

2012 *InTheBite* Magazine Media Planner

# InTheBite®

THE PROFESSIONALS' SPORTFISHING MAGAZINE

Since 2000

## **Advertising:**

*Is paid communication from an identified sponsor using mass media to persuade or influence an audience.*

*"If your product or service has any value to the avid blue water fishermen, rest assured your advertising investment with InTheBite will be seen by the Professional Big game Sportfishing Community. Our goal is for you to think of us as an extension of your sales force through the pages of our magazine."*

*Dale Wills, publisher*

InTheBite Magazine LLC.

207 E. Blue Heron Blvd., Suite 2 • Riviera Beach, FL 33404

Phone 561.863.1330 • Fax 561.863.1363

# 2012 *InTheBite* Magazine Media Planner

## Why is ***InTheBite*** Magazine Right For You!

We offer what nobody else does — a readership made up of the most knowledgeable and well informed big game sportfishing enthusiasts in the world. We do not claim to be a magazine for everyone. Our editorial relates to the avid fisherman, not the arm chair fisherman dreaming of catching one billfish. Our readers are catching billfish and shaping the industry of sportfishing as it unfolds. The name ***InTheBite*** is a term derived from professional boat captains who communicate and monitor fishing activity by how many “bites” they or their colleagues have on any given day. Our magazine is committed to being “***InTheBite***” and filling the need of the avid fishing community with timely news and features which professional captains, boat owners, mates and anglers read cover to cover every six weeks. At best, other big game sportfishing magazines cater to the professional fisherman as secondary readership. ***InTheBite's*** success is a result of identifying and creating a community of professional crew as its primary market. If your product(s) has an impact during the multi-million dollar boat building process or outfitting the fishing needs of offshore fisherman, you can be certain the professional crew community has an influence on the decision making process and ultimately your bottom line. Your message will impact the readers of ***InTheBite***, ***The Professionals' Sportfishing Magazine*** and the industry.



## Why is ***InTheBite*** Magazine So Popular?

Two words — Content and Credibility! Each issue we feature timely technical rigging techniques, crew news, industry polls, and feature articles by veteran crew who are experts in the field. New techniques are being created every day and ***InTheBite*** magazine prides itself on delivering it to our readers. The high level of credibility we have achieved did not come easy. Our passion to deliver new editorial content is a challenge, but because we have identified a unique niche in the saturated big game fishing magazine market, the challenge has become narrowing down the abundance of unique editorial ideas into each issue. We encourage you to ask around and see what others are saying about us. Nobody matches our ROI from an advertising perspective and our readers (your clients) look forward to each and every issue. It's easy to see why ***InTheBite*** magazine is popular — isn't it?

InTheBite Magazine LLC.  
207 E. Blue Heron Blvd., Suite 2 • Riviera Beach, FL 33404  
Phone 561.863.1330 • Fax 561.863.1363

# 2012 *InTheBite* Magazine Media Planner

## Reader Profile & Market:

### Avid Big Game Offshore Market

- Average boat cost \$1 million plus
- Average investment in fishing related assets \$400k plus
- 93% male
- Average age 41 years
- Average experience 20 years
- Boat usage over 10 times the National Average
- Extreme upper income group

## ***InTheBite*** Professional Crew' Demographics:

- Median Household income \$60k-\$69k, 30% over \$80k, 18% over \$100k
- 74% of sportfishing boat owners seek employed crews expert advice on fishing or boat related purchases
- 60% compete in Big Game Tournaments both Domestic & International
- 63% of professional crew' make a career of running boats over 20 years
- \$200k average annual boat expense budget
- Professional crew have the biggest influence on employer spending
- 68% licensed captains

---

## 2012 Circulation:

Circulation	7,000
Total Readership	25,000
Frequency	Every 6 Weeks

---

## ***InTheBite*** Reader Survey:

- 86% of ***InTheBite*** readers surveyed are "Most Likely" to use our advertisers
- 4.6 Rating based on the overall enjoyment of ***InTheBite*** magazine (1 being poor- 5 being excellent)
- 90% of ***InTheBite*** readers surveyed pass a copy to people outside the household

## Each Issue Features The Latest:

- Crew News of Interest
- Professional Tackle Tips
- New Boat Reviews
- Top Industry Captains
- Expert Crew Advice
- Feature Articles from Industry Leading Authors
- Offshore Tournament Coverage
- Fishing Reports
- Latest Trends and Designs in Sportfishing Yachts
- Classifieds:
  - Employment
  - Job Boards
  - Boat and Tackle Sales

***InTheBite*** is distributed by paid subscriptions, targeted retail establishments and bonus tournament circulation worldwide. The primary targeted distribution is big game enthusiasts from Texas eastward along the Gulf of Mexico to Florida and along the U.S. Eastern seaboard.

