



2024 **BASSMASTER** 
B.A.S.S. TIMES 
PRINT MEDIA KIT



2024 Bassmaster National Advertising Rates

500,000
RATE BASE

9x/year
FREQUENCY

Bassmaster® Magazine Launched in 1968 as the membership magazine of the Bass Anglers Sportsman Society, Bassmaster is the ultimate authority on bass fishing for anglers of every skill level. Each issue is a must-read for a broad community of fishing enthusiasts covering topics such as:

- How-to fishing techniques
- The latest new gear options and gear reviews
- Suggestions of the best places to fish
- Interviews with pro anglers
- The science behind fishing and more



PREMIUM POSITIONS

Cover 2 Spread	\$51,000
Cover 3	\$28,000
Cover 4	\$28,000

4-COLOR

Full Page	\$30,000
1/2	\$19,000

Frequency	3x	6x	9x
Discounts	3%	6%	9%

2024 Real Rates

We have updated print rates for 2024 to increase transparency and clarity to the process of media purchasing. In the past, the industry standard of buying print was an exercise in haggling. We are removing this time-consuming and archaic step in the purchasing process. Now, based on our actual costs to produce the product, and considering the size and rabidity of our membership circulations of Bassmaster and B.A.S.S. Times, we are publishing Real Rates. We believe this will help with purchasing decisions and know that the ROI will be exceptional. If you have any further questions about rates and additional frequency discounts, please reach out to a sales associate.

All orders are noncancelable after closing date. No penalty for ads that bleed.

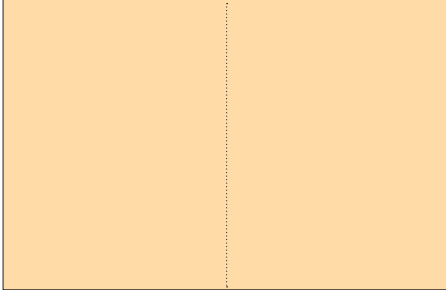
2024 Bassmaster Advertising Due Dates



	Gatefold/ Gimmick Confirmation	Advertising Closing	Ad Material Due	Inserts Due	Begin Mailing	Estimated In-Home (Start)
Jan/Feb	10/17/23	11/16/23	11/20/23	12/01/23	12/06/23	12/29/23
Classic Preview	11/28/23	12/28/23	1/03/24	1/12/24	1/18/24	2/10/24
March	12/19/23	1/18/24	1/22/24	2/02/24	2/08/24	3/02/24
April	1/09/24	2/08/24	2/12/24	2/23/24	2/29/24	3/23/24
May	2/13/24	3/07/24	3/14/24	3/29/24	4/04/24	4/27/24
June	3/12/24	4/11/24	4/15/24	4/26/24	5/02/24	5/25/24
July/Aug	4/09/24	5/09/24	5/13/24	5/24/24	5/30/24	6/22/24
Sept/Oct	6/11/24	7/11/24	7/15/24	7/26/24	8/01/24	8/24/24
Nov/Dec	8/13/24	9/12/24	9/16/24	9/27/24	10/03/24	10/26/24

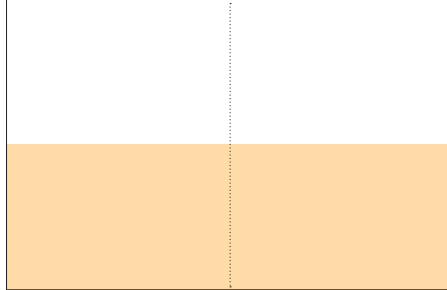
Bleed Ads No penalty for ads that bleed.

SPREAD*



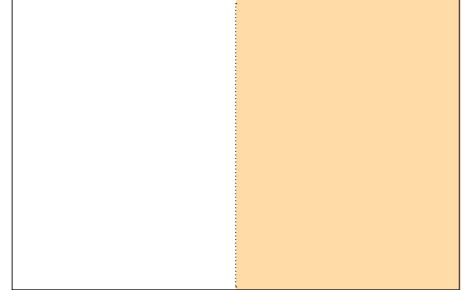
Bleed: 16" x 10.75"
Trim: 15.75" x 10.5"
Live Area: 15.25" x 10"
Non-Bleed: 15.25" x 10"

