

STOP THE CLOSURES - NO TO 30 X 30 • ROBALO OVERVIEW • ROCKSTAR ROCKS COSTA

Pacific Coast SPORTFISHING

The Saltwater Magazine for America's West Coast and Beyond

Celebrating
39
Years!

FISHING SHALLOW WATER for FLATTIES

Range out or
squeeze in
for halibut

Drop-Shot a Tuna

Maybe one of
the oldest style
rigs in fishing

'I Didn't Know That Was There'

New electronics
open up a world
we hardly imagined

AN ODE TO BIG, WILD GUADALUPE ISLAND

An iconic
Pacific fishery
is shut down,
is this the end?

Thank You
for Helping
to Make
Our 2023
Festival the
Best Ever!



APRIL 2023 • \$3.99

PCSPORTFISHING.COM



PCS 2024

COVERED IN GRUNION FISH TAGGING KEEP YOUR BAIT ALIVE HELMUT'S MARINE

Pacific Coast SPORTFISHING

The Saltwater Magazine for America's West Coast and Beyond

Celebrating
39
Years!

ALIJOS ROCKS

The Future of
Long-Range Fishing

GET STEALTHY!

Downsize your hooks and
line to upsize your catch

Life in sportfishing,
an interview with
**CAPTAIN JEFF
MARKLAND**

Our Annual
Meet the Fleet



JUNE 2023 • \$3.99

PCSPORTFISHING.COM



MEDIA KIT

The Year's Best New Electronics • You Said You Wanted More! • Fish for Meaning

**Pacific Coast
SPORTFISHING**

The Saltwater Magazine for America's West Coast and Beyond

**2023
Boats**

A True Fish Catcher
'Flukes'
Versatile, Reliable

Five mold-breaking
craft. See what's hot!

Gulf of California
the exceptional locale for
BAJA ROOSTERS

**Topwater Jigs
for Marlin!**

Celebrating
39
Years!

Barcode

MAR 2023 • \$3.99

TREAT YOUR CATCH WITH RESPECT | OSPREY 26: Size & Comfort | HOPE FOR SALMON FUTURES

**Pacific Coast
SPORTFISHING**

The Saltwater Magazine for America's West Coast and Beyond

**AVENTURA
DE CABRILLA**

Sea of Cortez
will beat you
badly if you
come unprepared

**BREAKWALL
BASICS**

Expert advice ... how to
get the biggest bass along
local breakwaters

**3-DAY
Is The New
4-Day Trip**

**Solving
San Clemente
Island**

The challenges of
weather, distance, and
Naval gunnery scheduling

**SoCal and
Baja Sur
Sportfishing
TOURNAMENTS
REVIEW**

Celebrating
39
Years!

Barcode

MAY 2023 • \$3.99

Fisheries Management • Robalo's R270 & R250 • The Arrival of El Niño

**Pacific Coast
SPORTFISHING**

The Saltwater Magazine for America's West Coast and Beyond

**TOPWATER
TUNA TACTICS**

Better have the right gear
and lure selection if you
want a chance at scoring

**Step Back
in Time**

To Old Florida
in Crystal River,
A PCS Destination

**Red Rooster III:
Bluefin Expertise**

Three days is the perfect amount of
time to gather expert info on one
of San Diego's finest operations

**SoCal and
Baja Sur
Sportfishing
TOURNAMENTS
REVIEW**

Celebrating
39
Years!

Barcode

APR 2023 • \$3.99

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 Pacific Coast Sportfishing Tackle, Boat, Travel and Outdoors Show, 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.

We Are Sportfishing!





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*	9,326
Qualified Industry Requested	2,175
Newstand & Tackle Store	1,536
Digital Subscribers/Readers	11,165
(Free iPad/iPhone/Windows 8 apps/pc reader/mobile web)	
Total =	24,202

*Includes qualified trial subscriptions.

Reader Engagement



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

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.

2024 Editorial Calendar

TACKLE & TECHNIQUES

BOAT TECH

SPORTFISHER REVIEW

**JANUARY /
FEBRUARY 2024**

**Boat, Fishing Tackle &
Accessory Buyer's Guide**

**Space: Dec 4
Materials: Dec 11**

Boat, Fishing Tackle and Accessories Buyers Guide

It's the start to the new year and time to look over the latest and greatest in boats, tackle and accessories. We layout the newest boats with our West Coast picks, and introduce some of the newest innovations in fishing. If you have new products to launch this is the issue 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 2024

***Our West Coast
Show Issue!***

**Space: Feb 5
Materials: Feb 13**

PCS Sportfishing Show Guide Issue

Sportfishing season '24, kicks off with the March 2024 issue. This issue is the guide to the 2024 Pacific Coast Sportfishing Tackle, Boat, Travel and Outdoors Show. It is the time to get caught up on tackle before supplies run out and get ready for another amazing West Coast fishing season.

This issue will have extra distribution at the show March 7, 8, 9, 10 2024

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APRIL 2024

**Inshore Fishing
Season Kickoff**

**Space: Mar 4
Materials: Mar 11**

Inshore Fishing Season Kickoff

On the West Coast of the US inshore fishing options are endless, from calico bass to yellowtail, from white seabass to halibut we have it all. Each season new techniques, tackle and tricks come out that can improve everyone from the most season angler to a total newbie, anglers will become better fisherman learning the inshore layout.

Tackle & Techniques

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Boat Tech

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Sportfisher Review

The latest fishing boat test/review.

MAY 2024

**Tackle and Boat
Season Updates**

**Space: April 5
Materials: April 12**

Tackle and Boat Season Updates

At this point in the year we have shaken off the cobwebs with inshore trips. Its time to update your pumps, service those boat issues, and update offshore tackle as the tuna and yellowtail are almost here. Make sure you fill in that gap on your rod and reel combos, fix any issues and get ahold of the hot lures from last season. This is our transition time of the year so get ready!