## Additional Distribution:

- Caribbean
- Marinas and Yacht Clubs
- Fishing Clubs
- Tackle Stores
- Boating Resorts
- Costa Rica
- Boat Shows
- Airports
- Marine Hardware Stores

## Bonus Tournament Distribution:

- Bahamas Billfish Championship, 5 Bahamas Tournaments
- Bermuda Triangle Series, Bermuda
- Bertram Hatteras Shootout, Abaco Bahamas
- Biloxi Billfish Tournament, Mississippi
- Charleston Billfish Tournament, South Carolina
- Fort Lauderdale Billfish Tournament, Florida
- Mid-Atlantic 500, New Jersey
- Pelican Yacht Club Invitational, Florida
- Pirates Cove Tournament, North Carolina
- Puerto Rico Billfish Tournament, Puerto Rico
- USVI Boy Scout Tournament, Virgin Islands
- Venezuela Grand Slam Tournaments, Venezuela
- White Marlin Open, Maryland

For a complete list visit [www.inthebite.com](http://www.inthebite.com) and click "tournament calendar."

InTheBite Magazine LLC.  
207 E. Blue Heron Blvd., Suite 2 • Riviera Beach, FL 33404  
Phone 561.863.1330 • Fax 561.863.1363

# 2012 InTheBite Magazine Media Planner

## 2012 Advertising Rates:

Covers	4 Issues	8 Issues
Inside Cover 1	\$1,500.00	\$1,350.00
Inside Cover 2	\$1,500.00	\$1,350.00
Inside Back Cover	\$1,500.00	\$1,350.00
Back Cover		\$1,500.00

4 Color	1 Issue	4 Issues	8 Issues
Full Page	\$1,500.00	\$1,375.00	\$1,175.00
1/2 Page Vertical	\$ 950.00	\$ 840.00	\$ 700.00
1/2 Page Horizontal	\$ 950.00	\$ 840.00	\$ 700.00
1/4 Page	\$ 680.00	\$ 575.00	\$ 450.00

B/W	1 Issue	4 Issues	8 Issues
Full Page	\$1,400.00	\$1,175.00	\$ 975.00
1/2 Page Vertical	\$ 865.00	\$ 675.00	\$ 540.00
1/2 Page Horizontal	\$ 865.00	\$ 675.00	\$ 540.00
1/4 Page	\$ 600.00	\$ 425.00	\$ 310.00

### Marine Service Directory:

1/12 Page	\$800 for 8 issues	\$500.00 for 4 issues
1/6 Page	\$1,600 for 8 issues	\$1,000 for 4 issues

Preferred Position: 10% subject to availability  
 Artwork & Ad Creation: \$125.00/hr

*\*Based on Publishers Approval*

Spot Color ads are sold on availability \$100.00 per ad charge will apply.  
 Agency commissions need to be discussed with Publisher.

### Special Captain's Guide pricing for non-contractual agreements are as follows:

- Double Page Spread \$2,400.00
- Full Page \$1,375.00 (Color)
- Full Page \$1,000.00 (Blk/White)
- 1/2 Page \$850.00 (Color)
- 1/2 Page \$650.00 (Blk/White)
- 1/4 Page \$550.00 (Color)
- 1/4 Page \$400.00 (Blk/White)



## 2012 SCHEDULE

Issue	Sales Close	Material Deadline	Distribution
<b>DOUBLE ISSUE: CAPTAIN'S GUIDE/JAN. - FEB. 2012</b>	NOVEMBER 29, 2011	DECEMBER 6, 2011	MID-JANUARY 2012
MARCH 2012	JANUARY 10, 2012	JANUARY 17, 2012	MARCH 2012
APRIL - MAY 2012	FEBRUARY 21, 2012	FEBRUARY 28, 2012	MID-APRIL 2012
JUNE 2012	APRIL 10, 2012	APRIL 17, 2012	JUNE 2012
JULY - AUGUST 2012	MAY 22, 2012	MAY 29, 2012	MID-JULY 2012
SEPTEMBER 2012	JULY 10, 2012	JULY 17, 2012	SEPTEMBER 2012
OCTOBER - NOVEMBER 2012	AUGUST 21, 2012	AUGUST 28, 2012	MID-OCTOBER 2012
DECEMBER 2012	OCTOBER 11, 2012	OCTOBER 16, 2012	DECEMBER 2012
<b>DOUBLE ISSUE: CAPTAIN'S GUIDE/JAN. - FEB. 2013</b>	NOVEMBER 27, 2012	DECEMBER 4, 2012	MID-JANUARY 2013