½ HORIZONTAL SPREAD*



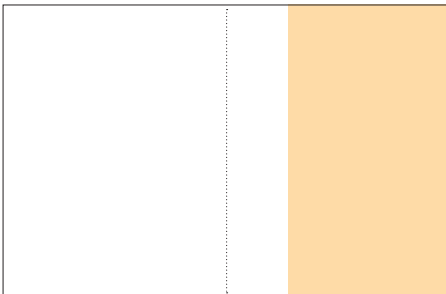
Bleed: 16" x 5.5"
Trim: 15.75" x 5.25"
Live Area: 15.25" x 5.5"
Non-Bleed: 15.25" x 5.5"

FULL PAGE



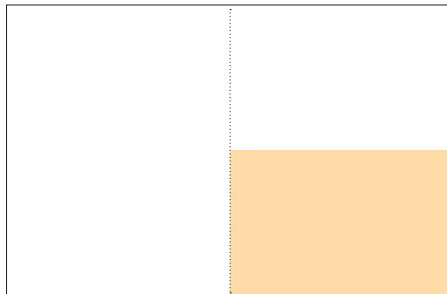
Bleed: 8.125" x 10.75"
Trim: 7.875" x 10.5"
Live Area: 7.375" x 10"
Non-Bleed: 7.375" x 10"

⅔ VERTICAL PAGE



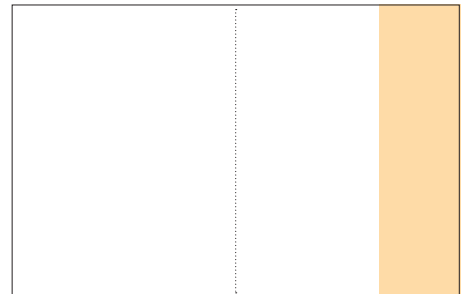
Bleed: 5.25" x 10.75"
Trim: 5" x 10.5"
Live Area: 4.625" x 9.75"
Non-Bleed: 4.625" x 9.75"

½ HORIZONTAL PAGE



Bleed: 8.125" x 5.5"
Trim: 7.875" x 5.25"
Live Area: 7" x 4.875"
Non-Bleed: 7" x 4.875"

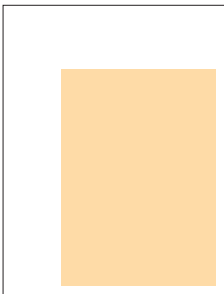
⅓ VERTICAL PAGE



Bleed: 2.75" x 10.75"
Trim: 2.5" x 10.5"
Live Area: 2.125" x 9.75"
Non-Bleed: 2.125" x 9.75"

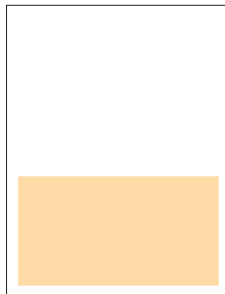
Non-Bleed Ads

½ PAGE ISLAND



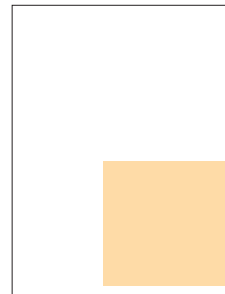
Trim: 4.625" x 7.375"

⅓ PAGE HORIZONTAL



Trim: 7" x 3.25"

⅓ SQUARE PAGE



Trim: 4.625" x 4.875"

*Live areas include total area + .5" gutter (applies to full and ½ horizontal spreads).

2024 Bassmaster Editorial Calendar

JANUARY/FEBRUARY

Theme: Winter Fishing Tactics

Highlights: Cold-Weather Clothing, Day on the Lake with Justin Hamner

CLASSIC PREVIEW

Theme: Breaking Down The Tulsa Classic

Highlights: Pundit Picks To Win It All, Day on the Lake with Bob Downey

MARCH

Theme: Best Bets For Early Spring

Highlights: Gambling On Topwaters, Day on the Lake with Trey McKinney

APRIL

Theme: Focus On The Spawn

Highlights: Best Bed Baits, Day on the Lake with Jacob Foutz

MAY

Theme: All About Smallmouth

Highlights: Hard Baits For Small Jaws, Day on the Lake with Derek Hudnall

JUNE

Theme: Fishing Is Hot Right Now!

Highlights: Apparel for the Hot Bite, Day on the Lake with Will Davis Jr.

JULY/AUGUST

Theme: Best Bass Fisheries

Highlights: Bassmaster's 100 Best Bass Lakes, Day on the Lake with Keith Combs

SEPTEMBER/OCTOBER

Theme: The Fall Feed

Highlights: Top Patterns For Autumn, Day on the Lake with John Cox

NOVEMBER/DECEMBER

Theme: Christmas Buyer's Guide

Highlights: New Products From ICAST (all categories), Day on the Lake with Marc Frazier

Please Note: Our editorial calendar is subject to change.



