

BASSMASTER



2026 Media Kit





Serving a growing community of anglers by fueling a passion
for fishing through
education, inspiration and conservation,
and helping to define the culture and the lifestyle
surrounding the sport.





2025 YTD BASSMASTER MEDIA

695K

Average monthly users
on Bassmaster.com

10.7M

Viewers have watched
Bassmaster on FOX,
FS1 or FS2, including
taped programming

3.6M

Print Combined
Audience: Bassmaster
and B.A.S.S. Times
Magazines

2.7M

Social Total Audience

MAKING A SPLASH IN 2025

Most streamed Bassmaster Classic Ever – 1.17 Million Streams

109K Average viewers on FOX & FS1 (+20% vs. 2024)

Most social media impressions for an Elite Series season | **183 Million** (+24% vs. 2024)

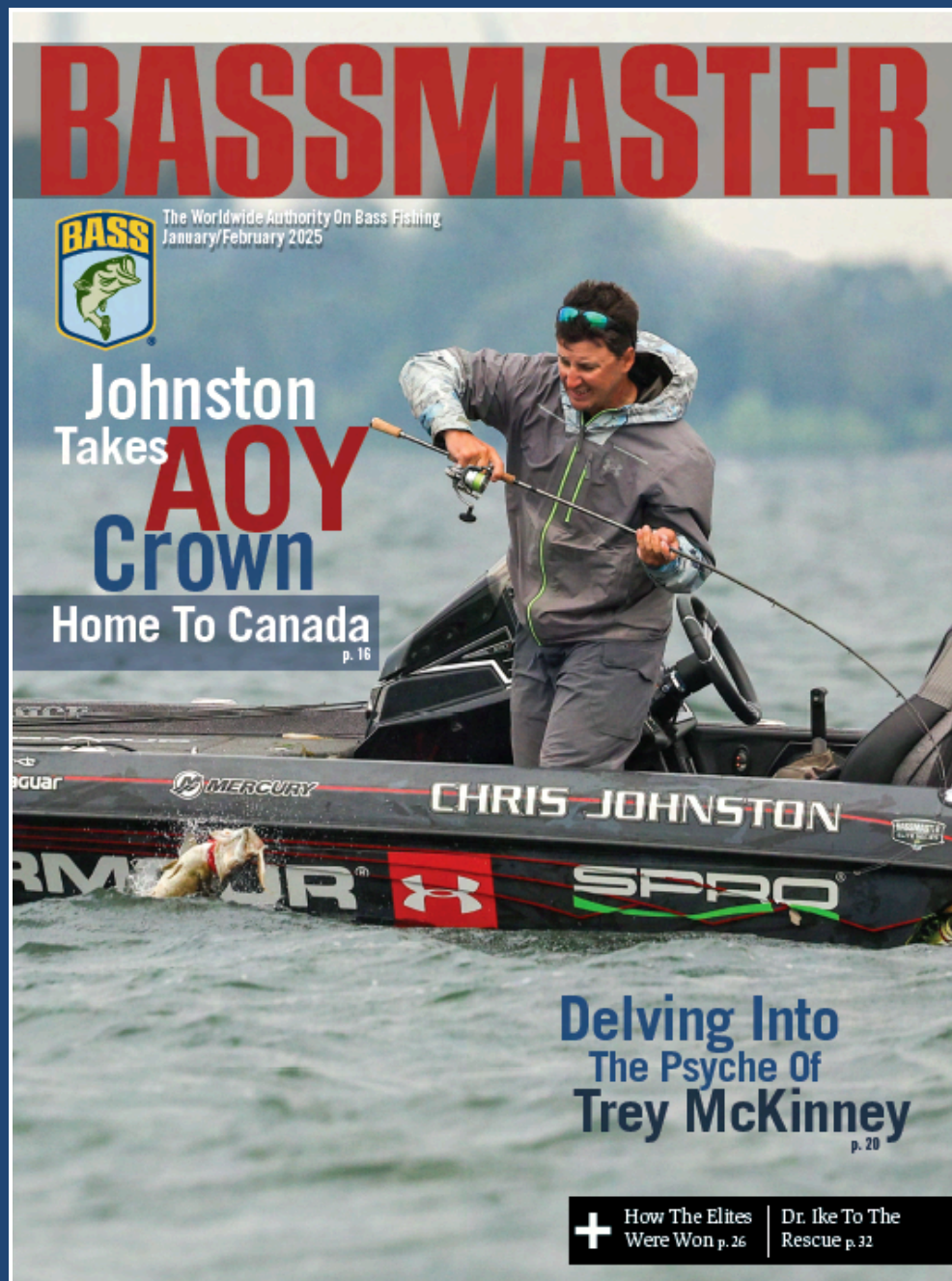
Most social media engagements for an Elite Series season | **11 Million** (+35% vs. 2024)

