



2024 **BASSMASTER**   
**B.A.S.S. TIMES**   
**MARKETPLACE**



# 2024 Bassmaster Marketplace 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 overviews
- Suggestions of the best places to fish
- Interviews with pro anglers
- The science behind fishing and more

### 2024 RATES

Unit	Size	Cost
Page	Full Page	\$13,240
Largemouth	1/2	\$7,280
Smallmouth	1/4	\$3,490
Crappie	1/8	\$1,710
Shad	1/16	\$910

### 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 Marketplace Advertising Due Dates



	Advertising Closing	Ad Material Due	Inserts Due	Begin Mailing	Estimated In-Home (Start)
<b>Jan/Feb</b>	11/14/23	11/17/23	12/01/23	12/06/23	12/29/23
<b>Classic Preview</b>	12/26/23	1/02/24	1/12/24	1/18/24	2/10/24
<b>March</b>	1/16/24	1/19/24	2/02/24	2/08/24	3/02/24
<b>April</b>	2/06/24	2/09/24	2/23/24	2/29/24	3/23/24
<b>May</b>	3/05/24	3/12/24	3/29/24	4/04/24	4/27/24
<b>June</b>	4/09/24	4/12/24	4/26/24	5/02/24	5/25/24
<b>July/Aug</b>	5/07/24	5/10/24	5/24/24	5/30/24	6/22/24
<b>Sept/Oct</b>	7/09/24	7/12/24	7/26/24	8/01/24	8/24/24
<b>Nov/Dec</b>	9/10/24	9/13/24	9/27/24	10/03/24	10/26/24

**"Shad"**  
1.5" x 2.0625"  
or  
3.125" x 1"

**"Shad"**  
1.5" x 2.0625"  
or  
3.125" x 1"

**"Smallmouth"**  
3.125" x 4.875"

**"Crappie"**  
3.125" x 2.0625"

**"Largemouth"**  
6.375" x 5"

# 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 Marketplace 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 monthly issue contains a mixture of how-to articles and news about tournaments, B.A.S.S. Nation and conservation issues.

#### 2024 RATES

Unit	Size	Cost
Page	Full Page	\$4,830
Largemouth	1/2	\$2,310
Crappie	1/8	\$600
Shad	1/16	\$310

#### 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.

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# 2024 B.A.S.S. Times Marketplace Advertising Due Dates

	Advertising Closing	Ad Material Due	Begin Mailing	Estimated In-Home (Start)
<b>Jan</b>	11/15/23	11/17/23	12/17/23	12/30/23
<b>Feb</b>	12/13/23	12/15/23	1/21/24	2/03/24
<b>March</b>	1/17/24	1/19/24	2/18/24	3/02/24
<b>April</b>	2/14/24	2/16/24	3/17/24	3/30/24
<b>May</b>	3/06/24	3/13/24	4/14/24	4/27/24
<b>June</b>	4/10/24	4/12/24	5/12/24	5/25/24
<b>July</b>	5/08/24	5/10/24	6/09/24	6/22/24
<b>Aug</b>	6/12/24	6/14/24	7/14/24	7/27/24
<b>Sept</b>	7/10/24	7/12/24	8/11/24	8/24/24
<b>Oct</b>	8/14/24	8/16/24	9/15/24	9/28/24
<b>Nov/Dec</b>	9/25/24	9/27/24	10/27/24	11/09/24

"Shad"  
3.125" x 1"

"Crappie"  
3.125" x 2.0625"

"Shad"  
1.5" x 2.0625"

"Shad"  
1.5" x 2.0625"

"Shad"  
3.125" x 1"

"Shad"  
3.125" x 1"

"Smallmouth"  
3.125" x 5"

"Smallmouth"  
3.125" x 5"

"Largemouth"  
6.375" x 5"

"Smallmouth"  
3.125" x 5"

Full page 6.5" x 9.75"

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# 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 B.A.S.S. Marketplace Contact & Specs



## MARKETPLACE AD SPECIFICATIONS

### AD GUIDELINES

- PDFx1a or press-ready PDF are the preferred file types.
- Can also take AI, EPS, TIF & JPG (as long as they are 300 dpi in resolution at actual printed size).

### SEND AD FILES TO:

[ads@foxprintdesign.com](mailto:ads@foxprintdesign.com)

### BASSMASTER MAGAZINE READERSHIP:

Median age: 46.6

Median Household Income: \$69,301

MALE: 82% FEMALE: 18%

Source: MRI Print Doublebase 2023

**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:  
[sales@bassmaster.com](mailto:sales@bassmaster.com)  
or  
**KATIE HAGAN**  
Marketplace Manager  
251-802-4994  
[khagan@bassmaster.com](mailto:khagan@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.

**BASSMASTER**   
**B.A.S.S. TIMES** 