

SPORT FISHING MAGAZINE

TARGETED MARKETING WITH TANGIBLE RESULTS

READER PROFILE

Male	97.5%
Average age	48.5
Average HHI	\$177,200
Average net worth	\$1.315 M
Married	74.6%
Graduated college	74.4%
Read 4 of last 4 issues	86.7%
Read 3 of last 4 issues	91.5%

OUR READERS

- Are affluent, with **50.2% earning over \$100K per year**
- **Fish 6.6 days per month** and have **fished 24.2 years in salt water**
- **Influence their friends** when making buying decisions
- **Give advice to approximately 12 potential buyers**
- **Access the Internet** regarding purchases
- Have **low readership duplication** with other magazines

Source: 2004 Clear Research Subscriber Survey

AGE

18 – 24	.8%
25 – 34	9.6%
35 – 54	52.7%
55 – 59	14.0%
60 – 65	7.7%
65+	12.5%

Mean: 48.5 Years Old

ANNUAL HOUSEHOLD INCOME

Less than \$50K	13.0%
\$50K – \$99K	36.7%
\$100K – \$199K	32.1%
\$200K – \$499K	13.1%
\$500K – \$1M	2.6%
\$1M +	2.4%

Mean: \$177,200

Median: \$100,800

HOUSEHOLD NET WORTH

Less than \$100K	11.5%
\$100K – \$199K	11.0%
\$200K – \$499K	23.4%
\$500K – \$999K	23.4%
\$1M – \$2.99M	19.4%
\$3M +	11.0%

Mean \$1.31M

Median \$587,500

Source: 2004 Clear Research Subscriber Survey

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TAKE ACTION

Recommended a product or service to a friend or relative	51.8%
Visited an advertiser's Web site	47.4%
Purchased a product or service mentioned in an article or ad	43.2%
Requested information about a product or service	37.6%
Visited a store or dealer	24.8%
Visited Sport Fishing's Web site	22.2%
Cut out an article	20.4%
Planned a fishing vacation	17.1%
Cut out an advertisement	6.8%

GIVE ADVICE

Boat charters	24.6%
Boat purchases	48.3%
Fishing equipment	56.4%
Fishing trips and/or travel	32.2%
Marine electronics	35.2%
Motor purchases	31.8%

LOW READERSHIP DUPLICATION

<i>Big Game Journal</i>	9.8%
<i>Billfishing</i>	5.5%
<i>Boating</i>	18.3%
<i>The Fisherman</i>	14.5%
<i>Florida Sportsman</i>	25.2%
<i>Fly Fishing in Salt Waters</i>	6.0%
<i>Marlin</i>	17.1%
<i>Motor Boating</i>	12.4%
<i>Power & Motor Yacht</i>	10.9%
<i>Saltwater Sportsman</i>	17.8%*
<i>Southern Boating</i>	2.6%
<i>Western Outdoors</i>	4.7%
<i>Yachting</i>	5.0%

* Mail Merge Existing Subscriber File December 2007

Source: 2004 Clear Research Subscriber Survey

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OFFSHORE

88.2% of *SPORT FISHING* readers FISH offshore

Artificial bait	64.5%
Billfishing	29.4%
Bottomfishing	63.3%
Dead bait	45.2%
Live bait	33.7%

INSHORE

81.1% of *SPORT FISHING* readers FISH inshore

Bay	56.8%
Flats	24.4%
Fly	11.5%

NEARSHORE

73.5% of *SPORT FISHING* readers FISH nearshore

Bottom	58.7%
Cast	31.2%
Drift	36.5%
King mackerel	27.1%

KNOWLEDGE

FISH 6.6 days per month and have FISHED 24.2 years in salt water

Advanced	49.2%
Intermediate	36.3%
Novice	8.1%
Professional	6.4%

Source: 2004 Clear Research Subscriber Survey

OWN

76.9% of *SPORT FISHING* readers OWN a boat

Average total number of boats ever owned **4.5**

Average number of boats currently owned **1.4**

LARGEST BOAT

Currently owned

Length

20' and under	29.2%
21' – 25'	32.0%
26' – 30'	20.4%
31' – 40'	13.6%
41' or over	4.9%

Mean: 25'

Median: 24'

Price

Mean: \$69,699

Median: \$30,000

Type

Center Console	34.6%
Walkaround	25.6%
Express	8.1%
Convertible	7.6%
Bay	2.8%
Flats	2.4%
Skiff	2.4%
Dual Console	1.4%
Catamaran	.9%

