

RUDOW'S
FishTalk 
MEDIA KIT

Rudow's FishTalk LLC | 612 Third Street, Suite 3C Annapolis, MD 21403 | 410.216.9309 | fishtalkmag.com

UPDATED 12/1/2023

Brand Overview



For nearly a decade, the Chesapeake Bay and Mid-Atlantic region had been without a dedicated media outlet that was solely focused on the region's fisheries. The premier issue of **FishTalk** in May 2017 filled this void and anglers are celebrating having a fishing-focused publication they can call their own. Now companies have a quality print and digital channel to target and reach the more than 1.4 million fishermen spending over \$2 billion annually in Maryland, Delaware, and Virginia.

FishTalk is a no-nonsense brand dedicated to helping anglers catch more and bigger fish by publishing the best how-to and where-to information for this region. We are not a shiny display magazine full of Pulitzer grade fishing tales. We are a free newsprint publication that is distributed at over 850 marinas, restaurants, watering holes, and tackle shops around the Chesapeake Bay. Our free distribution model adds tremendous value to our advertisers because it requires the permission of every reader. Anglers pick up **FishTalk** on purpose and with purpose. We have to earn our audience's trust and attention with every issue through quality content that speaks to the fishing community of the Chesapeake Bay. For many of our readers, picking up the latest issue has become a ritual and one they look forward to anxiously. When they choose to engage with us, they choose to engage with our advertisers. They associate our brand and your brand with their community because we are in their community. It is this relationship that makes us unique from other outlets and it is this relationship that delivers immeasurable value to our advertisers.

Lenny Rudow
Angler-in-Chief

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FISHTALKMAG.COM

FOR MORE INFORMATION, CALL 410.216.9309

Audience Profile

Why the Chesapeake & Mid-Atlantic?

Delaware, Maryland and Virginia host **1.4 million anglers each year, spending over \$2 billion***. These anglers prefer to get their information through magazines and websites.

Our audience is comprised of active boaters and anglers who depend on us for Chesapeake Bay and Mid-Atlantic fishing and boating news/events, boat reviews, destination information, fishing reports and DIY-information. We drive results for our advertisers by researching and monitoring our audience's interest, and behavior across all of our media channels.



Angler's Preferred Media*

- Magazines **65.9%**
- Websites **65.2%**
- TV **47.1%**
- State Guides .. **37.3%**
- Newspapers... **19.3%**
- Books **13.5%**
- Radio **4.6%**

FishTalk Readers Statistics



Fish 4 - 10x Per Month
70%

- Chesapeake **71%**
- Coastal **24%**
- Freshwater **20%**

Annual Fishing Gear Expenses

- < \$100 **3%**
- \$100 - \$500 **36%**
- \$500 - \$1,000 **37%**
- > \$1,000 **24%**