InTheBite Magazine LLC.  
 207 E. Blue Heron Blvd., Suite 2 • Riviera Beach, FL 33404  
 Phone 561.863.1330 • Fax 561.863.1363

# 2012 *InTheBite* Magazine Insertion Order

Fax signed insertion order to: 561.863.1363

Payment must accompany insertion order. All ads will be prepaid prior to publication. Payment should be made out to *InTheBite* in the form of U.S. funds – Check or Money Order. No Terms will be provided for 2012.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contract for 2012/2013:  (8) Issues  (4) Issues  (1) Issues  Captain's Guide

Ad Size:  Full Page  1/2 Page Vert.  1/2 Page Horiz.  1/4 Page  
 2 Page Spread *Marine Service Directory* —  1/6 or  1/12

Ad Color Format:  Process Color  Black & White

Create Ad:  Yes (\$125.00/hr)  No

Start Issue: \_\_\_\_\_ End Issue: \_\_\_\_\_

Internet Advertising:  Package 1  Package 2

Total: \$ \_\_\_\_\_ x \_\_\_\_\_ Issue = \$ \_\_\_\_\_

Additional Information: \_\_\_\_\_

Sales Rep:

***InTheBite Policies:*** *InTheBite* will not be responsible for errors appearing in the ads that have a signed proof authorized by the advertiser. *InTheBite* will be responsible for errors appearing in ads only to the extent of correcting the same ad size in the following issue. *InTheBite* reserves the right to refuse, cancel or edit advertising at anytime.

**Rates:** Rates are published per issue. Rates are **NET**. Commissions to be added by agency.

**Deadlines:** Ad copy must be received 10 business days prior to publication date. In the event that changes are needed to an existing ad and are not delivered to *InTheBite* in writing 14 days prior to publication date, the advertiser agrees to the insertion of a previous issue ad.

**Cancellations:** Contracts canceled before fulfillment of ads may result in additional charges based on a rate for the actual number of ads run to date. Cancellations must be received in writing 2 weeks prior to the next publication.

**Customer Submitted Art Files:** Any files sent in any other way than listed on the "Mechanical Specifications" guidelines will be subject to a \$65 art charge to convert to the specified size, file type, or color mode.

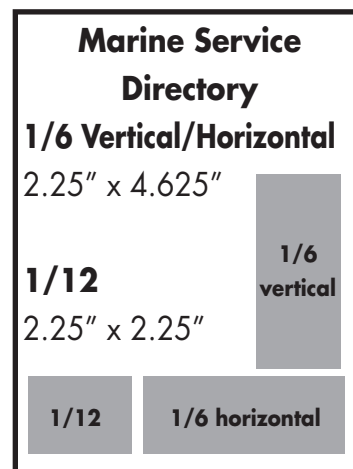
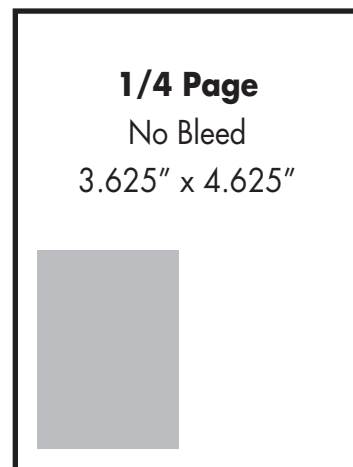
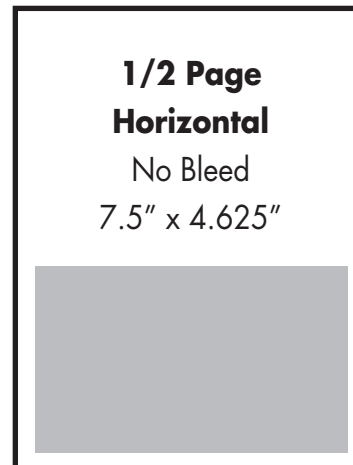
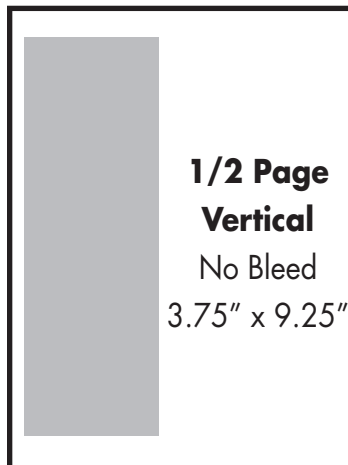
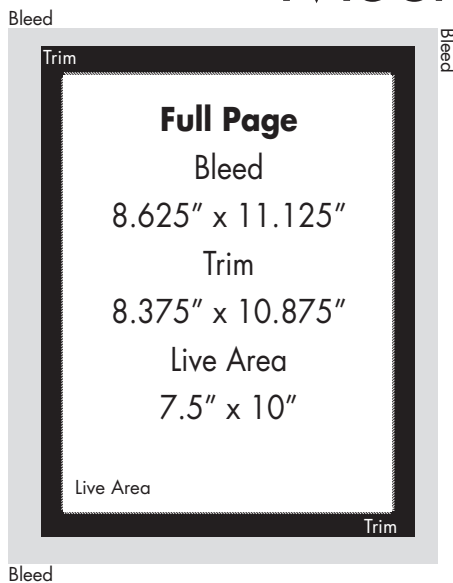
Advertiser Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*\*All payments are due upon receipt to avoid disruption in your service. Payments not received within 30 days are subject to a finance charge.*