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Sportfisher Review

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JUNE 2024

**Guide to the
SoCal Sportboat Fleet**

**Space: May 6
Materials: May 13**

Guide to the SoCal Sportboat Fleet

Southern California continues to be the mecca of sportboats with the largest fleet in the world. From half day trips to 18 day long range trips all can be had right here in SoCal. If you are new to the trips book a day, if you have a group book the boat for a private charter. Fishing the SoCal sportboat fleet is something that no angler should miss out on.

Tackle & Techniques

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Boat Tech

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Sportfisher Review

The latest fishing boat test/review.

**JULY / AUGUST
2024**

**Offshore
Special Issue**

**Space: June 7
Materials: June 14**

Offshore Season Kick-Off

With the return of trophy bluefin to the SoCal bight our offshore fishery was turned upside down a few years back. Anglers went from carrying 30lb outfits to carrying long range style 100-pound outfits on one day trips. 2023 continued to see some of the best bluefin fishing all the way up to Northern California and Albacore from Northern California to British Columbia. One of the most exciting new additions was the amazing dorado bite this past season. We will cover last season and prospects for 2024 which will be another epic one!

Tackle & Techniques

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Boat Tech

Boating, engines, and electronics reviewed by our experts.

Sportfisher Review

The latest fishing boat test/review.

**SEPTEMBER /
OCTOBER 2024****West Coast
Tournament Guide****Space: Aug 7
Materials: Aug 14****West Coast Tournament Guide**

September and October kicks off 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. Tournament anglers can be the most affluent anglers and purchase more tackle, larger boats, and tend to catch more fish. **Plus ...This issue gets extra distribution to anglers in tournament captains' bags.**

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.

**NOVEMBER /
DECEMBER 2024****Our Annual Sportfishing
Travel Guide****Space: Oct 7
Materials: Oct 11****Our Annual Sportfishing Travel Guide**

Traveling to fish can be one of the most rewarding ways to catch your trophy. Destinations easily reached by west coast anglers such as Alaska or BC can be more catching than fishing. Trips to Cabo and East Cape as well as other parts of Mexico and Central America can quench the thirst of any trophy angler with endless possibilities. Most of our readership will take at least one or two fishing travel destination trips per year.

Tackle & Techniques
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Boat Tech
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Sportfisher Review
The latest fishing boat test/review.

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

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 (sq)	4.625w	x	4.625h
1/6 page vertical	2.25w	x	4.625h
1/6 page horizontal	4.625w	x	2.25h

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 (Patt@PCSportfishing.com, or call for our FTP info or to provide your own FTP info) provided they are in the following formats: PDF, PhotoShop or Illustrator (all text to paths whenever possible). Be certain to include all art, fonts and a hard copy (or lo-rez 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-rez PDFs.

Printing Requirements

~ Trim size: 8.125 x 10.5
~ Bleed size: 8.375 x 10.75
(Keep important type/art within .75" of trim edge)
Binding: Perfect Bound
Colors: Four-Color Process
Images: 300 dpi

**2024**



Each year 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.

22nd Street Landing
310 Rodworks
Accurate Reels
ACI Boats
Aftco
Ahi USA
Alps Components
Ammo Brothers
Angler Wear
Anglerettes
Anglers Center
Anglers Chronicles
Anglers Marine
Anza knives
Arima Boats
Baja Convoys

Cast and Crank Podcast
CCA Cal
Cedros Kayak Adventures
Costa
Daiwa
Defiance Boats
Durans
Fast and Easy Fish Pickup
Fin-Nor
Fish and Wildlife
Fish Taco
Fishermans Processing
Fishing Syndicate
Frabil
Freedom Boat Club
Friends of Rollo

MC2 Quick Gyro
Melton Tackle
Mercury Outboards
Opsin Flouro
Pacific Bills Charters
Pacific Sportfishing Alliance

Sun Country
Tahoe Boats
Thresher Boats
Tight Line Braid
Tradewinds Inflatables
Trophy Boats



Exhibitors include these market leaders:



Gamakatsu
Gator Step
Graftech Rods
GRAYBEARD WATERMAN
Guy Harvey Shirts
H and H marine
Haggard Pirate
High Seas Trading
Hobie Kayaks
Hook Up Baits
Hooker Electric

Parker Boats
Peixi Co
Pelagic
PENN Reels
Peter J Art
Phenix Rods
Plano
Poseiden
Powerstride
Precision Marine
Pro Towers

Turners Outdoorsman
Ugly Stik
Van Staal
War Heroes on Water
West Coast Marine
West Coast Trailers
Western Outdoor News
Whopper Stopper
Winning Ways
Yamaha Outboards
Your Saltwater Guide Service

Balboa Angling Club
Batson Enterprises
Berkley Fishing
Blue Water bait tanks
Blue Wave Jewelry
Boat Specialists
Boat US Vessel Assist
Boston Whaler Boats
Cal Kona Marine
Cal Youth Adventures
California Flyer

Integrated Marine
Island fishing tackle
Jerky Hut
Joes Bait Farm Jigs
Katch Fishing Tackle
Ketcham Tackle
Klamath Boats
Leaf Filter
Lowrance
Maritime Expressions
Martin Verdugos

Promar
Queen Charlotte Safaris
Rancho Leonaro
Rainshadow
Reliable Kill Bags
San Diego Tackle Traders
Sea Fox Boats
Seaside Marine Electronics
Simrad
So Cal Fishing Maps
Spider Wire

