Pacific Coast Sportfishing is a media brand focused on delivering the very best in reading entertainment for saltwater fishing from Alaska to Panama, with a special emphasis on Southern California and Mexico. We cover “how to” techniques for the world’s most diverse and exciting fisheries, along with the tackle, equipment and boats you will need to enjoy the sport to the fullest. We also produce the Sportfishing FESTIVAL, Southern California’s highly acclaimed fishing, tackle and boat show for consumer enthusiasts.

Sportfishing got its start on the West Coast when the founder of the Tuna Club, Charles Holder, hooked the first tuna on rod and reel in 1898. And we still lead the U.S. recreational fishery today with the greatest variety of fishing. Our enormous fishery stretches from the wilds of Alaska, through the scenic inlets of British Columbia, down through thousands of miles of coastline including Washington, Oregon, California, Mexico and all the way to the Hannibal Banks off Panama, covering over 7,000 miles in all.

We have the largest fleet of sportboats, we stage the most prestigious marlin tournaments and we have more fishing lodges and resorts than any other place in the world. We also boast tens of thousands of privately owned boats and yachts.

Come grow your market share with us. Brand your products in Pacific Coast Sportfishing ... the West Coast’s leading saltwater magazine.
Since our inception in 1981, Pacific Coast Sportfishing has been the definitive read for saltwater fishing. Our mission is to inspire our readers to spend more time on the water doing what they love to do – not that they need that much encouragement. We do this by giving them creative articles filled with information that will change the way they fish. Our dedicated team of saltwater journalists are comprised from among the most knowledgeable private boat and sportboat anglers and captains found along the Pacific Coast. And when you match this quality journalism with our superb photography, you get a magazine that they look forward to reading cover to cover many times over.

It’s more than a passion. It’s quite frankly an addiction. But a good addiction because it gets fathers and sons-and daughters-out spending quality time together, and that’s a good thing. It gets friends out of the office hanging with each other in good natured camaraderie. And that’s a good thing too. All of this means tremendous reader engagement. One wife stopped by our booth at a trade show and said matter of fact, “My husband keeps your magazine on his nightstand and reads it every night.” That’s what it’s all about ... dreaming of that next big catch.
CIRCULATION SUMMARY

...Cost per thousand is a myth

In reality, advertising is all about cost per order, not cost per thousand. It’s about the customer who spends $2,000 a year on new tackle versus the guy who spends $200. If you think of the big, national fishing magazines’ circulation as a pyramid, it’s the top you’re after. You can spend a lot of money real fast reaching the base of the pyramid, but does it ever justify the huge expense?

With Pacific Coast Sportfishing, you’re getting (and only paying for) the top of the pyramid. Our readers aren’t “armchair anglers”–They spend on average 29 days per year fishing! They spend $2,073 per year on tackle and on average, own one boat per household!

DIGITAL CIRCULATION: With an all new platform of iPad/iPhone/Windows 8 app versions, the magazine can be read worldwide by hardcore anglers. And best of all, with our Interactive Digital App, readers can be taken directly to your site via the live link we embed into your ad.

With facts like these, you can see how one of our readers is worth 10 readers from another magazine. Plus, our readers absolutely love us.

“My favorite mag! All the other saltwater magazines are East Coast.”

“I read PCS cover to cover every month. It keeps me up to speed on everything I need to know about our local waters. The extensive section you have on boats for sale was very helpful to me. I am not sure that I would have found my dreamboat without it.”

“There may never be a better fishing magazine. It’s tailored exactly to what we fish for and how to do it, with the best pictures. Makes me glad to be a Californian.”

“I have been a subscriber for a couple of years and love this magazine. I can’t wait for it to come every month. I’m like a kid at Christmas.”

“I love the magazine and have subscribed for years. The East Coast magazines miss way too much in our style of fishing.”

“I really dig this magazine. From the tips to the boat advertisements to the special seasonal articles, it definitely is more directly informative.”