Vehicle Ownership

Own a Truck and/or SUV... **74%**

Boat Storage

- Trailer **52%**
- Slip/Dock **41%**
- Boatel..... **6%**

Reader Survey



Male
82%
Female
18%



Average Household Income
\$130,000



Average Age
55



Of Years Boating
18



Boat Owners
70%



Plan To Buy A Boat
27%

DE, MD, & VA Angler Stats*



Total Anglers
1,424,641



Total Days Spent Fishing
17,283,387

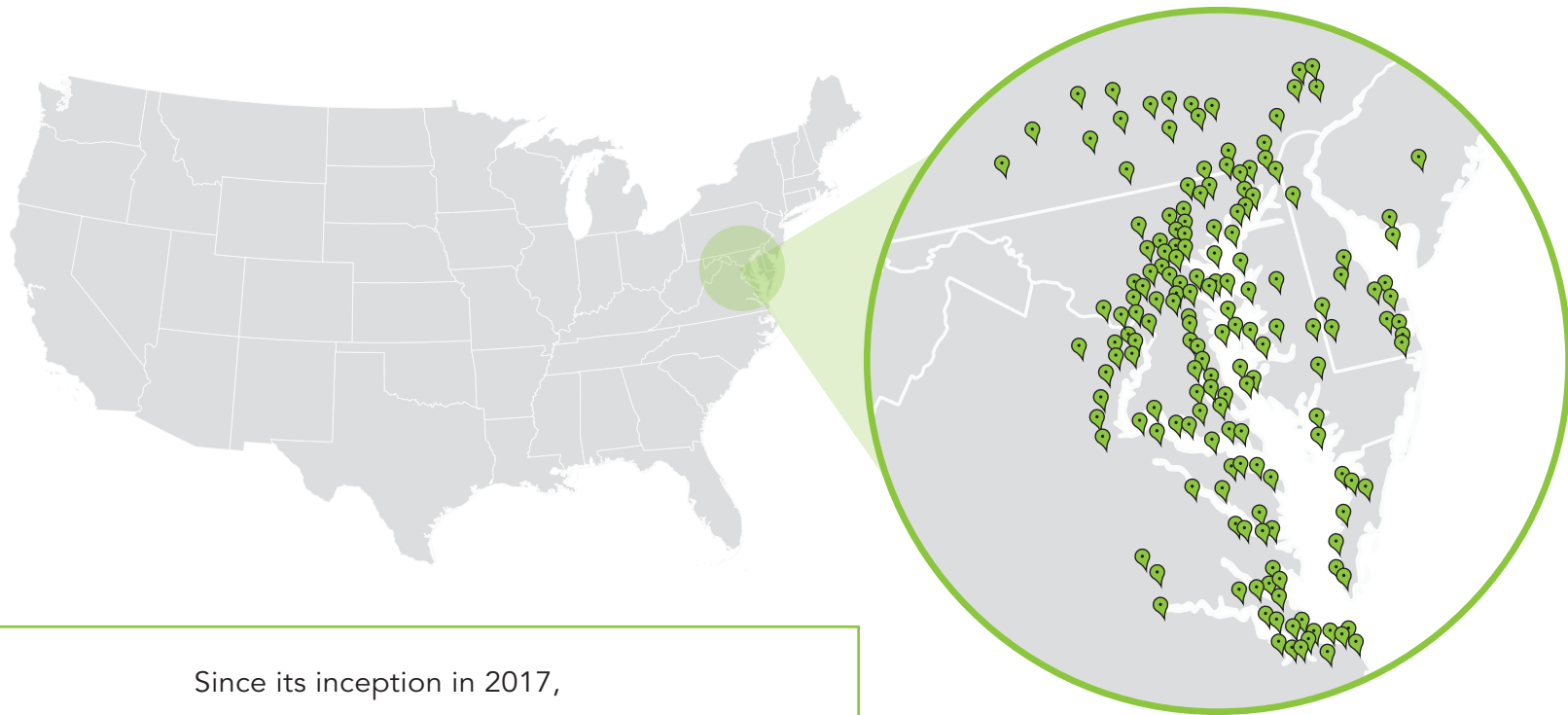


Annual Retail Sales
\$2,065,615,347

*Statistics provided by: American Sportfishing Assoc., Sportfishing in America



The Chesapeake and Mid-Atlantic's Dedicated Fishing Magazine!



Since its inception in 2017,
FishTalk's distribution has increased every year.
Print runs vary based on the season with our in-season
average around 30,000 and print runs throughout
the year ranging from 22,000 to 33,000.