Source: 2004 Clear Research Subscriber Survey

PURCHASE PLAN

**31.4% of *SPORT FISHING* readers
PLAN TO BUY a boat in the next 24 months**

Power	Outboard	67.1%
	Inboard (Gas/Diesel)	22.0%
	Not Sure	11.0%
	Stern drive	N/A

Length	20' and under	18.3%
	21' – 25'	26.8%
	26' – 30'	30.5%
	31' – 40'	20.7%
	41' and over	3.7%
	Mean: 27.2'	
Median: 27'		

Price ESTIMATED TO SPEND	Less than \$30,000	35.8%
	\$30,000 – \$49,999	14.8%
	\$50,000 – \$99,999	21.0%
	\$100,000 and more	28.4%
	Mean: \$110,400	
Median: \$49,200		

Type of Boat	Walkaround/Cuddy	36.7%
	Center Console	20.2%
	Express	11.4%
	Convertible	10.1%
	Bay	6.3%
	Dual Console	5.1%
	Catamaran	5.1%
	Flats	5.1%

Source: 2004 Clear Research Subscriber Survey

OWN

68.3% of *SPORT FISHING* readers OWN outboard motors

Average total number of motors owned	2
Average percentage of motors owned with 100 hp or more	67.6%
Average cost of largest outboard owned	\$7,676
The percentage of motors purchased in the last 12 months	26.8%

LARGEST OUTBOARD

Currently owned

Horsepower

Under 50 hp	21.6%
50 – 99 hp	10.8%
100 – 149 hp	16.8%
150 – 199 hp	16.8%
200 – 249 hp	28.1%
250 +	6.0%

Mean : 132.9 hp

Median : 150.0 hp

Price

Under \$5,000	39.3%
\$5,000 – \$9,999	22.4%
\$10,000 – \$19,999	37.4%
\$20,000+	0.9%

Mean: \$7,676

Median: \$7,800

Source: 2004 Clear Research Subscriber Survey

PURCHASE PLAN

23% of *SPORT FISHING* readers

PLAN TO BUY an outboard motor in the next 24 months

Horsepower

Under 50 hp	21.2%
50 – 99 hp	7.7%
100 – 149 hp	1.9%
150 – 199 hp	13.5%
200 – 249 hp	40.4%
250 – 299 hp	13.5%
300+ hp	1.9%

Mean: 157.0 hp

Median: 200.0 hp

Price

Under \$5,000	26.8%
\$5,000 – \$9,999	12.2%
\$10,000 – \$19,999	58.5%
\$20,000+	2.4%

Mean: \$9,896

Median: \$10,400

Source: 2004 Clear Research Subscriber Survey

OWN

SPORT FISHING readers who **OWN BOATS** also
OWN marine electronics

GPS

NET: 84.2%

Fixed-mount 64.4%
Handheld 54.5%

VHF

NET: 72.8%

Fixed-mount 65.8%
Handheld 40.1%

Plotter

NET: 39.1%

Chart Plotter 35.6%
Track 17.3%

Fish finder

NET: 80.3%

Video (LCD or CRT) 57.9%
Depth (Flash or Digital) 60.4%

Radar

NET: 27.2%

Autopilot

NET: 17.3%

SSB

NET: 2.5%

**Satellite
Communication
Device**

NET: 5.0%

EPIRB

NET: 14.6%

Base: Boat owners

Source: 2004 Clear Research Subscriber Survey

PURCHASED

SPORT FISHING readers who **OWN BOATS** also
PURCHASED marine electronics in the last 12 months

GPS	Fixed-mount	15.6%
	Handheld	17.8%
VHF	Fixed-mount	12.5%
	Handheld	8.1%
Fish finder	Video (LCD or CRT)	13.3%
	Depth (Flash or Digital)	8.8%
Plotter	Charter Plotter	20.0%
	Track Plotter	2.9%
Autopilot		5.4%
Radar		10.3%

OWN

SPORT FISHING readers **OWN** an average of **13 rods and 14 reels**

Rods

	PERCENTAGE WHO OWN	AVERAGE NUMBER OWNED
Bait-casting	66.0%	5
Fly-fishing	32.4%	3
Spinning	76.1%	6
Trolling	71.8%	6