Circulation Highlights

<table>
<thead>
<tr>
<th>Print Subscribers*</th>
<th>10,485</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qualified Industry Requested</td>
<td>3,150</td>
</tr>
<tr>
<td>Newstand &amp; Tackle Store</td>
<td>1,915</td>
</tr>
<tr>
<td>Digital Subscribers</td>
<td>10,580</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>(iPad/iPhone/Windows 8 apps/pc reader/mobile web)</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>26,130</strong></td>
</tr>
</tbody>
</table>

*Includes qualified trial subscriptions.
ASK YOURSELF ...

When you strip away all the buzz and facts and figures, you’re left with really just two important questions:

1. Are these the types of readers I need to grow my market share?

2. Do the readers spend enough time with the magazine to see my ad?

*Pacific Coast Sportfishing* is literally off the charts in both these areas. We define the term “enthusiast.” Each of our articles has what we call “stopping power,” the ability to hold a reader on any given page for minutes at a time while they read and—reread the article to be certain they gleaned all they can from it. And of course the longer they stay on a page, the more meaningful ad impressions it delivers to you.

**Here’s a Sampling of Articles Developed by Our Editors:**

- What’s in Your Wake?
- First Cabo Run!
- Target Bigger Fish on Slopes and Walls
- Go Where Few Dare to Fish
- Fishing Christmas Island
- Yellows Off La Jolla Kelps
- Legendary Angler Ted Naftzger
- Bodacious Trophy Bluefin
- High Liner Secrets for Private Boaters
- Alaska Your Way
- Lovin’ Spoonful Jigs for Tuna!
- A Rod for All Seasons
- Oh to Fish Like a Bird... You Can!
- Calico Bass Tagging
- Wahoo Tactics
- King for a Day

PLUS EVERY ISSUE OFFERS THESE DEPARTMENTS AND COLUMNS:

**From the Bridge:**
Our publisher’s page in which he offers insights gleaned from his extensive experience which includes releasing an estimated 1,300 pound black marlin, as well as Bluefin Tuna over 1,000lbs, and fishing the Pacific Coast’s amazing lodges from Alaska to Panama.

**Short Casts:**
Interesting catches and other short news items of interest to our readers.

**Looking A stern:**
Probably our most loved and turned to page recounting our storied history of fishing along the South Coast.

**Boat Reviews:**
Each issue we send our team out on the high seas to put various boats through the paces.

**Chumline:**
Our readers’ turns to sound off!

**Sportboat Report:**
Each issue this column highlights what’s happening in the sport boat fleet as well as past trends and popular topics.

**Informed Angler:**
This column is our eyes and ears when it comes to the political scene regarding our fishing rights.

**Tournament Lines:**
We cover the winners circle from all the big game tournaments up and down the Pacific Coast.

**Boat Tech:**
One of our favorite sections because technology is always offering us advantages in our pursuit of fish.

**New on Deck:**
Everything on, in or under your sportfisher.

**Kids Catch:**
Investing time and copy in the next generation of tackle specifiers.

**Events Calendar:**
With 7,000 miles of coastline plus Hawaii to work with, there is always something going on somewhere.

**Yak Attack:**
If you love Kayaking this is the column for you. Hot trends techniques and industry secrets from the pros.
# EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>JAN/FEB 2019</th>
<th>BOAT, FISHING TACKLE &amp; ACCESSORY BUYER’S GUIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Boat, Fishing Tackle &amp; Accessory Buyer’s Guide</strong></td>
<td>Just in time for the beginning of the season, PCS compiles a comprehensive list of the top fishing boats, accessories and tackle as well as their features to help with that pressing decision of which buying option is best for you.</td>
</tr>
<tr>
<td><strong>Tackle &amp; Techniques</strong></td>
<td><strong>Boat Tech</strong></td>
</tr>
<tr>
<td>Space: Nov 21</td>
<td>The latest and greatest in new tackle and techniques local and from around the world.</td>
</tr>
<tr>
<td>Materials: Dec 3</td>
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</table>