InTheBite Magazine LLC.  
207 E. Blue Heron Blvd., Suite 2 • Riviera Beach, FL 33404  
Phone 561.863.1330 • Fax 561.863.1363

# 2012 *InTheBite* Magazine Media Planner

## Mechanical Specifications



### Ad/Artwork Specifications:

The Publisher will not accept responsibility on non-compliant formats.

### Accepted File Formats:

PDF, JPEG or TIFF, all files must be saved at 300 DPI with a 133-150 linescreen. The file must be actual size with the fonts embedded or converted to outlines and in CMYK or Greyscale color mode. Failure to include fonts may result in font substitution at publisher's discretion or loss of text.

### Acceptable Programs:

InDesign, Quark Xpress, Adobe Photoshop, and Adobe Illustrator. *No web images accepted.*

### File Requirements:

- Complete and sign an "Insertion Order/Policies Form"
- Digital files should be submitted on CD or DVD with hardcopy proof for files over 1.5mb.
- Ads may also be uploaded to our FTP site: [www.inthebite.net/upload](http://www.inthebite.net/upload)
- Artwork can be in Mac or PC format.
- All documents must have the three letter program file extension
- Include a high-res print out of the document you are sending
- Include all TIFF, JPEG or PDF photos or artwork
- Add .25" to perimeter of ad for bleeds
- Allow .375" from trim for all live matter
- Fonts must be MAC/PC format.
- Reversed out type in 2/Color to 4/Color CANNOT be less than 9 pt in size.

*Any files sent in any other way than listed above will be subject to a \$65 art charge to convert to the specified size, file type, or color mode.*

### Electronic Delivery of Files:

All files may be submitted electronically. Instead of a high-res print out please include a PDF file for ad proof. Compress files using WinZip or Stuffit compression programs.

- Upload files at: [www.inthebite.net/upload](http://www.inthebite.net/upload)
  - Email small files (-1.5 MB) to [dwill@inthebite.net](mailto:dwill@inthebite.net)
- Mail Delivery of Files: **Attn: Advertising • 207 E. Blue Heron Blvd., Suite 2 • Riviera Beach, Florida 33404**

InTheBite Magazine LLC.  
207 E. Blue Heron Blvd., Suite 2 • Riviera Beach, FL 33404  
Phone 561.863.1330 • Fax 561.863.1363

# 2012 *InTheBite* Internet Media Planner

## Package 1

Leaderboard Banner (728 x 90) Run of Site (ROS) random rotation on top of web page

Button Banner (120 x 90) random rotation on either left or right border of web page

3x *InTheBite* E-Newsletter Banner Sponsor with a Button Banner (120 x 90)

Placement according to availability

**\$3,000.00 (Per 12 month contract only)**

## Package 2

Button Banner (120 x 90) random rotation on either left or right border of web page

1x *InTheBite* E-Newsletter Banner Sponsor with a Button Banner (120 x 90)

Placement according to availability

**\$1,500.00 (Per 12 month contract only)**

## Ad Specifications

We can accept static or animated gifs or jpegs; we can accept flash files and rich media if accompanied by a back-up gif or jpeg. Maximum file size: 40k. E-mail your ad to your sales representative or to [dwills@inthebite.com](mailto:dwills@inthebite.com) along with the URL link for the ad. Maximum 5 second loop per animation.

### Leaderboard (Max size 40 kb)

[728x90] These appear at the top of the page. Available placements: run-of-site

### Button (Max size 10 kb)

[120 x 90] These appear on the left or right side of pages. Available placements: run of site and sub sections

### Minimum purchase: \$1,500.00

Banner performance statistics available upon request.

*Please contact [dwills@inthebite.com](mailto:dwills@inthebite.com) for availability.*

*\*Note - message forum banner placement is not included. No banners are presently displayed on forum.*

InTheBite Magazine LLC.  
207 E. Blue Heron Blvd., Suite 2 • Riviera Beach, FL 33404  
Phone 561.863.1330 • Fax 561.863.1363