Reels

	PERCENTAGE WHO OWN	AVERAGE NUMBER OWNED
Bait-casting	64.9%	5
Fly-fishing	32.0%	3
Spinning	78.4%	7
Trolling	74.1%	7

PURCHASE PLAN

Percentage of SPORT FISHING readers who **PLAN TO BUY TACKLE** in the next 12 months

Rods

Bait-casting	14.9%
Fly-fishing	4.0%
Spinning	12.9%
Trolling	14.1%

Reels

Bait-casting	9.7%
Fly-fishing	2.4%
Spinning	12.1%
Trolling	15.3%

Source: 2004 Clear Research Subscriber Survey

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PURCHASED

Percentage of *SPORT FISHING* readers who
PURCHASED TACKLE in the last 12 months

Rods

Bait-casting	35.7%
Fly-fishing	21.4%
Spinning	34.5%
Trolling	29.6%

Reels

Bait-casting	23.8%
Fly-fishing	14.5%
Spinning	29.1%
Trolling	30.7%

PURCHASE LOCATION

Boat Show	27.2%
Factory Direct	20.8%
Internet	34.8%
Mail-Order Catalog	56.0%
Marina	22.8%
Mass Merchants	32.8%
Specialty Tackle Shop	78.4%
Sporting Goods Dealer	66.4%

Source: 2004 Clear Research Subscriber Survey

OWN

SPORT FISHING readers OWN accessories

BOAT

	PERCENTAGE WHO OWN	AVERAGE NUMBER OWNED
Anchor	72.3%	2
Bilge Pump	70.9%	2
Bimini Top/Enclosure/Cover	47.4%	1
Davits/Lift System	10.3%	1
Live-Bait System	51.6%	1
Survival Life Raft	16.9%	1
Trailer	71.4%	1
Trim Tabs	35.7%	1
Watermaker/Desalinator	4.2%	1
Windlass	18.8%	1

POWER

Generator	18.3%	1
Marine Battery	77.0%	2
Outboard Motor Bracket	22.1%	1
Power Inverter	16.0%	1
Spare Prop	46.9%	2
Trolling Motor	31.5%	1

OTHER

Binoculars	70.4%	2
Pair of Deck Shoes	56.8%	2
Fire Extinguisher	76.1%	2
Flares/Distress Signals	71.4%	2
Foul Weather Gear	65.3%	2
Pair of Polarized Sunglasses	73.2%	2

Source: 2004 Clear Research Subscriber Survey

**ACCESSED
INFORMATION**

**79.9% of *SPORT FISHING* readers
ACCESSED the Internet in the last 30 days**

**ACCESSED
RESEARCH**

Used the Internet to research products

Boats	78.9%
Fishing equipment	59.3%
Fishing trips and/or travel	43.6%
Marine electronics	40.7%
Other equipment and accessories	59.3%
Outboard motors	23.5%

PURCHASED

Made a purchase based on Internet research

Boats	5.0%
Fishing equipment	51.7%
Fishing trips and/or travel	20.4%
Marine electronics	20.9%
Other equipment and accessories	33.3%
Outboard motors	3.0%

**ONLINE
PURCHASE PLAN**

Plan to purchase products on the Internet

Boats	7.4%
Fishing equipment	58.6%
Fishing trips and/or travel	27.6%
Marine electronics	29.6%
Other equipment and accessories	36.5%
Outboard motors	6.4%

Source: 2004 Clear Research Subscriber Survey

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OWN PROPERTY

SPORT FISHING readers are property owners

71.4% of Boat Owners own a Vacation Home

PRIMARY RESIDENCE

Own	85.3%
Waterfront	20.1%
Valued over \$500,000	29.2%
Average market value	\$475,000

VACATION / WEEKEND HOME

Own	24.5%
Waterfront	68.6%
Average market value	\$443,000

Source: 2004 Clear Research Subscriber Survey

TRAVEL PATTERNS

***SPORT FISHING* readers'
TRAVEL PATTERNS for the last 12 months**

Took a domestic fishing trip	60.7%
Took an international fishing trip	27.6%
Chartered a boat	46.1%
Average number of charter trips	3.3
Average spent on travel per reader per year	\$4,500

DOMESTIC

Florida	47.5%
Keys	34.0%
Panhandle	5.0%
Other	25.0%

Other U.S.	49.0%
Alabama	4.5%
California	8.5%
Hawaii	3.5%
Louisiana	6.0%
North Carolina	19.0%
South Carolina	6.5%
Texas	6.0%