<table>
<thead>
<tr>
<th>MARCH 2019</th>
<th>OUR WEST COAST SHOW ISSUE!</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PCS Sportfishing Festival and Fred Hall Tackle &amp; Boat Show Issue</strong></td>
<td>Anticipation of the upcoming season; excitement within the fishing community reaches its peak in this March Issue. This issue will be the official guide to PCS’s Sportfishing Festival and will have extra distribution at the show. This issue also gets lots of extra distribution at the Fred Hall Boat &amp; Tackle Show.</td>
</tr>
<tr>
<td><strong>Tackle &amp; Techniques</strong></td>
<td><strong>Boat Tech</strong></td>
</tr>
<tr>
<td>Space: Jan 11</td>
<td>The latest and greatest in new tackle and techniques local and from around the world.</td>
</tr>
<tr>
<td>Materials: Jan 16</td>
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</table>

<table>
<thead>
<tr>
<th>APRIL 2019</th>
<th>INSHORE FISHING SEASON KICKOFF</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Inshore Fishing Edition</strong></td>
<td>Inshore, there are tons of fishing opportunities, from bottom structure to kelp beds and other spots. We focus on where to go and how to fish them when you get there.</td>
</tr>
<tr>
<td><strong>Tackle &amp; Techniques</strong></td>
<td><strong>Boat Tech</strong></td>
</tr>
<tr>
<td>Space: Mar 8</td>
<td>The latest and greatest in new tackle and techniques local and from around the world.</td>
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<td>Materials: Mar 13</td>
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<table>
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<tr>
<th>MAY 2019</th>
<th>OUTFITTING YOUR FISHING PLATFORM</th>
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</thead>
<tbody>
<tr>
<td><strong>Outfitting your fishing Platform from A-Z.</strong></td>
<td>Its time to make sure your sied is outfitted to the nines. We will cover from repowers to electronics, from bait tanks to outriggers. This will be the guide to pimping your ride!</td>
</tr>
<tr>
<td><strong>Tackle &amp; Techniques</strong></td>
<td><strong>Boat Tech</strong></td>
</tr>
<tr>
<td>Space: April 9</td>
<td>The latest and greatest in new tackle and techniques local and from around the world.</td>
</tr>
<tr>
<td>Materials: April 12</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>JUNE 2019</th>
<th>MEET THE FLEET</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Guide to the Sportboat Fleet</strong></td>
<td>Southern California has the largest sportboat fleet in the world. This special issue will be the guide on the west coast charters and sportboat fleet, helping our readership to plan early for the trip of a lifetime.</td>
</tr>
<tr>
<td><strong>Tackle &amp; Techniques</strong></td>
<td><strong>Boat Tech</strong></td>
</tr>
<tr>
<td>Space: May 9</td>
<td>The latest and greatest in new tackle and techniques local and from around the world.</td>
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<tr>
<td>Materials: May 16</td>
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<table>
<thead>
<tr>
<th>JULY 2019</th>
<th>OFFSHORE PELAGICS SPECIAL ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Offshore Pelagics Special Issue</strong></td>
<td>Heading offshore and to the islands in search of big game fishing requires special equipment and knowledge; making bait, keeping it lively, and using it wisely.</td>
</tr>
<tr>
<td><strong>Tackle &amp; Techniques</strong></td>
<td><strong>Boat Tech</strong></td>
</tr>
<tr>
<td>Space: June 11</td>
<td>The latest and greatest in new tackle and techniques local and from around the world.</td>
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<tr>
<td>Materials: June 17</td>
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<table>
<thead>
<tr>
<th>AUGUST 2019</th>
<th>ICAST PRODUCT SHOWCASE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ICAST Issue</strong></td>
<td>Mid-year brings the ICAST show and a look at all the new tackle for the coming year. This showcase will be the venue to launch whats up and coming for 2019 season.</td>
</tr>
<tr>
<td><strong>Tackle &amp; Techniques</strong></td>
<td><strong>Boat Tech</strong></td>
</tr>
<tr>
<td>Space: July 12</td>
<td>The latest and greatest in new tackle and techniques local and from around the world.</td>
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<td>Materials: July 18</td>
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<table>
<thead>
<tr>
<th>SEPTEMBER 2019</th>
<th>WEST COAST TOURNAMENT GUIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>West Coast Tournament Guide</strong></td>
<td>As the peak season for West Coast Anglers rolls around, so do all kinds of tournaments. Here’s a preview that spans them all, from the big-money events to the for-fun charity tourneys. This issue gets lots of extra distribution to tourney anglers in captains bags.</td>
</tr>
<tr>
<td><strong>Tackle &amp; Techniques</strong></td>
<td><strong>Boat Tech</strong></td>
</tr>
<tr>
<td>Space: Aug 12</td>
<td>The latest and greatest in new tackle and techniques local and from around the world.</td>
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<tr>
<td>Materials: Aug 16</td>
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**Advertising Rates & Mechanical Specifications**