Most social media video views for an Elite Series season | **72 Million** (+38% vs. 2024)



BASSMASTER B.A.S.S. TIMES





BASSMASTER®

Bassmaster Magazine launched in 1968 as the membership magazine of the Bass Anglers Sportsman Society and has served as the ultimate authority on bass fishing for anglers of every skill level for over 50 years. Each issue is a must-read for a broad community of fishing enthusiasts covering topics such as:

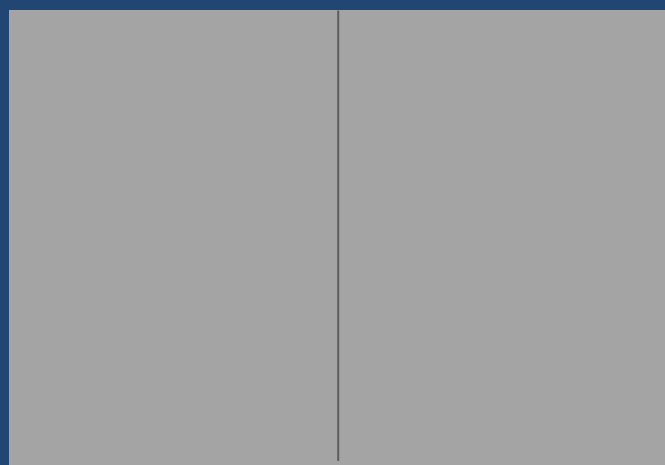
- How-to fishing techniques
- The latest new gear options and gear reviews
- Suggestions of the best places to fish
- Interviews with pro anglers
- The science behind fishing and more

For inquiries into print advertising opportunities, please contact your B.A.S.S. sales representative or email sales@bassmaster.com.

Bleed Ads

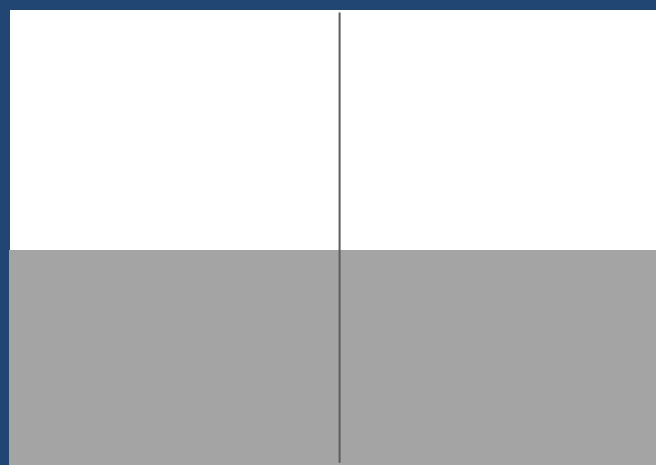
No penalty for ads that bleed.

SPREAD*



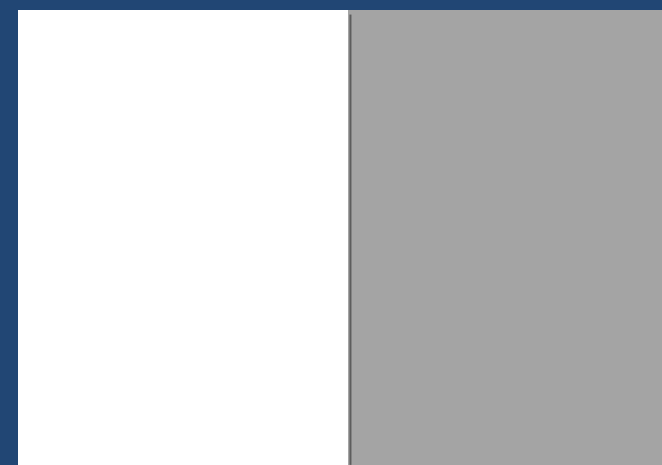
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Trim: 15.75" x 10.5"
Live Area: 15.25" x 10"
Non-Bleed: 15.25" x 10"

