you met in Key West 100 years ago who comes to your youngest daughter's wedding because he's become a real part of your extended family.

Anglers Journal will introduce you to new names and faces and familiar ones, too. Longtime fishing editor Barry Gibson, award-winning journalist C.J. Chivers, fish artist and conservationist Guy Harvey and others. For straight talk about fish and boats and the right bet you made on a friend long ago, pull up a chair and open *Anglers Journal*.

"I'm told the first word out of my mouth wasn't 'mom' or 'dad' — it was 'fish.'" Jason Bell, a young Florida Keys deckhand, was simply born to fish. His father, Capt. Larry Bell, runs a charter business in Marathon, and he would take his son out early in the morning to catch bait before school started.

At ages 9 and 12, Jason won the Juniors title at the Leon Shell Memorial Sailfish Tournament. By 13 he was working as a mate for a number of captains in Marathon. Jason is a true "Conch," born and raised in the Keys. Eventually he'll take the test for his captain's license, with an eye on owning his own charter boat. In the meantime, he's working hard, learning from his dad and his captain how to show families a good time.



ANGLERS JOURNAL TV

Anglers Journal TV takes viewers on fascinating fishing adventures in the top saltwater destinations in the world. Hosted by John “JB” Brownlee, well-known sportfishing television personality, magazine editor and internationally recognized angler, AJTV provides viewers with in-depth looks at local culture, cuisine, people, and of course, great fishing. By combining travel, breathtaking photography, and profiles of the most interesting characters in the salt-water game, *Anglers Journal* TV creates a compelling story with true depth and texture, based in the best fishing spots found anywhere.

Anglers Journal TV first aired in 2016 on the Destination America network, a division of Discovery Communications, targeting a key demographic of adult men and women ages 25-54. This platform celebrates the people, places, and stories of the United States. The strength of this distribution brings the show and sponsor messages to over 78 million households. It is available on cable, DirecTV, Dish Network and streaming on waypointtv.com. Sponsorship packages available.

WEB: Anglersjournal.com

Launched in January 2016, the *Anglers Journal* website has experienced rapid growth in its audience. The web-site was designed to give marketers a compelling native content opportunity, as well as traditional 728x90 ads.

SMART BOAT?
MORE LIKE
GENIUS BOAT!


NEW ES SERIES

Raymarine
- GOLF

Anglers
Journal

ADVENTURE PEOPLE SALTWATER FRESHWATER BOATS & GEAR COLUMNS VIDEO


SUBSCRIBE



SILVER OBSESSION

Former world-class skier Andy Mill chases tarpon with as much fire as he once did Olympic gold.

ADVENTURE




JAR OF BROKEN DREAMS

A collection of twisted hooks and stories from the days when big striped bass prowled Block Island.



CUBA CAUGHT

It's just past 7 a.m., and the driver of the bus I'm on lays on the horn to pass a slow-moving horse-drawn carriage in the pothole-ridden right lane.



BIGEYE, TUNA WITH AN ATTITUDE

The seas were running tall as darkness begrudgingly gave way to the first hint of morning hidden behind a wall of gray clouds.

ENEWS: the Run

With a fast-growing opt-in subscriber base, *Anglers Journal* delivers original content weekly via their enewsletter. 728x90 ad spots are available.

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theRun

Anglers
Journal



On The Edge

The wood and steel of a well-worn boxing knife are a natural extension of muscle and bone for long-time fish cutters.
[Click here for more.](#)

An Irrepressible Force

An irascible guide, a willing angler and fish steered by nature intersect on a cold day in a rugged section of the West. [Click here for more.](#)



AnglersJournal

SIGN UP FOR theRun

E-NEWSLETTER



Print Advertising

DISPLAY

Full Page	\$4,000
Half Page	\$2,750
1/4 Page	\$1,500

2017 CLOSING DATES

SPRING	March 17
SUMMER	May 19
FALL	August 24
WINTER	November 28



ANGLERS JOURNAL

celebrates the best writing, photography and sporting art that has been assembled on the topic of fishing.

30,000 COPIES of each issue are distributed to:

- 1. TARGETED LISTS** Using Active Interest Media's vast data base, we qualify the top sportfish boat owners and serious anglers to receive this premier fishing publication.
- 2. TOURNAMENTS** We distribute *Anglers Journal* at key fishing tournaments to be included in captain's bags that go directly to the participants.
- 3. FISHING/BOAT SHOWS** *Anglers Journal* will have prominent distribution at major fishing and boat shows including ICAST, Ft. Lauderdale, Miami and Palm Beach.

4. NEWSSTAND Active Interest Media's significant distribution network will ensure *Anglers Journal* has a strong newsstand presence.

5. PROMOTION

Anglers Journal targeted promotions program uses various Active Interest Media's print publications and digital products. Boat show promotions include signage and boat show program publications.

CONTACT

Group Publisher; Bob Bauer;
401-935-4945; bbauer@aimmedia.com

Associate Publisher; Joe Illes;
757-254-5660; jilles@aimmedia.com

Anglers Journal



CONTACT INFORMATION

Editorial Offices: 10 Bokum Road, Essex, CT 06426
 Tel. 860-767-3200
 Editor-in-Chief: Bill Sisson; Tel. 860-227-9042
 wsisson@aimmedia.com

Advertising Sales:

Publisher: Bob Bauer; Tel. 401-935-4945
 bbauer@aimmedia.com
 Associate Publisher: Joe Illes; Tel. 757-254-5660
 jilles@aimmedia.com