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Web Traffic

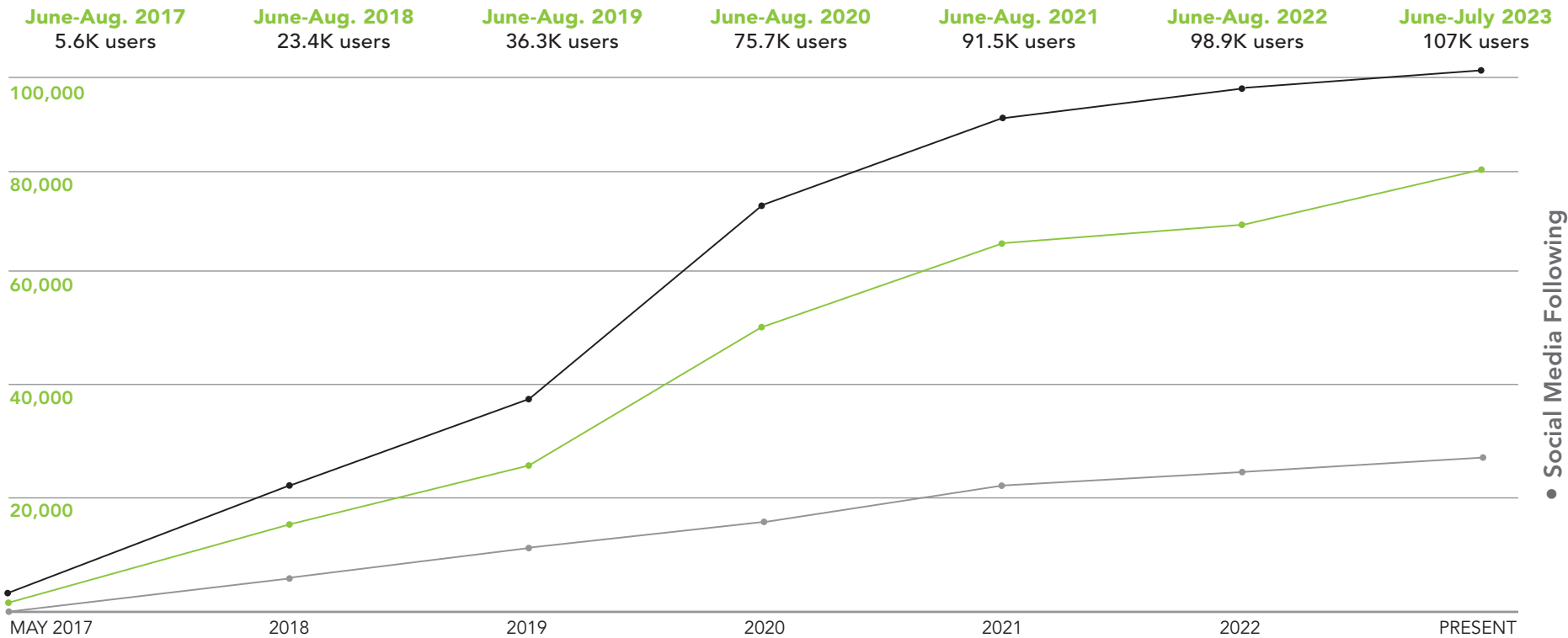
Our impressive growth in web traffic and social media is due in large part to the surging popularity of the print magazine. In 2021, analytics for fishtalkmag.com reached record highs reaching **66.8K average monthly users** throughout the year, and continued that trend in 2022 with **66.7K average monthly users**. During the peak season in June, July, and August 2022 our website saw a record high **98.9K average monthly users**.

In 2023 our site is seeing an average of **80K average monthly users** for the year to date. Now in peak season, we have already had **107K average monthly users** in June-July 2023, putting us on target for another record year. Over 48% of our web traffic is comprised of users under the age of 44, 18% of which are female.



Website Traffic and Social Media Followers

• Peak Season Avg. Monthly Website Visitors



• Avg. Monthly Website Visitors

Year	Avg. Monthly Website Visitors
2017 Avg.	5K users
2018 Avg.	16K users
2019 Avg.	26.9K users
2020 Avg.	49.5K users
2021 Avg.	66.8K users
2022 Avg.	66.7K users
2023 Avg.*	80K users

(*Jan 1 - July 31)

• Social Media Following
Facebook, Instagram, Twitter, YouTube



Print Magazines

Since its inception, FishTalk's distribution has increased every year.

Distribution varies based on the season with our in-season average around **30,000 copies** and ranges from **22,000 to 33,000*** throughout the year.

FishTalk is a free publication distributed at over **850 locations** including tackle shops, marinas, coffee houses, taverns and stores around the Chesapeake Bay region.



12
ISSUES
PER YEAR



22,000 - 33,000
AVG. COPIES
PER MONTH*



850
DISTRIBUTION
LOCATIONS



Digital Magazine

Every print issue of the magazine is posted online in a digital version on our website.

Display ads have embedded links to the advertiser's website or custom landing pages.

1,800+
AVG. MONTHLY
READS*

5.7%+
OF READERS
CLICK LINKS*

6:44
AVG. MONTHLY
READ TIME*

Social Media

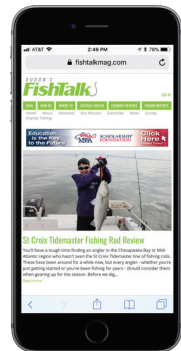
Daily blog posts featuring breaking news on the Bay.

Reader engagement through facebook contests, giveaways, tagging, photo/video sharing.

Weekly e-blasts to dedicated readers and target audience.



