

Desperate Times • Skipjack 262 • You Need to Know...Just in Case!



MEDIA KIT 2022

Invasive Aquatic Species / Visit Reality Before Buying A Boat / Kids From SMCHS



PACIFIC COAST SPORTFISHING MEDIA

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.





EDITORIAL MISSION

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

Print Subscribers*	8,750
Qualified Industry Requested	2,540
Newstand & Tackle Store	1,710
Digital Subscribers/Readers	11,105
(Free iPad/iPhone/Windows 8 apps/pc reader/mobile web)	
Total =	24,105

*Includes qualified trial subscriptions.

Reader Engagement



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 1000lbs, 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 ASTERN:

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!

SPORT BOAT REPORT:

Each issue this column highlights whats 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 CALENDER:

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

TACKLE & TECHNIQUES

BOAT TECH

SPORTFISHER REVIEW

**JANUARY /
FEBRUARY
2022**

Boat, Fishing Tackle & Accessory Buyer's Guide

Space: Nov 6
Materials: Dec 13

Boat, Fishing Tackle & Accessory

It's the beginning of the New Year and a new fishing season! PCS gives you hints on new tackle innovations and accessories. Also find great features to help you decide which boat buying option may be best for you.

Tackle & Techniques

Tackle and techniques local and from around the world.

Boat Tech

Boating, engines, and electronics reviewed by our experts.

Sportfisher Review

The latest fishing boat test/review.

MARCH 2022
Our West Coast Show Issue!

Space: Jan 10
Materials: Jan 21

March issue PCS Sportfishing Show Guide Issue

Kick off to the 2022 season, the tackle buying season starts to reach its boiling point led by the March Issue. This issue will be the official guide to PCS's Sportfishing Festival and will have extra distribution at the show. Its go time!

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APRIL 2022

Inshore fishing season kickoff

Space: Mar 5
Materials: Mar 12

Inshore fishing season kickoff

West Coast Inshore continues to be one of our most popular fisheries. From halibut to calico bass, yellowtail to white seabass--we have you covered. New techniques and select areas come forth each year and this info changes success rates drastically.

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MAY 2022

Tackle and Boat Season updates

Space: April 6
Materials: April 13

Tackle and Boat Season updates

Its time again to make sure that everything is up to date in your tackle arsenal as well as your boat. We have been making inshore runs, but now it's time to knock the cobwebs off the offshore gear. Pull out the two-speed reels top them off with new line and service them. On the vessel side, it's not too late to do those pump change-outs and oil changes to make sure you are ready for kelp paddy and tuna season.

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JUNE 2022

Guide to the SoCal Sportboat Fleet

Space: May 7
Materials: May 14

Guide to the SoCal Sportboat Fleet

Southern California continues to host the largest sportboat fleet in the world! This issue is the guide on the West Coast charters and open party fleet. We love helping our readership to plan for the trip--or trips--of a lifetime.

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**JULY / AUGUST
2022**

Offshore Special Issue

Space: June 8
Materials: June 16

Offshore Season Kick off

Offshore fishing on the West Coast requires the knowledge of species, areas to fish in the bight as well as the ability to apply new techniques, read the weather and the water conditions. It is a lot to take in but this issue will ease the learning curve and help you to turn tough days into winners.

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SEPTEMBER / OCTOBER 2022

West Coast Tournament Guide

Space: Aug 8
Materials: Aug 15

West Coast Tournament Guide

September is tournament time! This issue is a preview of events that spans from the big-money events to the for-fun charity tourneys. Ours will guide you toward which tournaments to fish and how get your team ready.

Plus ...This issue gets extra distribution to anglers in tournament captains' bags.

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NOVEMBER / DECEMBER 2022

Our Annual Sportfishing Travel Guide

Space: Oct 6
Materials: Oct 12

OUR ANNUAL Sportfishing Travel Guide

There is not much in this world that can compare to a destination fishing trip. This issue focuses on travel destinations from Alaska, B.C. and back to Central America and beyond. We will provide highlight information on destinations, lodges, charters and travel guidance to make your fishing travel trip the best it can be.

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Advertising Rates & Mechanical Specifications

DISPLAY ADVERTISING RATES

	12x	6x	3x	1x
Spread	\$3990	\$4510	\$5115	\$5800
Full Page	2595	2940	3335	3790
1/2 Page	1475	1685	1780	1936
1/3 Page	995	1140	1300	1475
1/6 Page	570	650	735	840

Premium Positions

Back Cover	\$4515	\$5120	\$5810	\$6600
Inside Back	3750	4260	4850	5530
Inside Front	3995	4650	5310	6050
Page 3	3970	4520	5155	5885
Inside Spread	6190	7015	7985	9080

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 except for Jan/Feb and Nov/Dec
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 jpeg) 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/CMYK 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: 8.125 x 10.5 ~

Bleed size: 8.375 x 10.75

(Keep important type/art within .5" of trim edge)

Binding: Perfect Bound

Colors: Four-Color Process

Images: 300 dpi



Mechanical Specifications

Full page (with bleed)	8.375w	x	10.75h
Full page (no bleed)	8.125w	x	10.5h
1/2 page vertical	4.625w	x	7.125h
1/2 page horizontal	7.125w	x	4.625h
1/3 page vertical	2.25w	x	9.5h
1/3 page horizontal	4.625w	x	4.625h
1/6 page vertical	2.25w	x	4.625h
1/6 page horizontal	4.625w	x	2.25h

2022

2022

Our 12th Year!



The Sportfishing FESTIVAL

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.

Abu Garcia
 Adamant Angler
 Adventure Travel Alliance
 AFTCO
 Alcom Marine Electronics
 Angler Wear
 Anglers Center
 Anglers Marine
 Arribe
 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



SPORTFISHING FESTIVAL EXHIBITORS include these market leaders:



Malibu Kayak
 Marina Pez Vella
 Maritime Expression
 Marlin Nation
 Maximum Angler
 MC Swimbaits
 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

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