1/2 HORIZONTAL SPREAD*



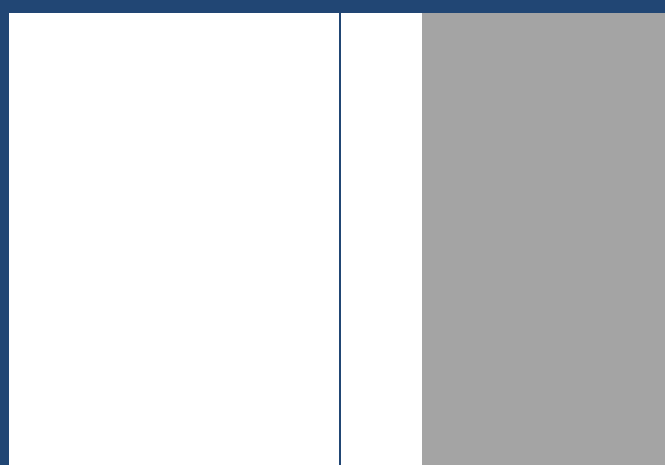
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Non-Bleed: 15.25" x 5.5"

FULL PAGE



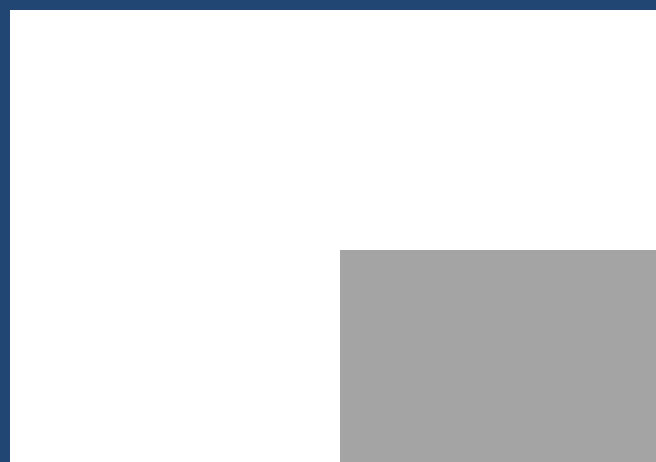
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Trim: 7.875" x 10.5"
Live Area: 7.375" x 10"
Non-Bleed: 7.375" x 10"

2/3 VERTICAL PAGE



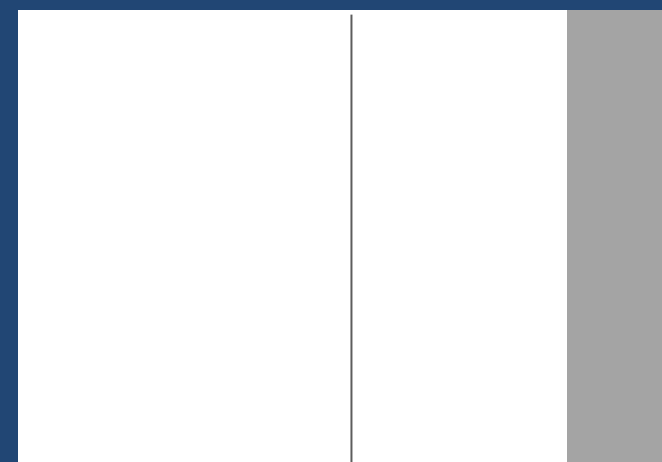
Bleed: 5.25" x 10.75"
Trim: 5" x 10.5"
Live Area: 4.625" x 9.75"
Non-Bleed: 4.625" x 9.75"

1/2 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"

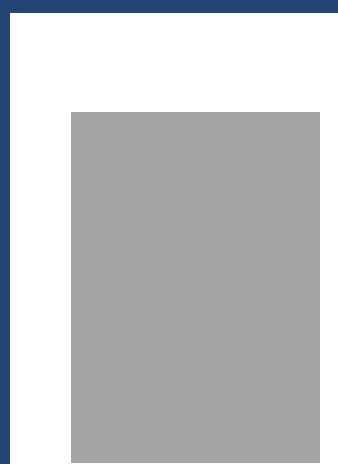
FULL PAGE



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Non-Bleed: 2.125" x 9.75"

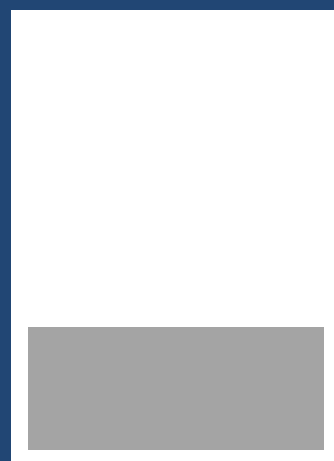
Non-Bleed Ads

1/2 PAGE ISLAND



Trim: 4.625" x 7.375"

1/3 PAGE HORIZONTAL



Trim: 7" x 3.25"

1/3 SQUARE PAGE



Trim: 4.625" x 4.875"

* Live areas include total area + .5" gutter (applies to full and 1/2 horizontal spreads).