37,000+
SOCIAL
FOLLOWERS



Email



18,000+
EMAIL
SUBSCRIBERS



30.2%
EMAIL
OPEN RATE

Web



138,000+
AVG. MONTHLY
PAGE VIEWS*



72,000+
AVG. MONTHLY
USERS*

*June 1, 2022 - June 1, 2023



Testimonials and Awards

Reader Reviews



facebook.com/fishtalkmag/reviews

"Lots of great info and reading material, highly recommend giving them a like, share and follow etc. keep up the great work."

~ J.R. Whitsell,
Jigged Up Unlimited

"Great local fishing Resource. The content is great from fishing reports to the how-to's."

~ Capt. Greg Shute,
iFishMD.com

"First class content about all things fishing in the Chesapeake Bay region."

~ Wayne Young,
Chesapeake Bay Fishing Reefs

"This magazine provides a learning experience (like all of Lenny Rudow's books and articles). I learn something new with every read and, when I apply the knowledge, it pays off! Whether you are a fishing enthusiast or just a casual fisherman, I believe that Fishtalk magazine will provide you with the information needed to make your outing more productive."

~ Ronald W.

"Great magazine that targets the local scene! Great team of people!"

~ Bill Montgomery, BKD Lures



FishTalk

» **WHAT IT IS** *FishTalk* is a regional fishing magazine focused on the Chesapeake Bay, and Maryland and Virginia's Atlantic shoreline, run by veteran angler Lenny Rudow, our own contributing and fishing editor here at *BoatU.S. Magazine*.

» **WHY I LOVE IT** Given how many different species of fish call the Chesapeake home at some point during their annual migrations, the techniques and topics covered are relevant to most East Coast anglers, as are the fishing boat reviews.

I've long used the weekly fishing reports from *FishTalk* to supplement the ones from our local DNR, but last summer I tapped the publication's how-to section to learn a new fishing technique. With striped bass fishing closed for a portion of the summer, I learned how to high-speed troll for Spanish mackerel, with good success. It not only helped me select the right gear, but also clued me in on boat speed and lure selection. We ate plenty of smoked fish dip last year thanks to *FishTalk*!

» **WHERE TO FIND IT** If you live in the Chesapeake region, it's easy to find free copies each month around the waterfront or in tackle shops. But the good stuff is online at fishtalkmag.com, including podcasts, boat review videos, and the how-to section. Or sign up for the weekly fishing report newsletter and have it delivered to your inbox.

– MIKE VATALARO, Project Manager,
GEICO | BoatU.S. 🎣

As seen in *BoatU.S. Magazine* - July/August 2023

BWI Awards

Every year Boating Writers International (BWI) holds an annual writing contest to recognize the best quality journalism in the marine field.

- **Boating Writers International 2017 - 1st Place - Boat and Engine Care and Maintenance**
fishtalkmag.com/blog/10-winterizing-disasters-dont-do
- **Boating Writers International 2017 - 3rd Place - Boating Columns**
fishtalkmag.com/blog/fishtalk-magazine-wins-its-third-editorial-award
- **Boating Writers International 2018 - 2nd Place - Gear, Electronics, and Product Review**
fishtalkmag.com/blog/fishing-tackle-myths-debunked
- **Boating Writers International 2020 - 1st Place - Boating Issues, News, and Analysis**
fishtalkmag.com/blog/barf-o-rama-winning-epic-battle-against-seasickness
- **Boating Writers International 2020 - 3rd Place - Boating Photography**
fishtalkmag.com/blog/fishtalk-magazine-wins-two-bwi-awards-2020-publications
- **Boating Writers International 2022 - 3rd Place - Boat Tests and Reviews**
fishtalkmag.com/blog/weaver-41-center-console-cold-fire
- **Boating Writers International 2022 - 3rd Place - Boating Videos**
fishtalkmag.com/blog/weaver-41-center-console-cold-fire

