

FALL SPECIAL: STRIPERS, ALBIES, RED DRUM, BLUES & MORE

FALL 2017

Anglers

A FISHING LIFE

Journal

ART
SURF
FLATS
BOATS
ADVENTURE
CONSERVATION

*"I'll teach you
how to drink like a fish
and fish like a man."*

"Dangerous" Dan Lahren, Legendary Guide

HIGH TIMES IN PANAMA
Marlin, Roosters, Sails

2018 MEDIA KIT





Hudson Canyon
Photo by Tom Lynch

“On these windswept fields of infinity, the sight of a vessel is a pleasant experience to eyes long accustomed to the empty ring of the horizon.” - *Rex Clements*



Places

The award-winning *Anglers Journal* celebrates the best writing, photography, illustration, design and sporting art 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. It is written by fishermen, for fishermen. It's old salts, rough language, and an important call from the office to your satellite phone as you race at 35 knots, chasing the horizon and the bite 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 of 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 inshore in search of redfish and bonefish in skinny water. As boatbuilders develop the next great fishing machines, *Anglers Journal* will take readers 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 evolving and improving 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.



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

"I'd known Noah since we were kids, part of gang of feral boys who spearfished in the cove where Fred the lobsterman kept his skiff. We fished together from time to time, but more often than not I'd run into him in the surf after dark or back at the marina where we kept our boats. I liked talking to him because he told stories about the old timers and the old days. Damned if he didn't know some characters. Guys with names such as Ichabod and Peleg and Hezekiah. Don't hear those names anymore. All good fishermen." -William Sisson, Editor-in-Chief—*Anglers Journal*

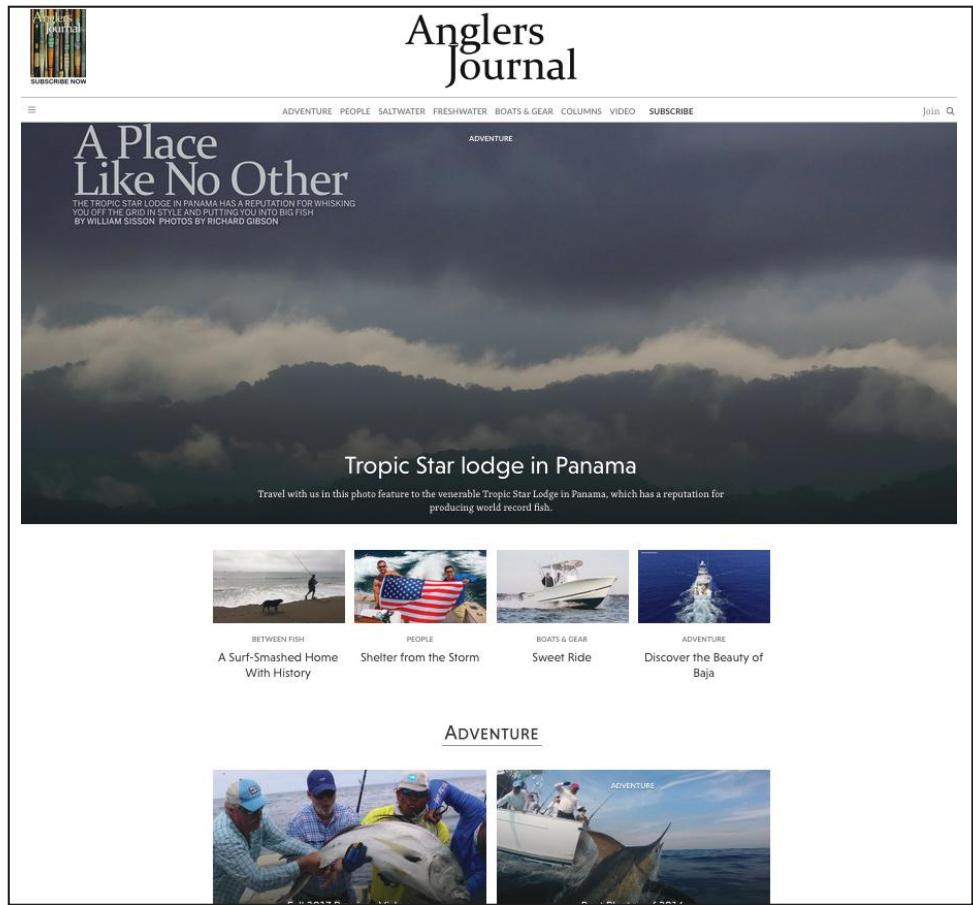


Anglers Journal TV chronicles dream trips for the passionate angler. Hosted by **John Brownlee**, one of the country's foremost fishing authorities, each episode tells a captivating story driven by a strong narrative, sense of place, local flavor, and personalities from lifelist destinations.

We seek the best fishing spots, both international and domestic, venturing offshore to capture the thrill of the battle, wading bright flats, and exploring waters from the Florida Keys to the Gulf of Mexico to the cerulean blues of the Caribbean. Every episode combines spectacular action, helpful how-to, top gear, and colorful characters, set in the world's most spectacular destinations.

In its premier season, *Anglers Journal* TV blew away viewership expectations, becoming the most-watched independently-produced saltwater fishing show. In 2017, *Anglers Journal* TV aired for 26 weeks in 80 million households on Destination America, a Discovery Network channel, along with Dish Network, DirecTV, and regional Time Warner and Comcast. Averaging 140,000 viewers a week, as audited by Nielsen, the ratings were higher than DA's next most popular saltwater show.

In 2018, *Anglers Journal* TV will move to Discovery Channel with its 96.5 million homes.



Anglersjournal.com

Launched in January 2016, the *Anglers Journal* website has experienced a rapidly growing audience. The website was designed to give marketers a compelling native content opportunity.



ENEWS: the Run

With a fast-growing opt-in subscriber base, *Anglers Journal* delivers original content weekly via their enewsletter, including videos, photos and award-winning stories for the fishing enthusiast.



ANGLERS JOURNAL

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

25,000 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, Palm Beach, New England Salt Water Fishing Show, Fred Hall Show, and Saltwater Fishing Expo.

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.

Print Advertising

DISPLAY

FULL PAGE	\$4,250
HALF PAGE	\$3,000
QUARTER PAGE	\$1,750

2018 CLOSING DATES

SPRING	March 16
SUMMER	May 18
FALL	August 23
WINTER	November 27

Anglers Journal



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