JAN/FEB

Ad close: 10/30/2025

Highlights:

- Elite Series AOY exclusive feature
- High-tech finesse for cold water
- 2025 Elite recap and Kayak Series spotlight



CLASSIC PREVIEW

Ad close: 12/22/2025

Highlights:

- Classic Preview and pundit picks
- Potential winning patterns and venue profile
- Travel guide for fans

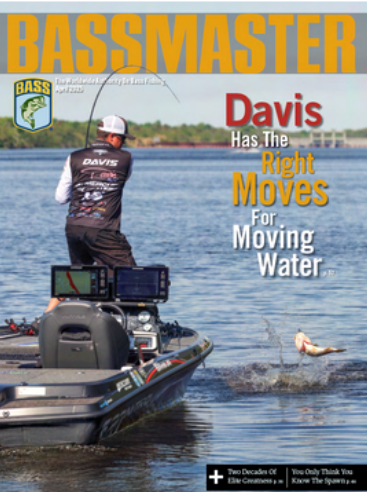


MARCH

Ad close: 1/15/2026

Highlights:

- America250: Caught, The American Dream
- Specialized spawning tactics
- Shad-colored jigs and plastics



APRIL

Ad close: 2/12/2026

Highlights:

- Land of Giants: Trophy destination spotlight
- Bassville, USA feature: Spotlight on America's great small-town bass fishing communities, part of the America250 celebration



MAY

Ad close: 3/19/2026

Highlights:

- Deep dive into terminal tackle
- Topwater tactics
- Intricacies of bladed jigs

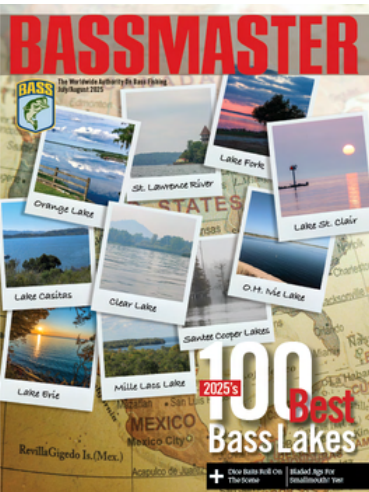


JUNE

Ad close: 4/16/2026

Highlights:

- Bassmaster Classic recap with behind-the-scenes coverage
- Unique summer patterns



JULY/AUG

Ad close: 5/21/2026

Highlights:

- Bassmaster's 100 Best Bass Lakes
- Family & travel package: fishing road trips



SEPT/OCT

Ad close: 7/23/2026

Highlights:

- Personal-best smallmouth tactics
- Master class in modern battery rigging



NOV/DEC

Ad close: 9/17/2026

Highlights:

- Buyer's Guide from ICAST 2026 (holiday edition)
- Sustainability trends in tackle



2026 Advertising Due Dates

	Gatefold/Gimmick Confirmation	Advertising Closing	Ad Material Due	Inserts Due	Begin Mailing	Estimated In-Home (Start)
Jan/Feb	9/30/2025	10/30/2025	11/03/2025	11/14/2025	12/16/2025	12/31/2025
Classic Preview	11/25/2025	12/22/2025	12/29/2025	1/09/2026	1/27/2026	2/09/2026
March	12/16/2025	1/15/2026	1/19/2026	1/30/2026	2/17/2026	3/02/2026
April	1/13/2026	2/12/2026	2/16/2026	2/27/2026	3/17/2026	3/30/2026
May	2/17/2026	3/19/2026	3/23/2026	4/03/2026	4/21/2026	5/04/2026
June	3/17/2026	4/16/2026	4/20/2026	5/01/2026	5/19/2026	6/01/2026
July/Aug	4/21/2026	5/21/2026	5/25/2026	6/5/2026	6/23/2026	7/06/2026
Sept/Oct	6/23/2026	7/23/2026	7/27/2026	8/07/2026	8/25/2026	9/08/2026
Nov/Dec	8/18/2026	9/17/2026	9/21/2026	10/02/2026	10/20/2026	11/02/2026

[Download Due Dates](#)





B.A.S.S. TIMES

The Official Publication of the World's Best Bass Anglers

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.

For inquiries into print advertising opportunities, please contact your B.A.S.S. sales representative or email sales@bassmaster.com.