Key Advertisers



FURUNO



PROGRESSIVE



SHIMANO



ANNAPOLIS BOAT SHOWS



2024 Editorial Calendar

January	<p>Chesapeake Bay Fish Special</p> <ul style="list-style-type: none"> This edition features our comprehensive guide to Chesapeake Bay sportfish – expect that anglers will be clipping & saving this one! <p>Ads Close: December 2, 2023 • On-The-Docks: December 21, 2023</p>	July	<p>Offshore Special</p> <ul style="list-style-type: none"> Tuna on Topwater Beeline to the Billfish <p>Ads Close: June 2, 2024 • On-The-Docks: June 21, 2024</p>
February	<p>Boat Improvement Special</p> <ul style="list-style-type: none"> Add these Awesome Items to Your Fishing Boat Before Spring Arrives Winter/Spring Blue Catfish How-to <p>Special Distribution at the Chesapeake Bay Boat Show</p> <p>Ads Close: January 3, 2024 • On-The-Docks: January 19, 2024</p>	August	<p>River Fishing Special</p> <ul style="list-style-type: none"> Above the Fall Line: Smallmouth, Muskie, and Walleye Kayak Fishing in the Current <p>Ads Close: July 1, 2024 • On-The-Docks: July 21, 2024</p>
March	<p>Spring Fishing Begins!</p> <ul style="list-style-type: none"> Mixed Bag: How to Target White Perch and Yellow Perch at the Very Same Time Early Season Drum on the Shoals <p>Ads Close: February 3, 2024 • On-The-Docks: February 21, 2024</p>	September	<p>Cover Contest & Fall Kicks In</p> <ul style="list-style-type: none"> Mid-Day Rockfish: Adjust your Tactics when the Sun is High Ultralight Action in the Creeks: Rock, Perch, Drum, and More! <p>Ads Close: August 3, 2024 • On-The-Docks: August 21, 2024</p>
April	<p>Bay Bridge Boat Show Special</p> <ul style="list-style-type: none"> Shopping for a New Boat Rigging for Shad <p>Special Distribution at the Bay Bridge Boat Show</p> <p>Ads Close: March 3, 2024 • On-The-Docks: March 21, 2024</p>	October	<p>Annapolis Powerboat Show Edition</p> <ul style="list-style-type: none"> Annapolis Powerboat Show Special Rocktober Begins <p>Special Distribution at the Annapolis Powerboat Show</p> <p>Ads Close: September 1, 2024 • On-The-Docks: September 21, 2024</p>
May	<p>Return of the Rockfish</p> <ul style="list-style-type: none"> Slot to Trot: How to Avoid Catching Rockfish Outside the Slot Zap and Trickle: Fine Tuning your Electronics to Catch More Fish <p>Ads Close: April 3, 2024 • On-The-Docks: April 19, 2024</p>	November	<p>Trailer Boater Special</p> <ul style="list-style-type: none"> 5 Hot Fishing Destinations What to Look for in the Ultimate Boat Trailer <p>Ads Close: October 3, 2024 • On-The-Docks: October 18, 2024</p>
June	<p>Bottom Dweller Special</p> <ul style="list-style-type: none"> Flat Out Fantastic: Flounder at the Wrecks Clean Sweep: How to Fish Bottom Sweepers <p>Ads Close: May 3, 2024 • On-The-Docks: May 19, 2024</p>	December	<p>Winter Fishing</p> <ul style="list-style-type: none"> Holiday Gift Guide for Anglers Tog at the CBBT <p>Ads Close: November 3, 2024 • On-The-Docks: November 20, 2024</p>

***Year-Long 12-Part Series:**

- Wrecks & Reefs — Our popular year-long 12-part series on Chesapeake reef and wreck where-to fishing articles by Wayne Young continues for 2024. One feature article per edition.
- Beginner's Series – The influx of new anglers hitting the water triggered our Beginner series, and due to positive reader feedback we will continue have a nuts-and-bolts basics "For Beginners" article focusing on a specific tactic or popular species in all 12 editions for 2024.
- Paddler's Edge – A department with exceptional popularity, every edition of FishTalk includes a dedicated column focused on kayak fishing techniques and tactics.
- Plan of Attack – This department continues for 2024 with every edition including a one-page column detailing two specific tactics anglers can use to catch more fish.

