

RUDOW'S
FishTalk 
MEDIA KIT

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

UPDATED 11/13/2024

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%



38% spend \$5K+ per year
29% earn more than \$200K
47% earn \$100-200K



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

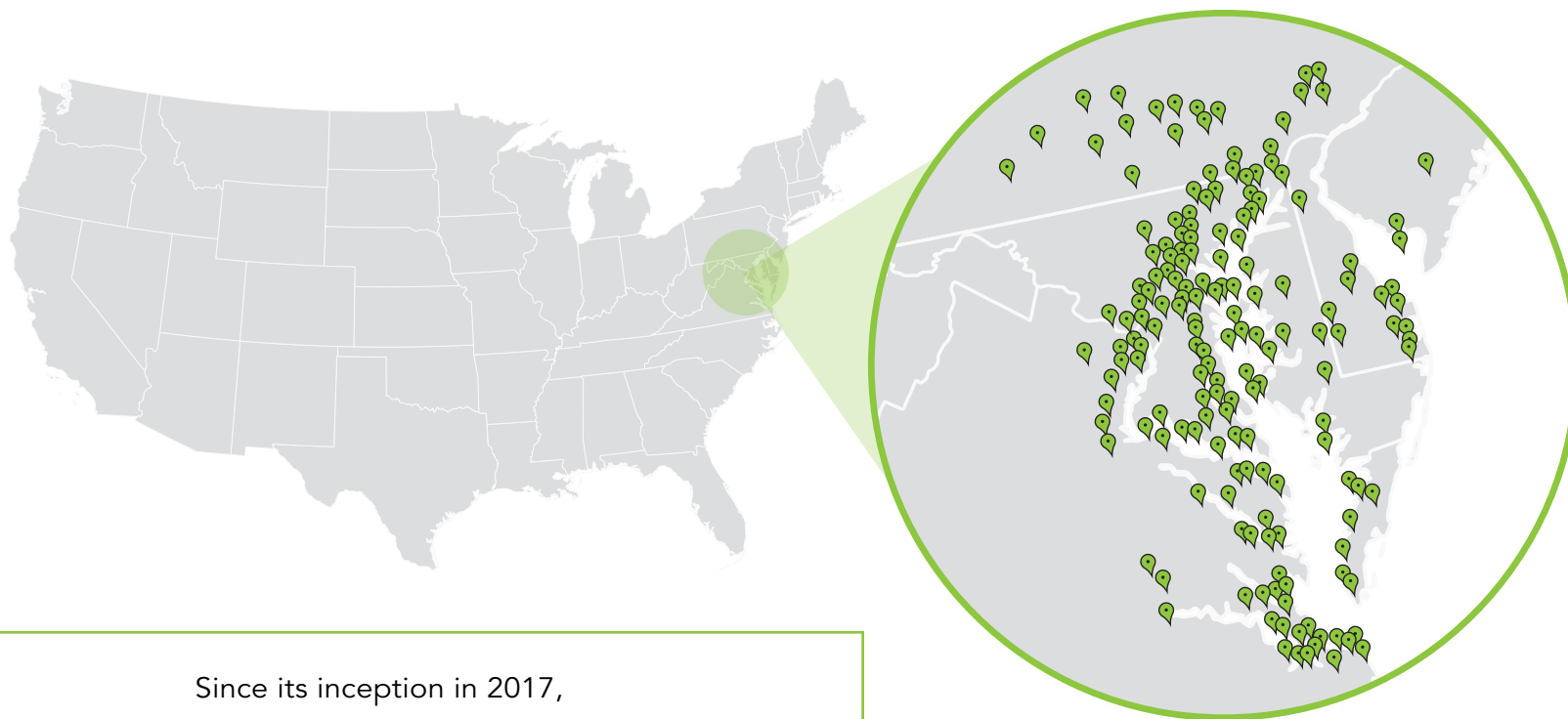


Annual Retail Sales \$2,065,615,347

*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 25,000 and print runs throughout
the year ranging from 22,000 to 33,000.

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Print Magazines

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

Distribution varies based on the season with our in-season average around **25,000 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



25,000
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.



Social Media

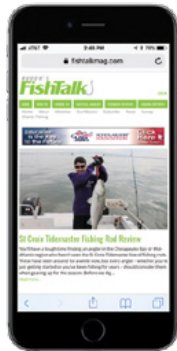
Daily blog posts featuring breaking news on the Bay.

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

Weekly e-blasts to dedicated readers and target audience.