INTERNATIONAL

Mexico	21.2%
Caribbean	18.1%
Bahamas	8.1%
Central America	9.3%
Hawaii	3.5%

BOAT CHARTERS

Chartered	46.1%
Inshore	16.6%
Offshore	30.9%
Head/party	14.5%

Source: 2004 Clear Research Subscriber Survey

SPORT FISHING

THE MAGAZINE OF SALTWATER FISHING

2008 DISPLAY RATES

	1X	5X	10X
Four Color			
■ Spread	\$37,020	\$34,245	\$31,465
■ Full-Page	19,485	18,020	16,560
■ 2/3 Page	15,185	14,040	12,905
■ 1/2 Page (Isl)	13,645	12,625	11,600
■ 1/2 Page	12,470	11,535	10,600
■ 1/3 Page	9,740	9,015	8,280
■ 1/4 Page	7,705	7,130	6,545
■ 1/6 Page	6,060	5,605	5,150

	1X	5X	10X
Two Color			
■ Spread	\$31,325	\$28,975	\$26,630
■ Full-Page	16,480	15,240	14,005
■ 2/3 Page	13,355	12,360	11,355
■ 1/2 Page (Isl)	11,545	10,680	9,810
■ 1/2 Page	10,400	9,620	8,840
■ 1/3 Page	8,240	7,620	7,000
■ 1/4 Page	6,380	5,905	5,425
■ 1/6 Page	4,950	4,580	4,205

	1X	5X	10X
Black & White			
■ Spread	\$25,900	\$23,955	\$22,015
■ Full-Page	13,635	12,610	11,585
■ 2/3 Page	10,485	9,695	8,910
■ 1/2 Page (Isl)	8,855	8,190	7,529
■ 1/2 Page	7,965	7,370	6,770
■ 1/3 Page	5,815	5,375	4,945
■ 1/4 Page	4,485	4,145	3,810
■ 1/6 Page	3,105	2,865	2,635

	1X	5X	10X
Covers & Special Positions			
■ Cover 2	\$23,380	\$21,625	\$19,870
■ Cover 3	22,405	20,725	19,055
■ Cover 4	24,355	22,525	20,705
■ Pages 3, 4, 7 & 9	21,435	19,835	18,225

	15X	20X	25X	30X
Bulk Rates				
■ Black & White	\$11,245	\$11,040	\$10,700	\$10,495
■ Two Color	13,595	13,345	12,935	12,685
■ Four Color	16,075	15,780	15,295	15,000

NOTE: Rates are gross, agency commissionable.

Rate Card No. 23

Effective Date of Rates:

January 2008 Issue

Rate Base: 150,000

SPECIAL ISSUE RATES (FIXED FORMAT)

January Boat Buyers Source Book: (Net)

	1X Rate
■ 1/2 Page, 4-Color	\$4,460
<i>(with display ad, only \$3,680)</i>	

February Travel Section: (Net)

	1X Rate
■ 1/6 Page, 4-Color	\$1,205

Buyers Guide Advertorial: (Net)

■ Full Page, 4-Color	\$8,780
■ 1/2 Page, 4-Color	5,445

CLOSING DATES

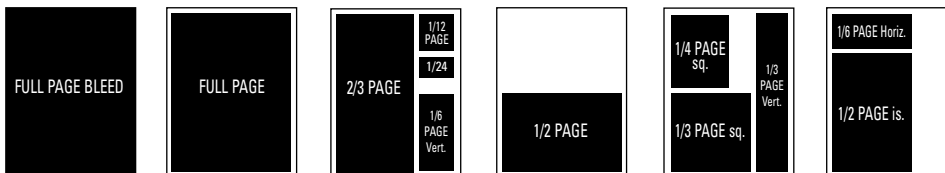
2008 Issue	Reserve Space	Material Due	On Sale Date
January	11/05/07	11/07/07	12/25/07
February	12/06/07	12/10/07	01/29/08
March	01/07/08	01/11/08	02/26/08
April	02/04/08	02/08/08	03/25/08
May	03/10/08	03/14/08	04/29/08
June	04/07/08	04/11/08	05/27/08
July/Aug	05/12/08	05/16/08	07/01/08
Sept/Oct	07/07/08	07/11/08	08/26/08
Buyers Guide*	08/11/08	08/15/08	10/07/08
Nov/Dec	09/15/08	09/19/08	11/04/08