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



Trim: 3.125" x 12.875"

Trim: 4.625" x 7.375"

Trim: 4.625" x 4.875"

Download Ad Sizing

2026 EDITORIAL CALENDAR



JANUARY

Ad close: 10/30/2025

Editorial Focus:
Fish through the chill

- Winter Crankbait Secrets
- One that got away with Trey McKinney



FEBRUARY

Ad close: 12/11/2025

Editorial Focus:
Focus on technology

- How pros really use FFS
- The Next Big Thing with Tucker Smith



MARCH

Ad close: 1/15/2026

Editorial Focus:
All about the Classic

- Qualifier highlights
- The road to the biggest stage in bass fishing



APRIL

Ad close: 2/12/2026

Editorial Focus:
Spring flinging

- Biggest mistakes made in spring
- What's on my line with Matt Arey



MAY

Ad close: 3/19/2026

Editorial Focus:
The great transition

- Following post-spawn bass
- 3 Things to remember with Tyler Williams



JUNE

Ad close: 4/16/2026

Editorial Focus:
Deep thoughts on bass fishing

- Ledge-busting baits and techniques
- Finding the roamers



JULY

Ad close: 5/14/2026

Editorial Focus:
Fun in the sun

- Grass fishing tactics
- Totally topwaters



AUGUST

Ad close: 6/11/2026

Editorial Focus:
Summertime smallmouth

- Secret tactics for brown bass
- Finesse vs power



SEPTEMBER

Ad close: 7/16/2026

Editorial Focus:
Flipping out for Fall

- Early fall cranking
- Where jigs work now



OCTOBER

Ad close: 8/13/2026

Editorial Focus:
How-To Feature

- Shallow Fall power fishing
- What's on my line with Jason Christie



NOV/DEC

Ad close: 9/17/2026

Editorial Focus:
2026 Season Wrap-Up

- Celebrating Angler of the Year
- Celebrating Rookie of the Year
- Best moments of 2026



2026 Advertising Due Dates

	Gatefold/Gimmick Confirmation	Advertising Closing	Ad Material Due	Begin Mailing	Estimated In-Home (Start)
January	9/23/2025	10/30/2025	11/04/2025	12/16/2025	12/31/2025
February	11/11/2025	12/11/2025	12/23/2025	1/20/2026	2/02/2026
March	12/09/2025	1/15/2026	1/20/2026	2/17/2026	3/02/2026
April	1/06/2026	2/12/2026	2/17/2026	3/17/2026	3/30/2026
May	2/10/2026	3/19/2026	3/24/2026	4/21/2026	5/04/2026
June	3/10/2026	4/16/2026	4/21/2026	5/19/2026	6/01/2026
July	4/07/2026	5/14/2026	5/19/2026	6/16/2026	6/29/2026
August	5/05/2026	6/11/2026	6/16/2026	7/14/2026	7/27/2026
September	6/09/2026	7/16/2026	7/21/2026	8/18/2026	8/31/2026
October	7/07/2026	8/13/2026	8/18/2026	9/15/2026	9/28/2026
Nov/Dec	8/11/2026	9/17/2026	9/22/2026	10/20/2026	11/02/2026

[Download Due Dates](#)