**Display Advertising Rates**

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<td>$4510</td>
<td>$5115</td>
<td>$5800</td>
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<td>2940</td>
<td>3335</td>
<td>3790</td>
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<td>2180</td>
<td>2470</td>
<td>2815</td>
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<tr>
<td>1/2 Page</td>
<td>1475</td>
<td>1685</td>
<td>1780</td>
<td>1936</td>
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<tr>
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<td>995</td>
<td>1140</td>
<td>1300</td>
<td>1475</td>
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<tr>
<td>1/6 Page</td>
<td>570</td>
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**Premium Positions**

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<tbody>
<tr>
<td>Back Cover</td>
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<td>$5120</td>
<td>$5810</td>
<td>$6600</td>
</tr>
<tr>
<td>Inside Back</td>
<td>3750</td>
<td>4250</td>
<td>4850</td>
<td>5390</td>
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<tr>
<td>Inside Front</td>
<td>3995</td>
<td>4650</td>
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<td>6050</td>
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<td>Page 3</td>
<td>3970</td>
<td>4520</td>
<td>5155</td>
<td>5885</td>
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<tr>
<td>Inside Spread</td>
<td>6190</td>
<td>7015</td>
<td>7985</td>
<td>9080</td>
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</tbody>
</table>

Four-color: add $295 per insertion
Spot color: add $195 per insertion

**Commission and Cash Discounts**

Agency commission is 15%.
Terms are 2% discount if paid in 10 days; net 30 days on approved accounts. Cash with advertising copy will receive a 5% discount. Past due accounts are subject to 1-1/2% service charge per month.

**General Rate Policy**

Advertisers will be rate-protected for the duration of contracts in effect at the time rate changes are announced. Short rate will be charged when contract is not fulfilled. All advertisements must conform with the publication’s format and meet the necessary mechanical requirements. All advertisements are subject to publisher’s approval prior to insertion.

**Issue and Closing Dates**

Published monthly. Space reservations by the 10th two months preceding issue date (July issue, space by May 10th). Camera Ready by the 15th of month two months preceding issue date (July issue by May 15th). Ads requiring design or production must have all copy and images submitted by space deadline.

**Design and Production**

Advertising rates are based on camera-ready artwork. Expert design, production and scanning can be arranged and will be charged as follows: Design/Scanning: $75 per hour/$25 per image.

**Digital Requirements**

We can accept your files on CD or via Email or FTP (Ads@PCSportfishing.com, or call for our FTP info or to provide your own FTP info) provided they are in the following formats: PDF, Quark, PhotoShop or Illustrator (all text to paths whenever possible). Be certain to include all art, fonts and a hard copy (or lo-res jepg) of ad for comparative purposes. Any PC, PageMaker or InDesign files MUST be saved as PDF, EPS, or TIFF files. Emailed files should be “Stuffed” and converted from 300dpi/CYMK files and resampled to 72dpi/RGB files. Please call or Email and alert us you are sending a file and be sure to include contact info. All ads should be hi-res PDFs whenever possible.

**Printing Requirements**

Trim size: 8.25 x 10.5 (Keep important type/art within .5” of edges)
Binding: Perfect Bound
Colors: Four-Color Process
Images: 300 dpi
Each February Pacific Coast Sportfishing kicks off the fishing season with Southern California’s premier salt water trade show, the Sportfishing FESTIVAL. What began in 2009, the FESTIVAL has grown to become a highly acclaimed trade show that attracts the best brands in the industry for exhibitors, and arguably the most active, dedicated anglers in the Southern California market.