*Buyers Guide on sale for 12 weeks

AD SIZES

	Width	x	Height
FULL PAGE TRIM SIZE	8-1/8" (8.125")		10-3/4" (10.75")
FULL PAGE WITH BLEED	8-3/8" (8.375")		11"
FULL PAGE (live area)	7"		10"
2-PAGE SPREAD BLEED	16-1/2" (16.5")		11"
2-PAGE SPREAD TRIM	16-1/4" (16.25")		10-3/4" (10.75")
2/3 PAGE VERTICAL ONLY	4-9/16" (4.5625")		10"
1/2 PAGE HORIZONTAL	7"		4-7/8" (4.875")
1/2 PAGE ISLAND	4-9/16" (4.5625")		7-3/8" (7.375")
1/3 PAGE VERTICAL	2-3/16" (2.1875")		10"
1/3 PAGE SQUARE	4-9/16" (4.5625")		4-7/8" (4.875")
1/4 PAGE SQUARE	3-3/8" (3.375")		4-7/8" (4.875")
1/6 PAGE VERTICAL	2-3/16" (2.1875")		4-7/8" (4.875")
1/6 PAGE HORIZONTAL	4-9/16" (4.5625")		2-3/8" (2.375")
1/12 PAGE SQUARE	2-3/16" (2.1875")		2-3/8" (2.375")
1/24 PAGE HORIZONTAL	2-3/16" (2.1875")		1-1/8" (1.125")

Hold live matter 1/2" from trim on all sides of full page ads.



GENERAL CONDITIONS

- Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
- All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertisers index.
- Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
- Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
- Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher.

- Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
- Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.
- Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
- Until credit is approved, Advertisements are run on a prepaid basis only.

SHIPPING INSTRUCTIONS

Questions? Please contact Tricia Mitchelson, Production Manager, at 407-571-4666 or tricia.mitchelson@bonniercorp.com.

PHOTOS, COPY, LOGOS, MATERIALS, ETC.
FOR AD DESIGN SERVICES AT
SPORT FISHING SHIP TO:
 Sport Fishing
 Production Manager
 460 North Orlando Avenue, Suite 200
 Winter Park, FL 32789
 Phone 407-571-4666

FINAL AD MATERIALS
(READY TO PRINT)
SHIP TO:
 RR Donnelley & Sons Company
 Lancaster PreMedia Center
 Attn: Sport Fishing Ad Management Module
 216 Greenfield Road, Lancaster, PA 17601
 Phone 717-481-2890

DIGITAL REQUIREMENTS

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

AD SIZES: All ads must be created to exact size specifications on the rate card or will incur charges for re-sizing. No live matter within 1/4" of gutter or trim on full page or spread ads.

PREFERRED FORMAT: PDF/X-1a format is the preferred file format for submission. When preparing PDF/X-1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see <http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf> for guidelines and instructions.

ACCEPTED FORMATS: InDesign or QuarkXPress for Macintosh with associated graphic files and fonts. Files should conform to SWOP guidelines and total area density should not exceed 300%. View specifications online at www.swop.org. To ensure you have all the necessary files, including fonts, use the InDesign "Package" feature or Quark "Collect For Output."

Other Desktop Application Files such as Illustrator or Photoshop are also accepted.

• **Fonts:** All native format files must be accompanied by the screen and printer fonts used in those files. Apple TrueType fonts should not be used. Black type on white background should be defined as 100% black ONLY.

• **Photos:** All four-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale. If RGB images are in supplied file, we will automatically convert to CMYK at \$15 per image.

• **Graphics:** TIFF; EPS (for Illustrator and Freehand EPS files, fonts must accompany file even if text has been converted to paths); JPEG (charges will be added for images requiring conversion to TIFF or EPS).

PROOFS: For full page and spread ads, advertisers MUST submit a contract-level digital proof at 100% that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof at a charge of \$42 per page. The publisher and printer will not accept responsibility when contract proofs are not submitted.

ELECTRONIC TRANSMISSIONS: Ad files can be delivered via our Ad Portal at <http://www.rrd-lpc.com/bonnier>. For ads supplied electronically advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof at a charge of \$11 will be sent to advertiser for approval and an Epson proof will be made at \$42 per page for full page ads and spreads. We do not accept ads via e-mail.

FOR MORE INFORMATION: Contact your Sport Fishing production manager at 407-571-4666.