2024 Print Deadlines & Key Dates

**Tentative dates and/or subject to change*

Issue	Special Distribution	Ads Close	Invoice Date	On-The-Streets <i>(Approximate Dates)</i>
January		December 2, 2023	December 13, 2023	December 21, 2023
February	Special Distribution at the Chesapeake Bay Boat Show	January 3, 2024	January 13, 2024	January 19, 2024
March		February 3, 2024	February 11, 2024	February 21, 2024
April	Special Distribution at the Bay Bridge Boat Show	March 3, 2024	March 11, 2024	March 21, 2024
May		April 3, 2024	April 13, 2024	April 19, 2024
June		May 3, 2024	May 13, 2024	May 19, 2024
July		June 2, 2024	June 13, 2024	June 21, 2024
August		July 3, 2024	July 13, 2024	July 21, 2024
September		August 3, 2024	August 12, 2024	August 21, 2024
October	Special Distribution at the Annapolis Powerboat Show	September 1, 2024	September 13, 2024	September 21, 2024
November		October 3, 2024	October 13, 2024	October 18, 2024
December		November 3, 2024	November 11, 2024	November 20, 2024

FOR MORE INFORMATION, CALL **410.216.9309**



Ad Size Specifications

Magazine Display Ad Sizes

Ad Size	Dimensions (in.)
Full Page Bleed	Page Size 8.5" x 11" ⚠ Trim: 8.125" x 10.625" Safe Area 7.5" x 10"
Full Page	7.25" x 9.5"
2/3 Page	4.78" x 9.5"* 7.25" x 4.625" (Hor)
1/2 Page	4.78" x 7" (Island*) 3.54" x 9.5" (Vert)
1/3 Page	4.78" x 4.625" 2.3" x 9.5" (Vert)**
1/4 Page	3.54" x 4.625"
Sponsorship Banner 1	Ad Size 8.5" x 2.25" ⚠ Safe Area 7.5" x 2.25"
Sponsorship Banner 2	Ad Size 8.5" x .5" ⚠ Safe Area 7.5" x .5"
1/6 Page	4.78" x 2.25" (Hor) 2.3" x 4.625" (Vert)
1/8 Page	3.54" x 2.188"

⚠ **No Text or Logos Outside Safe Area**
No Printer Marks (i.e. Crop, Trim, Bleed Marks)

* 1/2 island and 2/3 not available in brokerage section

** 1/3 vertical only available when combined with 2/3

Brokerage Ad Sizes

Ad Size	Dimensions (in.)
1"	1.69" x 1"
2"	1.69" x 2"
3"	1.69" x 3"

Marketplace Ad Sizes

Ad Size	Dimensions (in.)
1"	2.3" x 1"
2"	2.3" x 2"
3"	2.3" x 3"

Web Ad Sizes - SS, PT, FT and SSN

Ad Size	Dimensions (px)
Banner	728 x 90
Block	300 x 250

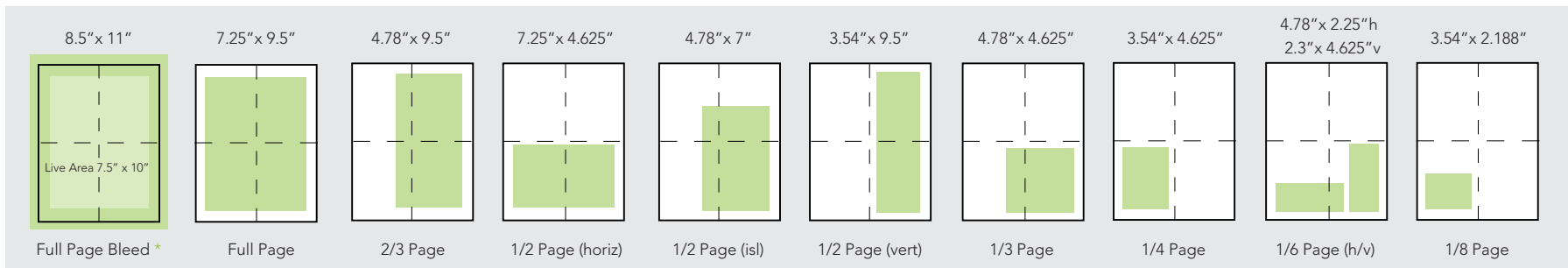
Preferred file type for web ads are .gif, .png, .jpg in RGB format at 72 ppi.

E-Blast Guidelines

- 1) Submit HTML file with max. width of 800px for Mailchimp embed
- OR 2) Submit Text, Images and URLs for email creation.

Web Pop Up Ad Guidelines

- 1) Submit.gif, .png, .jpg file with max. width/height of 800px
- OR 2) Submit Text, Images and URLs for ad creation.



Print Ready Ad Submission Guidelines

- All files should be in CMYK format
- Preferred file types: .pdf OR .jpg
- Resolution should be at a minimum 300 dpi.
- Do not include bleed/crop marks

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