The hallmark of the FESTIVAL is the seminar series that is held inside the main hall. Here you will find the west coast’s legendary captains sharing their knowledge onstage, with other legendary captains sprinkled in the audience absorbing what is being said. It’s a “who’s who” comprised of the giants in the sportfishing industry along with the private anglers whose names dominate the leader boards at the angling clubs and thousands of other saltwater anglers who come for the learning and camaraderie of seeing old friends and making new ones.

The FESTIVAL is held at the Orange County Fair and Events Center adjacent to Newport Beach and offers easy access to Southern California’s most affluent coastal demographics within a 40 mile radius—over 8 million consumers in all. For exhibitors, the Fair and Event Center is a non-union facility and offers easy ingress and egress. There are also adjacent hook-ups for motor homes and trailers in a park-like setting for overnight stays as well as numerous hotels nearby.

The Sportfishing FESTIVAL and Pacific Coast Sportfishing magazine in tandem offers advertisers the unique and powerful marketing opportunity for our readers to meet with your representatives face-to-face and build lifelong loyalties to your brand. It’s always a good idea to secure your location now for next year’s show.
Sportfishing FESTIVAL exhibitors include these market leaders:

- Abu Garcia
- Adamant Angler
- Adventure Travel Alliance
- AFTCO
- Alcom Marine Electronics
- Angler Wear
- Anglers Center
- Anglers Marine
- Aribe
- Avet Reels
- Aztec Manufacturing
- Baja Fish Gear
- Baja Pirates
- Baja Shores Sportfishing
- Ballast Point Brewery
- Ballyhood
- Berkley
- Bilge Pad
- Exchange Program
- Cedros Outdoor Adventures
- Charkbait
- Chum Buddy
- Clark's Outdoor Adventures
- Cousins Tackle
- Daiwa
- Dana Angling Club
- Dana Pt Jet Ski
- Dana Wharf
- Design a Deck
- Dove Island Lodge
- Fish Alert
- Fish and Fame
- Fish Trap Lures
- Fisherman's Access
- Fisherman's Depot
- Fishing for Freedom
- FishTrack
- Ford Trucks
- Inside Sportfishing/SWBA
- Jimmy's Outdoors
- Kelp Clothing
- Kep Marine
- Kozwel Volvo Penta
- M & M Rods
- Make a Wish Tuna Challenge
- Raymarine
- Reeb's Lures
- Reliable Kill bags
- Rip Charts
- Rod Gaff
- San Diego Boats
- Sato Custom Rods
- Scent Blazer
- Black Fly's Sunglasses
- Bloody Decks/Fishdope
- Blue Pacific Products
- Blue Water Bait
- Blue Water Jewelry
- Booyaa
- Boyce Photography
- Buoyweather
- Casta Designs
- Freedive n Spear
- G. Loomis Rods
- Get the Gaff
- Grande Alaska
- Greg Trompas Charters
- Hardcore Products
- Hardcore Tackle
- Hobie Kayak
- IGFA
- Malibu Kayak
- Marina Pez Vella
- Maritime Expression
- Marlin Nation
- Maximum Angler
- MC Swimbait
- Melton Tackle
- New Fishall Bait Co.
- NOAA
- OC Used Oil recycling
- Outbound Yacht
- Pacific Edge
- Pacific Pilothouse
- Parker Boats
- Pelagic
- Penn Reels
- Phenix Rods
- Picante
- PowerPro
- Precision Marine Hardware
- ProSoft Lures
- PSO/United Anglers
- Pure Fishing
- Radon Boats
- Scheyden Eyewear
- Seasons Sportfishing
- Seeker Rods
- Shimano
- SoCal Offshore
- SOS Marine
- Sound Waves
- Terrafin
- The Outdoor Generation
- Two Harbors Catalina
- Ultra Sportfishing
- United Anglers
- United Composites
- Vessel Assist
- Wade Rods
- West Coast Marine
- West Coast Trailers
- Western Outdoor News
- Wholesale Fishing Shirts
- Whopper Stopper
- Woxoff Lodge
- Yamaha
- Your Guide Service

Download Our New iPad App @ the iTunes Newsstand | PCSportfishing.com