2026 Print Ad Specifications



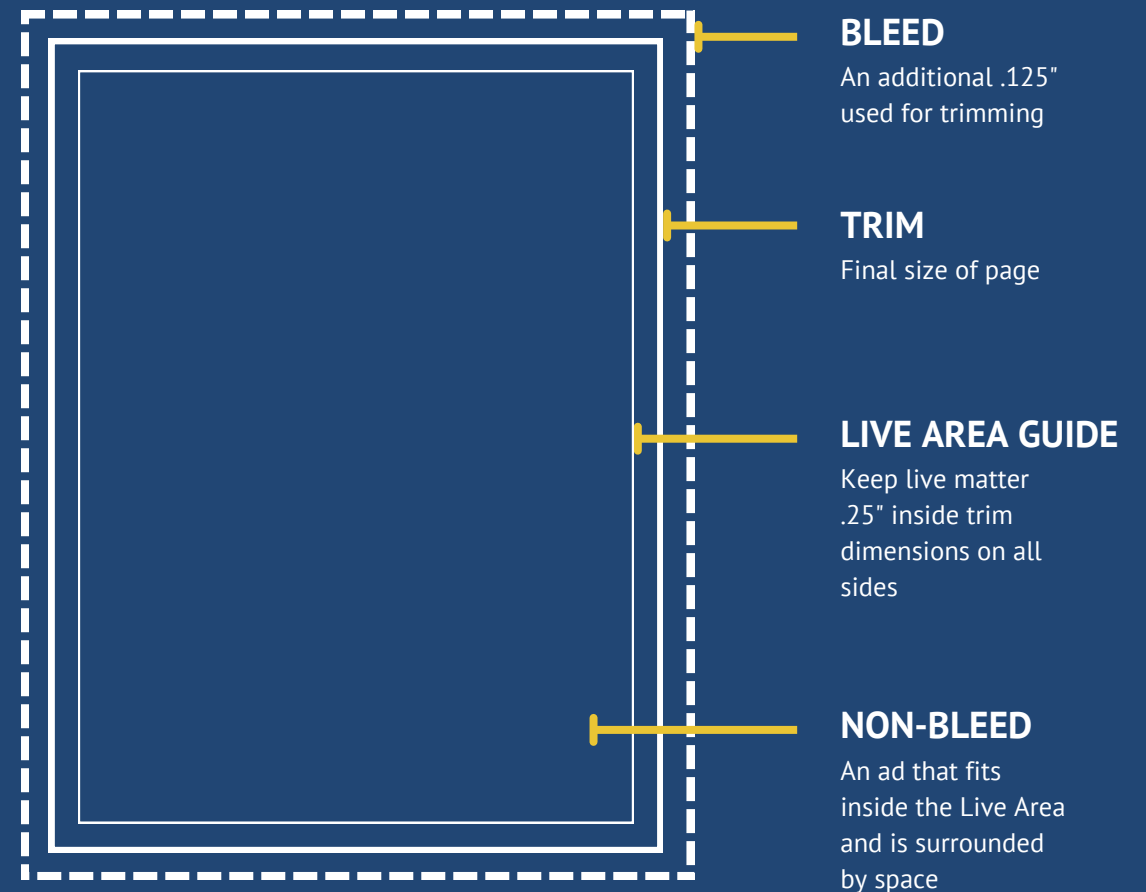
AD SUBMISSION

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 color space only. No spot colors, including pantone/PMS, 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
- We want your ad to print correctly! Late ads with problems or last-minute changes increase the chance of print error. Please make every effort to deliver your materials on time and to our specifications.

BASSMASTER.com®

695K

Average monthly users on
Bassmaster.com

1.4M

1.4M Average Visits During
Tournaments Weeks
(Classic + Elites)