Electronic files are stored for one year only, unless otherwise requested in writing.

BINDING: Perfect, foot jog.

INSERTS: Consult your advertising representative.

The publisher and printer will not accept responsibility when contract proofs are not submitted.

Production and prepress services are available; rates upon request.

SPORT FISHING

THE MAGAZINE OF SALTWATER FISHING

2008 INTERNATIONAL ANGLER, MARKETPLACE, CHARTER BOATS, RESORTS, TOURNAMENTS & MANUFACTURER BROKERAGE RATES

	1X	5X	10X
Four Color			
■ Full Page	\$8,295	\$7,465	\$7,050
■ 2/3 Page	6,465	5,825	5,495
■ 1/2 Page (Isl)	5,725	5,140	4,860
■ 1/2 Page (H)	5,150	4,620	4,375
■ 1/3 Page	3,555	3,195	3,025
■ 1/4 Page	2,720	2,440	2,315
■ 1/6 Page	2,085	1,870	1,770
■ 2" Col/1/12 Page	1,185	1,025	905
■ 1" Col/1/24 Page	690	595	525

	1X	5X	10X
Two Color			
■ Full Page	\$6,590	\$5,920	\$5,270
■ 2/3 Page	5,200	4,680	4,160
■ 1/2 Page (Isl)	4,600	4,130	3,670
■ 1/2 Page (H)	4,090	3,685	3,280
■ 1/3 Page	2,755	2,485	2,215
■ 1/4 Page	2,185	1,960	1,745
■ 1/6 Page	1,465	1,325	1,170
■ 2" Col/1/12 Page	775	660	595
■ 1" Col/1/24 Page	420	350	315

	1X	5X	10X
Black & White			
■ Full Page	\$4,880	\$4,390	\$3,900
■ 2/3 Page	3,745	3,365	3,005
■ 1/2 Page (Isl)	3,315	2,975	2,645
■ 1/2 Page (H)	2,910	2,625	2,345
■ 1/3 Page	1,960	1,765	1,570
■ 1/4 Page	1,495	1,340	1,190
■ 1/6 Page	1,000	905	760
■ 2" Col/1/12 Page	515	440	395
■ 1" Col/1/24 Page	285	240	205

Word Listings

Per Word \$4.25 20 Word Minimum

NOTE: Rates are net, non-commissionable.

Rate Card No. 23

Effective Date of Rates:

January 2008 Issue

Rate Base: 150,000

SPECIAL ISSUE RATES (FIXED FORMAT)

January Boat Buyers Source Book: (Net)

	1X Rate
■ 1/2 Page, 4-Color	\$4,460

(with display ad, only \$3,680)

February Travel Section: (Net)

	1X Rate
■ 1/6 Page, 4-Color	\$1,205

Buyers Guide Advertorial: (Net)

■ Full Page, 4-Color	\$8,780
■ 1/2 Page, 4-Color	5,445

CLOSING DATES

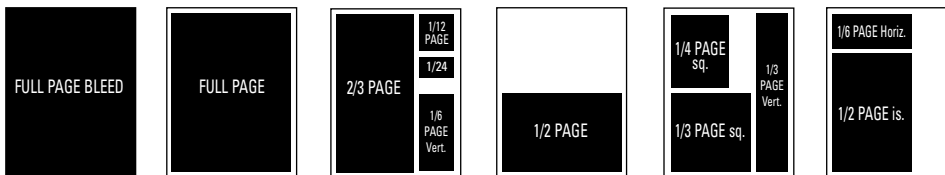
2008 Issue	Reserve Space	Material Due	On Sale Date
January	11/05/07	11/07/07	12/25/07
February	12/06/07	12/10/07	01/29/08
March	01/07/08	01/11/08	02/26/08
April	02/04/08	02/08/08	03/25/08
May	03/10/08	03/14/08	04/29/08
June	04/07/08	04/11/08	05/27/08
July/Aug	05/12/08	05/16/08	07/01/08
Sept/Oct	07/07/08	07/11/08	08/26/08
Buyers Guide*	08/11/08	08/15/08	10/07/08
Nov/Dec	09/15/08	09/19/08	11/04/08