2024

B.A.S.S. Times National Advertising Rates

100,000

SUBSCRIBERS

11x/year

FREQUENCY



B.A.S.S. Times® Magazine

First published in 1989, B.A.S.S. Times offers news and information written and edited for serious bass anglers. Each issue contains a mixture of how-to articles and news about tournaments, B.A.S.S. Nation and conservation issues.

Frequency	Discounts
3x	3%
6x	6%
9x	9%
12x	12%



PREMIUM POSITIONS

Cover 2 Tabloid Page	\$11,000
Cover 3 Tabloid Page	\$11,000
Cover 4 Tabloid Page	\$11,000

4-COLOR

Tabloid Page	\$11,000
Tabloid ½	\$7,000
Tabloid ⅓	\$11,640
Magazine Page	\$9,000
Magazine ½	\$5,000

2024 Real Rates

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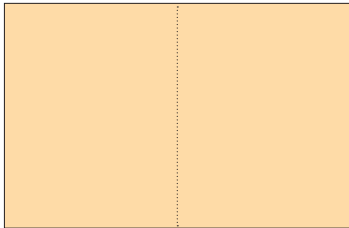
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July	4/02/24	5/10/24	5/14/24	6/09/24	6/22/24
Aug	5/07/24	6/14/24	6/18/24	7/14/24	7/27/24
Sept	6/04/24	7/12/24	7/16/24	8/11/24	8/24/24
Oct	7/09/24	8/16/24	8/20/24	9/15/24	9/28/24
Nov/Dec	8/20/24	9/27/24	10/01/24	10/27/24	11/09/24

Bleed Ads

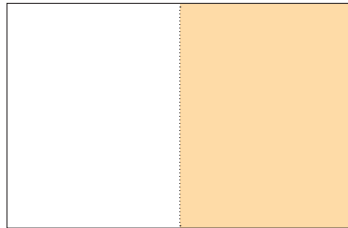
No penalty for ads that bleed.

TABLOID SPREAD



Bleed: 21.25" x 14"
Trim: 21" x 13.75"
Live Area: 20.5" x 13.25"
Non-Bleed: 20.5" x 13.25"

TABLOID

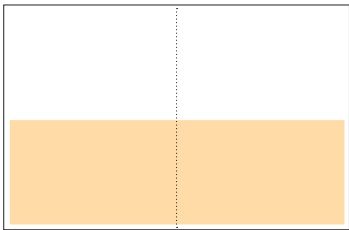


Bleed: 10.75" x 14"
Trim: 10.5" x 13.75"
Live Area: 10" x 13.25"
Non-Bleed: 10" x 13.25"



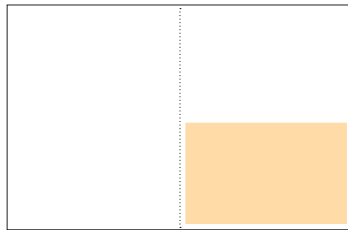
Non-Bleed Ads

TABLOID 1/2 SPREAD HORIZONTAL*



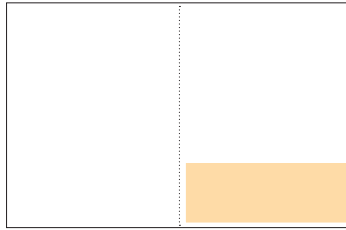
Trim: 20.25" x 6.5"

TABLOID 1/2 PAGE HORIZONTAL



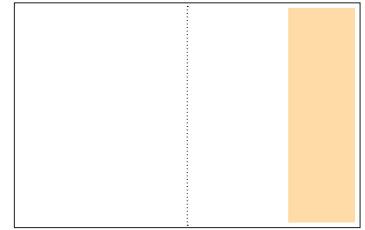
Trim: 9.75" x 6.5"

TABLOID 1/3 PAGE HORIZONTAL



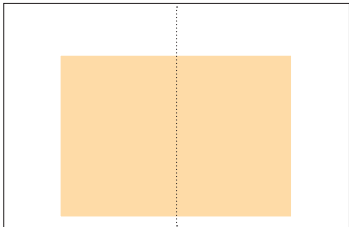
Trim: 9.75" x 4.375"

TABLOID 1/3 PAGE VERTICAL



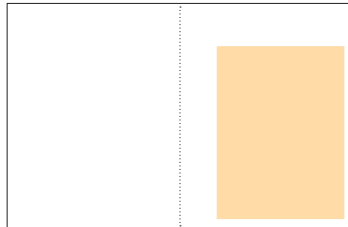
Trim: 3.125" x 12.875"