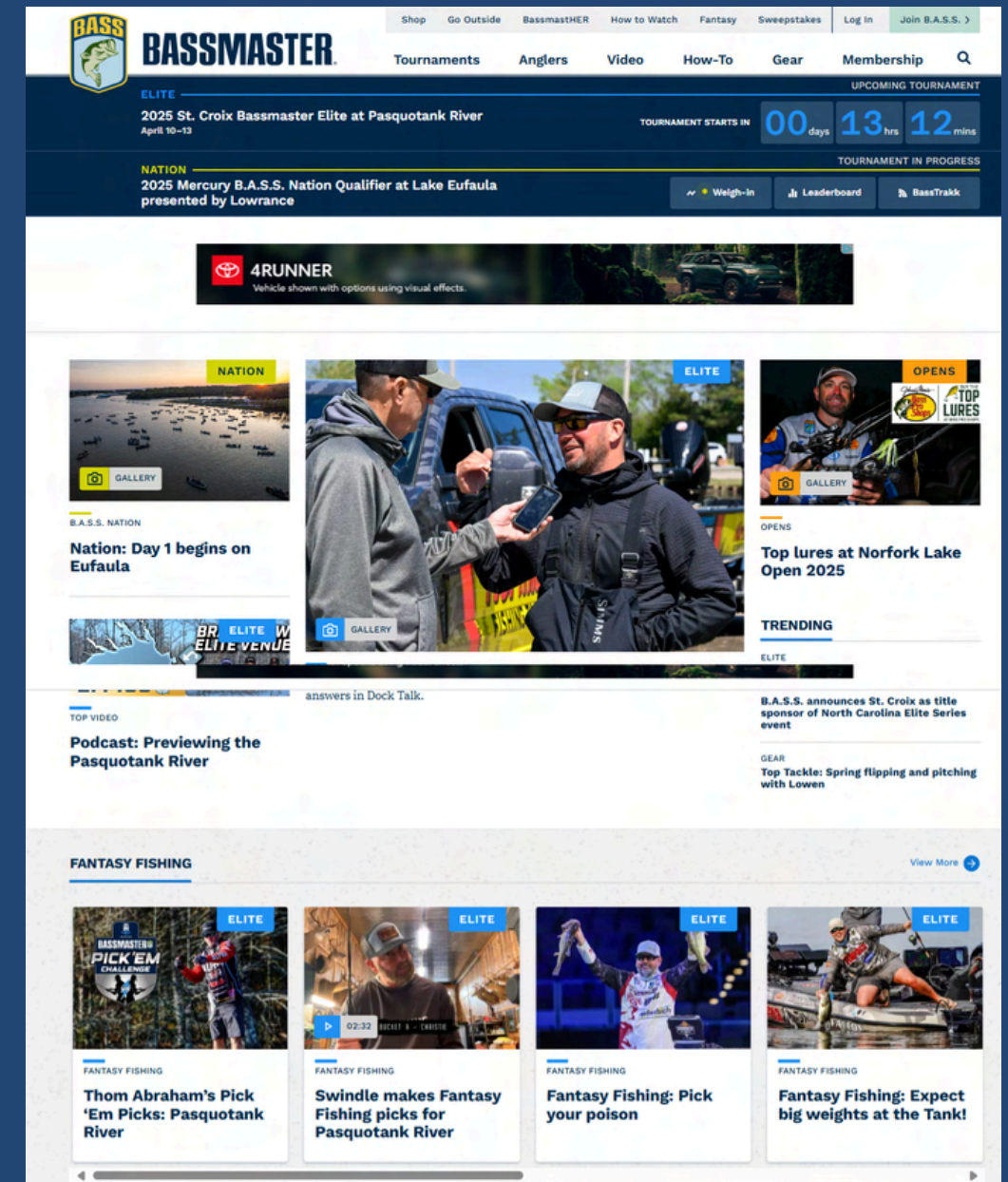
Digital Media Opportunities

- Classic, Elite and Opens LIVE Sponsorship and/or Media Packages
- Branded In-show Features Within LIVE Stream
- Elite, Opens, Nation, College, High School and Junior Event Packages
- Home Page Takeovers
- Newsletter Sponsorships
- Promotional Eblasts
- Video Franchise Sponsorships
- Geo-targeted Media Campaigns

Digital Specs

Epromo Specs

Submission to JM
Productions



SOURCE: Google Analytics v4

2.7 MILLION



1.15 Million



857K



234K



237K



217K



VERIFIED

Social Media Opportunities

- Promotional Social Packages
- Custom Content Social Programs
- Sweepstakes
- Tournament-centric Facebook + YouTube Pre-show and Mid-Day Live Reports

Social Media Specs



THE POWER OF LIVE SPORTS



10.7M

Viewers have watched Bassmaster on FOX, FS1 or FS2, including taped programming through August 2025



Bassmaster LIVE events including:

- Bassmaster Open Series events
- Elite Qualifiers (EQ) Series
- Select coverage of all Bassmaster Elite Series events
- Friday coverage of the Bass Pro Shops Bassmaster Classic presented by Under Armour
- Prime time production of the Progressive Insurance Bassmaster Classic Celebrity Pro-Am driven by Yokohama Tire
- Industry Leading Video on Demand content including:
 - 30 years of Bassmaster Tournaments, How-tos and Features

Television Opportunities

- Television spots within Classic, Elite and Opens LIVE Programming on FOX, FS1 & FS2
- Branded In-Show Features

Television Submission Process





BASSMASTER CHANNEL

Introducing the Bassmaster Fast Channel — streaming 24/7 with nonstop bass fishing action. From competition and expert tips to exclusive behind-the-scenes content, it's your all-access pass to the world of angling — anytime, anywhere.

Roku®

plex



The Cast S1 E1: The Foundation of B.A.S.S. (Ray Scott)

11:40 am

11:30 am - 12:30 pm

TV-G

CC

RokuChannel

Ray Scott had no plan other than a hypothetical idea of launching a legitimate pro bass fishing tour. Through his uncanny salesmanship the 1967 All-American was a success, leading to the formation of the Bass Anglers Sportsman Society (B.A.S.S.).

Thu Apr 17

11:30 am

12:00 pm

12:30 pm

1:00 pm

All Channels



The Cast

Opens 2024 Recap

Rick Clu

Add-ons



The Smylie Kauf...

The Early Line

Recommended



This Week in Bas...

This Week in Bas...

Recap Ru

Favorites



American R...

American Res...

American Res...