32,000+
SOCIAL
FOLLOWERS



Email



18,000+
EMAIL
SUBSCRIBERS



30.61%
EMAIL
OPEN RATE

Web



139,000+
AVG. MONTHLY
PAGE VIEWS*



66,000+
AVG. MONTHLY
USERS*

*July 1, 2024 - October 31, 2024

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



2025 Editorial Calendar

<p>January</p>	<ul style="list-style-type: none"> • The Travelling Angler: 5 East Coast hotspots • Choosing the Best Fishing Rods • Mid-Winter Meltdown <p>Special Distribution at the Chesapeake Bay Boat Show (Jan 10-12) Ads Close: December 4, 2024 • On-The-Docks: December 20, 2024</p>	<p>July</p>	<ul style="list-style-type: none"> • Decisions, Decisions: When striped bass are shut down, whatcha going to go for? • Delaware Bay Part I: Delaware Bay hotspots and structure. • Baltimore Bound: Fishing the Patapsco for rockfish. <p>Ads Close: June 3, 2025 • On-The-Docks: June 21, 2025</p>
<p>February</p>	<ul style="list-style-type: none"> • Boat Trailers: 3 Things to Consider • Pocomoke Pleasures • Tackle Tech <p>Special Distribution at the Richmond Boat Show (Jan 24-26) and the Mid-Atlantic Sports and Boat Show (Jan 31 - Feb 2) Ads Close: January 3, 2025 • On-The-Docks: January 22, 2025</p>	<p>August</p>	<ul style="list-style-type: none"> • Delaware Bay Part II :Delaware Bay hotspots and structure • Red Flags: How to catch a new PB bull redfish this summer. • Billfishing Special: Tweak your spread for white marlin. <p>Ads Close: July 2, 2025 • On-The-Docks: July 23, 2025</p>
<p>March</p>	<ul style="list-style-type: none"> • Spooked! 10 Tips for stealthy fishing • What to Look for in a Tow Vehicle • Patuxent Catmania <p>Ads Close: February 3, 2025 • On-The-Docks: February 21, 2025</p>	<p>September</p>	<ul style="list-style-type: none"> • Jigging for Flounder: Catch more Chesapeake flounder with artificials. • Red Rover, Red Rover:Targeting puppy drum in the tribs. • Spanish Mackerel Primer: Three top tactics for catching Spanish macks. <p>Ads Close: August 4, 2025 • On-The-Docks: August 22, 2025</p>
<p>April</p>	<ul style="list-style-type: none"> • Hot New Outboards • Shopping the Bay Bridge Boat Show • New Boat Maintenance Tips • Upper Bay Hotspots, Part I <p>Special Distribution at the Bay Bridge Boat Show (Apr 11-13) Ads Close: March 3, 2025 • On-The-Docks: March 22, 2025</p>	<p>October</p>	<ul style="list-style-type: none"> • River Wading for Smallmouth • Rocktober Special: Finding fall rockfish. • Annapolis Boat Show Special <p>Special Distribution at the Annapolis Powerboat Show (Oct 2-5) Ads Close: September 3, 2025 • On-The-Docks: September 20, 2025</p>
<p>May</p>	<ul style="list-style-type: none"> • Fine Tuning for Tuna • Upper Bay Hotspots, Part II • Snakehead Hunting Machine <p>Ads Close: April 3, 2025 • On-The-Docks: April 18, 2025</p>	<p>November</p>	<ul style="list-style-type: none"> • Don't Winterize that Boat! • Trailer Boater Special • Bay Tautog • Structure Out of Bounds <p>Ads Close: October 3, 2025 • On-The-Docks: October 24, 2025</p>
<p>June</p>	<ul style="list-style-type: none"> • Liveling from Shore • Upper Bay Hotspots, Part III • Get Ready for Rockfish <p>Ads Close: May 2, 2025 • On-The-Docks: May 22, 2025</p>	<p>December</p>	<ul style="list-style-type: none"> • Holiday Gift Guide • Winter Boating • Tackle Maintenance Tips <p>Ads Close: November 4, 2025 • On-The-Docks: November 19, 2025</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 2025. 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 2025.
- Paddler's Edge – A department with exceptional popularity, every edition of FishTalk includes a dedicated column focused on kayak fishing techniques and tactics.

2025 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	Special Distribution at the Chesapeake Bay Boat Show January 10-12	December 4, 2024	December 13, 2024	December 20, 2024
February	Special Distribution at the Richmond Boat Show January 24-26 and the Mid-Atlantic Sports and Boat Show January 31 - February 2	January 3, 2025	January 13, 2025	January 22, 2025
March		February 3, 2025	February 11, 2025	February 21, 2025
April	Special Distribution at the Bay Bridge Boat Show April 11-13	March 3, 2025	March 11, 2025	March 22, 2025
May		April 3, 2025	April 13, 2025	April 18, 2025
June		May 2, 2025	May 13, 2025	May 22, 2025
July		June 3, 2025	June 13, 2025	June 21, 2025
August		July 2, 2025	July 13, 2025	July 23, 2025
September		August 4, 2025	August 12, 2025	August 22, 2025
October	Special Distribution at the Annapolis Powerboat Show October 2-5	September 3, 2025	September 13, 2025	September 20, 2025
November		October 3, 2025	October 13, 2025	October 24, 2025
December		November 4, 2025	November 11, 2025	November 19, 2025

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

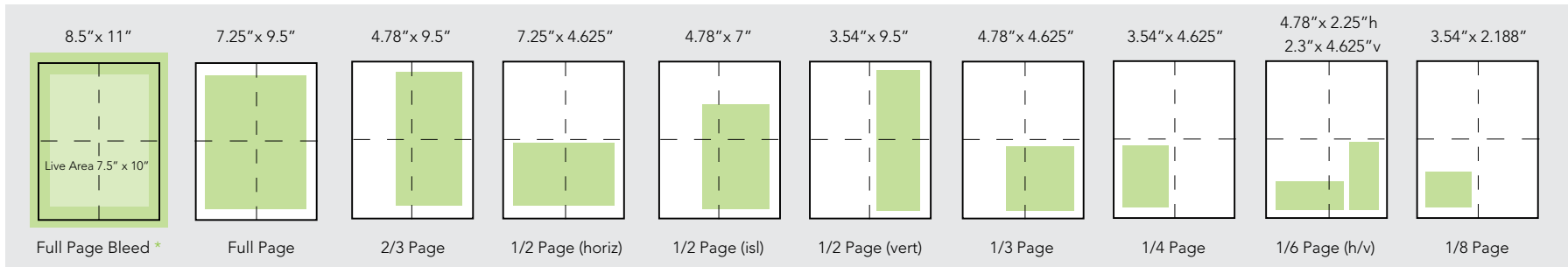
Preferred file type for web ads are .gif, .png, .jpg in RGB format at 72 ppi.

E-Blast Guidelines

- 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

- 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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