MAGAZINE SPREAD*



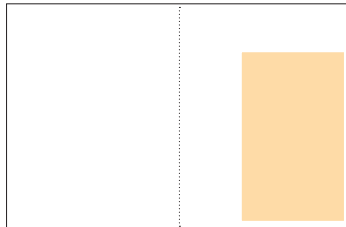
Trim: 15.75" x 10.5"

MAGAZINE PAGE



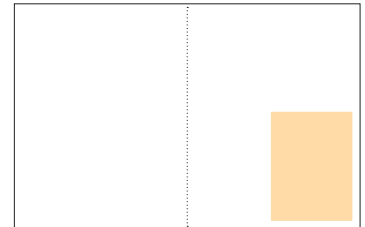
Trim: 7.875" x 10.5"

MAGAZINE 2/3 PAGE VERTICAL



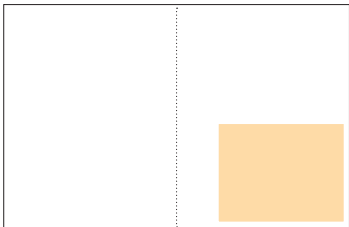
Trim: 4.625" x 9.75"

MAGAZINE 1/2 PAGE ISLAND



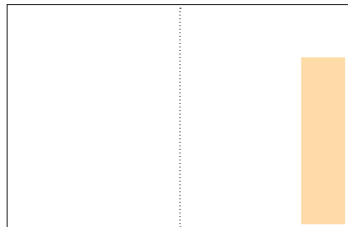
Trim: 4.625" x 7.375"

MAGAZINE 1/2 PAGE HORIZONTAL



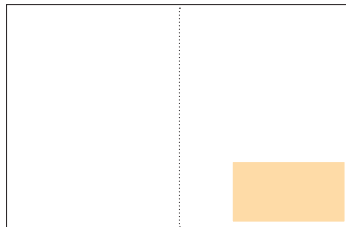
Trim: 7" x 4.875"

MAGAZINE 1/3 PAGE VERTICAL



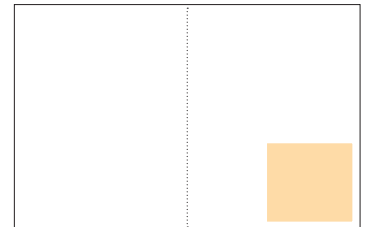
Trim: 2.125" x 9.75"

MAGAZINE 1/3 PAGE HORIZONTAL



Trim: 7" x 3.25"

MAGAZINE 1/3 PAGE SQUARE



Trim: 4.625" x 4.875"

*Live areas include total area + .5" gutter (applies to Tabloid Spread, Tabloid 1/2 Spread Horizontal and Magazine Spreads).

2024 B.A.S.S. Times Editorial Calendar

JANUARY

Going “super-finesse” with traditional finesse tactics

FEBRUARY

The new 2024 Bassmaster Elite Series field (with the first-ever illustrated cover)

MARCH

Bassmaster Classic preview edition, with profiles and vital info for all competitors. This issue has come to serve almost like a Classic game program

APRIL

Coverage of the St. Croix Bassmaster Open on Lake Okeechobee; Coverage of the St. Croix Bassmaster Open on Lake Ouachita

MAY

Coverage of the Bassmaster Elite Series event on Toledo Bend; Coverage of the Bassmaster Elite Series event on Lake Fork; Coverage of the St. Croix Bassmaster Open on Santee Cooper Lakes

JUNE

Full coverage of Bassmaster Classic on Grand Lake O’ the Cherokees; Coverage of the Bassmaster Elite Series event on Harris Chain

JULY

Coverage of the Bassmaster Elite Series event on the St. Johns River; Coverage of the Bassmaster Elite Series event on Lake Murray; Coverage of the St. Croix Bassmaster Open on Logan Martin Lake

AUGUST

Coverage of the Bassmaster Elite Series event on Wheeler Lake

SEPTEMBER

Coverage of the Bassmaster Elite on Smith Lake; Coverage of the St. Croix Bassmaster Open on Lake Eufaula, Okla.; Coverage of the St. Croix Bassmaster Open on Lake St. Clair

OCTOBER

Coverage of the Bassmaster Elite Series event on Lake Champlain; Coverage of the Bassmaster Elite Series event on the St. Lawrence River; Full wrap-up of the Progressive Insurance Bassmaster Angler of the Year race; Full wrap-up of the Dakota Lithium Bassmaster Rookie of the Year race

NOVEMBER/DECEMBER

Mugshots for every competitor in the B.A.S.S. Nation Championship; Bassmaster High School All-American profiles; Coverage of St. Croix Bassmaster Open on Leech Lake; Coverage of St. Croix Bassmaster Open on Mississippi River; Coverage of St. Croix Bassmaster Open on Lake Hartwell; Final wrap-up for 2024 Opens Elite Qualifiers race

Please Note: Our editorial calendar is subject to change.



