

BoatU.S. ANGLER

Magazine

BoatUS ANGLER Magazine provides fishing information to boat owning anglers among the over half a million members of the BoatUS Association with features including unique fishing destinations and in-depth angler topics and boating information from experts on freshwater and near-shore saltwater angling.

Mark Zona, host of “Zona’s Awesome Fishing Show” and BoatUS ANGLER ProStaff Member, has a regular column in each issue. Plus, readers can get answers to angling questions from pro anglers. Other regular topics include tackle tips and advice from touring pros, boat trailering information, conservation, and do-it-yourself projects from other award-winning BoatUS publications.

Circulation: 20,000

Target Market: Freshwater Anglers

Males: 91%

Median Age: 56

Mean HHI: \$161,900

Mean Net Worth: \$1,510,70

Rate Card:

Full Page: \$1,250

Half Page: \$750

Frequency Discounts Available

Specs:

Full Page: Trim: 9” x 12”, Bleed: 9.125” x 12.125”

Half Page Vertical: Trim: 4.5” x 12”, Bleed: 4.625” x 12.125”

Half Page Horizontal: Trim: 9” x 6”, Bleed: 9.125” x 6.125”

* Live areas for all should be kept 1/8” inside each design.



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