

STRIPER MOON/ENORMOUS RAINBOWS/BUCKTAIL MASTER

# Anglers Journal

A FISHING LIFE

ART  
SURF  
FLATS  
BOATS  
ADVENTURE  
CONSERVATION

## FISHING WITH A LEGEND

*Stu Apte might be the best pure tarpon  
fly angler who ever lived P. 64*

2021 MEDIA KIT

Photo by Pat Ford



# 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 any-more. All good fishermen." - William Sisson, Editor-in-Chief—*Anglers Journal*



A large school of fish, likely sardines or anchovies, swimming in a deep blue ocean. The fish are tightly packed, creating a dense, shimmering mass that fills most of the frame. The water is a deep, clear blue, and the fish have a silvery-blue sheen. The school is moving in a coordinated fashion, with individual fish visible but blending into the overall mass.

# AJ

Places

# Places

Photo by Pat Ford

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 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. 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.





# Electronics

# Boats

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.

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 vessels, *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.



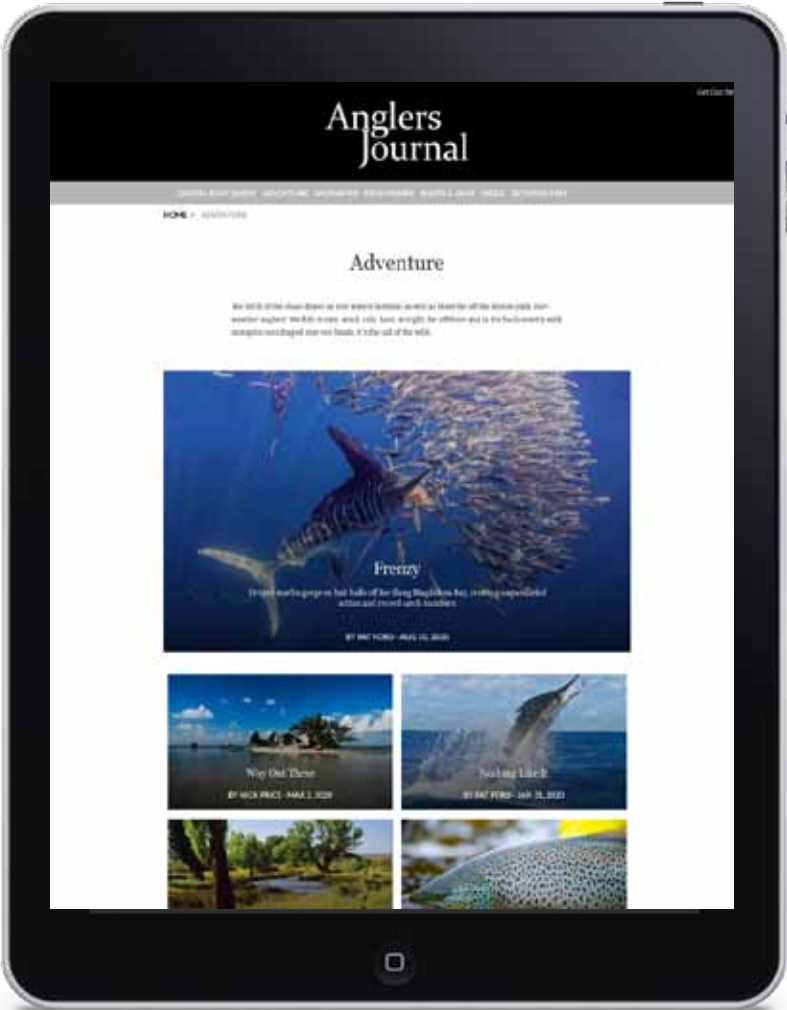


## anglersjournal.com

The *Anglers Journal* website showcases stories from the magazine, as well as additional original content including videos, news and new boat reports.

## AJ Shorts

*Anglers Journal's* award-winning videographers can produce “AJ Shorts” — custom video content marketing for your brand.



*Anglers Journal* celebrates the best writing, photography and sporting art that has ever 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 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 strong 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.



## enewsletter

With a 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.



## Print Rates

Full Page \$4,500 Half Page \$2,900

## Materials & On Sale Dates

ISSUE	MATERIALS DUE	ON SALE
SPRING ISSUE	March 20	April 21
SUMMER ISSUE	June 3	July 7
FALL ISSUE	August 26	September 29
WINTER ISSUE	November 25	December 29





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