2024 Bassmaster & B.A.S.S. Times Ad Specifications



AD SUBMISSION

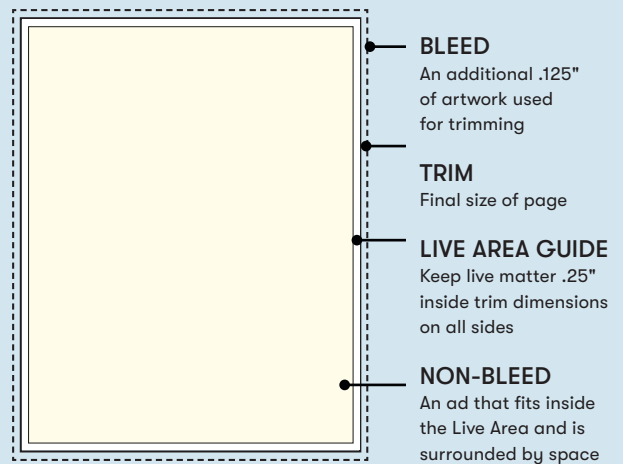
Bassmaster and B.A.S.S. Times utilize **Send My Ad**, an online ad preflight portal for all print advertisements. Emailed files will not be accepted. Send My Ad will allow you to see your advertisement in the exact positioning it will appear on one of the pages of our magazine. It will also help us ensure quality reproduction of your ad. On the Send My Ad site, you will find downloadable versions of an ad creation guide, downloadable PDF presets for both InDesign and Quark and downloadable Adobe InDesign Preflight settings. Most importantly, please make note of the 24/7 help and support line for any questions you may have. Since Send My Ad is among the industry standards for accepting print advertising, many clients may already have registered and used this system. Your current username and password will also work for our site. If you have not used Send My Ad, please take the time to create a username and password. You'll then receive an activation email and be ready to submit advertising files

Please bookmark this link for your ad submissions.
<https://bassmaster.sendmyad.com>

For technical and uploading material help, please contact Send My Ad using the Help/Support button once you have logged into the system.



A GUIDE TO BASSMASTER AND B.A.S.S. TIMES MEASUREMENTS



AD GUIDELINES

- CMYK (no spot color or RGB)
- 300 dpi
- Hi-res PDF files with images and fonts embedded
- Contain crop marks and bleeds set to .125" offset
- Preflight all PDFs
- B.A.S.S. no longer accepts: Quark files, tiffs, jpegs, font files
- Spread Ads: Keep live matter .25" away from either side of center or .5" total across the gutter.

2024 B.A.S.S. Contacts



PHILLIP JOHNSON

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Engagement Operations

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& Marketing

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Sales Director, Endemics

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JOHN HUDSON

Sales Director, Non-endemics

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APRIL PHILLIPS

Production & Senior Marketing Manager

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aphillips@bassmaster.com

MARY KATHRYN THOMAS

Organizational Development

205-313-0958

mthomas@bassmaster.com

The Power Of The Bassmaster Brand:

Bassmaster is the source for bass fishing across the globe. Rich in legacy, Bassmaster advances the sport through advocacy, outreach and an expansive tournament structure while connecting directly with the passionate community of bass anglers through our 360° media outlets — magazines, television, radio, website and social media. Offering real-time coverage of the events in a variety of platforms, Bassmaster hosts an expansive tournament circuit for all ages and abilities which culminates with the annual Bassmaster Classic® — the world championship of bass fishing. More than fifty years of bass fishing expertise has positioned Bassmaster as the leader of all things bass fishing — the places, the tools, the techniques, the fish, the tournaments and conservation.

MARKETPLACE: Our shopper section in every issue of *Bassmaster* and *B.A.S.S. Times* is an opportunity to promote your brand to avid fishermen at a rate you can afford.

For details, contact:
KATIE HAGAN
Marketplace Manager
251-802-4994
khagan@bassmaster.com

BASSMASTER 
B.A.S.S. TIMES 