*Buyers Guide on sale for 12 weeks

AD SIZES

	Width	x	Height
FULL PAGE TRIM SIZE	8-1/8" (8.125")		10-3/4" (10.75")
FULL PAGE WITH BLEED	8-3/8" (8.375")		11"
FULL PAGE (live area)	7"		10"
2-PAGE SPREAD BLEED	16-1/2" (16.5")		11"
2-PAGE SPREAD TRIM	16-1/4" (16.25")		10-3/4" (10.75")
2/3 PAGE VERTICAL ONLY	4-9/16" (4.5625")		10"
1/2 PAGE HORIZONTAL	7"		4-7/8" (4.875")
1/2 PAGE ISLAND	4-9/16" (4.5625")		7-3/8" (7.375")
1/3 PAGE VERTICAL	2-3/16" (2.1875")		10"
1/3 PAGE SQUARE	4-9/16" (4.5625")		4-7/8" (4.875")
1/4 PAGE SQUARE	3-3/8" (3.375")		4-7/8" (4.875")
1/6 PAGE VERTICAL	2-3/16" (2.1875")		4-7/8" (4.875")
1/6 PAGE HORIZONTAL	4-9/16" (4.5625")		2-3/8" (2.375")
1/12 PAGE SQUARE	2-3/16" (2.1875")		2-3/8" (2.375")
1/24 PAGE HORIZONTAL	2-3/16" (2.1875")		1-1/8" (1.125")

Hold live matter 1/2" from trim on all sides of full page ads.



GENERAL CONDITIONS

- Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
- All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertisers index.
- Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
- Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
- Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher.

- Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
- Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.
- Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
- Until credit is approved, Advertisements are run on a prepaid basis only.

SHIPPING INSTRUCTIONS

Questions? Please contact Tricia Mitchelson, Production Manager, at 407-571-4666 or tricia.mitchelson@bonniercorp.com.

PHOTOS, COPY, LOGOS, MATERIALS, ETC.
FOR AD DESIGN SERVICES AT
SPORT FISHING SHIP TO:
 Sport Fishing
 Production Manager
 460 North Orlando Avenue, Suite 200
 Winter Park, FL 32789
 Phone 407-571-4666

FINAL AD MATERIALS
(READY TO PRINT)
SHIP TO:
 RR Donnelley & Sons Company
 Lancaster PreMedia Center
 Attn: Sport Fishing Ad Management Module
 216 Greenfield Road, Lancaster, PA 17601
 Phone 717-481-2890

DIGITAL REQUIREMENTS

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

AD SIZES: All ads must be created to exact size specifications on the rate card or will incur charges for re-sizing. No live matter within 1/4" of gutter or trim on full page or spread ads.

PREFERRED FORMAT: PDF/X-1a format is the preferred file format for submission. When preparing PDF/X-1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see <http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf> for guidelines and instructions.

ACCEPTED FORMATS: InDesign or QuarkXPress for Macintosh with associated graphic files and fonts. Files should conform to SWOP guidelines and total area density should not exceed 300%. View specifications online at www.swop.org. To ensure you have all the necessary files, including fonts, use the InDesign "Package" feature or Quark "Collect For Output."

Other Desktop Application Files such as Illustrator or Photoshop are also accepted.

- Fonts:** All native format files must be accompanied by the screen and printer fonts used in those files. Apple TrueType fonts should not be used. Black type on white background should be defined as 100% black ONLY.

- Photos:** All four-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale. If RGB images are in supplied file, we will automatically convert to CMYK at \$15 per image.

- Graphics:** TIFF, EPS (for Illustrator and Freehand EPS files, fonts must accompany file even if text has been converted to paths); JPEG (charges will be added for images requiring conversion to TIFF or EPS).

PROOFS: For full page and spread ads, advertisers MUST submit a contract-level digital proof at 100% that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof at a charge of \$42 per page. The publisher and printer will not accept responsibility when contract proofs are not submitted.

ELECTRONIC TRANSMISSIONS: Ad files can be delivered via our Ad Portal at <http://www.rrd-lpc.com/bonnier>. For ads supplied electronically advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof at a charge of \$11 will be sent to advertiser for approval and an Epson proof will be made at \$42 per page for full page ads and spreads. We do not accept ads via e-mail.

FOR MORE INFORMATION: Contact your Sport Fishing production manager at 407-571-4666.

Electronic files are stored for one year only, unless otherwise requested in writing.

BINDING: Perfect, foot jog.

INSERTS: Consult your advertising representative.

The publisher and printer will not accept responsibility when contract proofs are not submitted.

Production and prepress services are available; rates upon request.