Recents



NFL Draft



Making McGuffins

Picklebal

The Fast Channel Launched July 15, 2025

- Features 24/7 programming
- First fishing-focused fast channel
- Nearly 200 hours of live content available
- Plex added as a streaming partner on September 24





2026 B.A.S.S. Contacts

PHILLIP JOHNSON

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PRESTON KENDRICK

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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:
mhillhouse@bassmaster.com





Our *Key* Initiatives

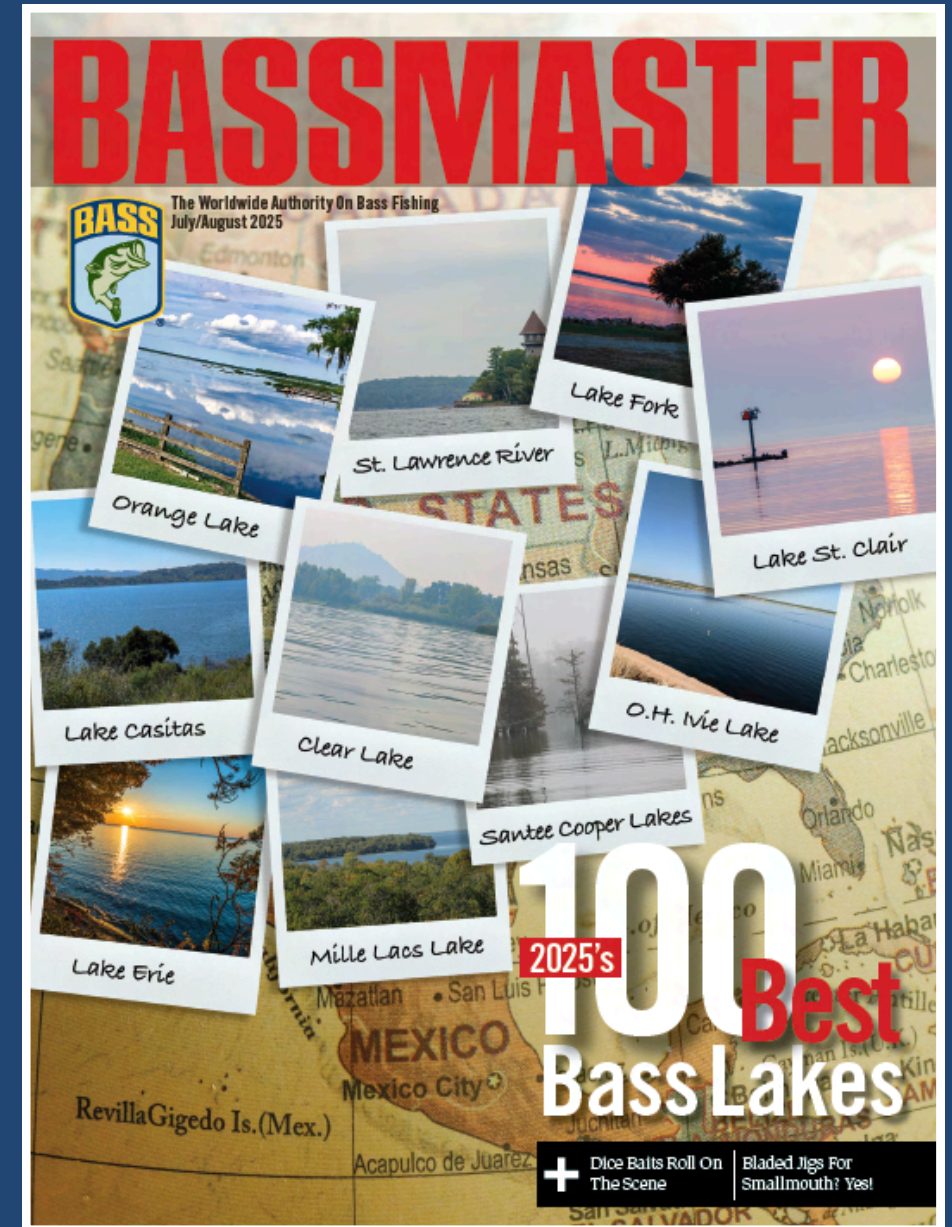
BASSMASTER 



The 100 Best Bass Lakes is a ranking of the nation's best fisheries and appears as an annual feature in the July/August issue of *Bassmaster* Magazine. Rankings are decided by regional industry insiders who review data consisting of research from writers, B.A.S.S. Nation conservation directors and state agencies in charge of fisheries as well as bass tournament data from the past 12 months.

Multiplatform opportunities in print, digital and social.

[SEE MORE](#)





THE CAST

PRESENTED BY

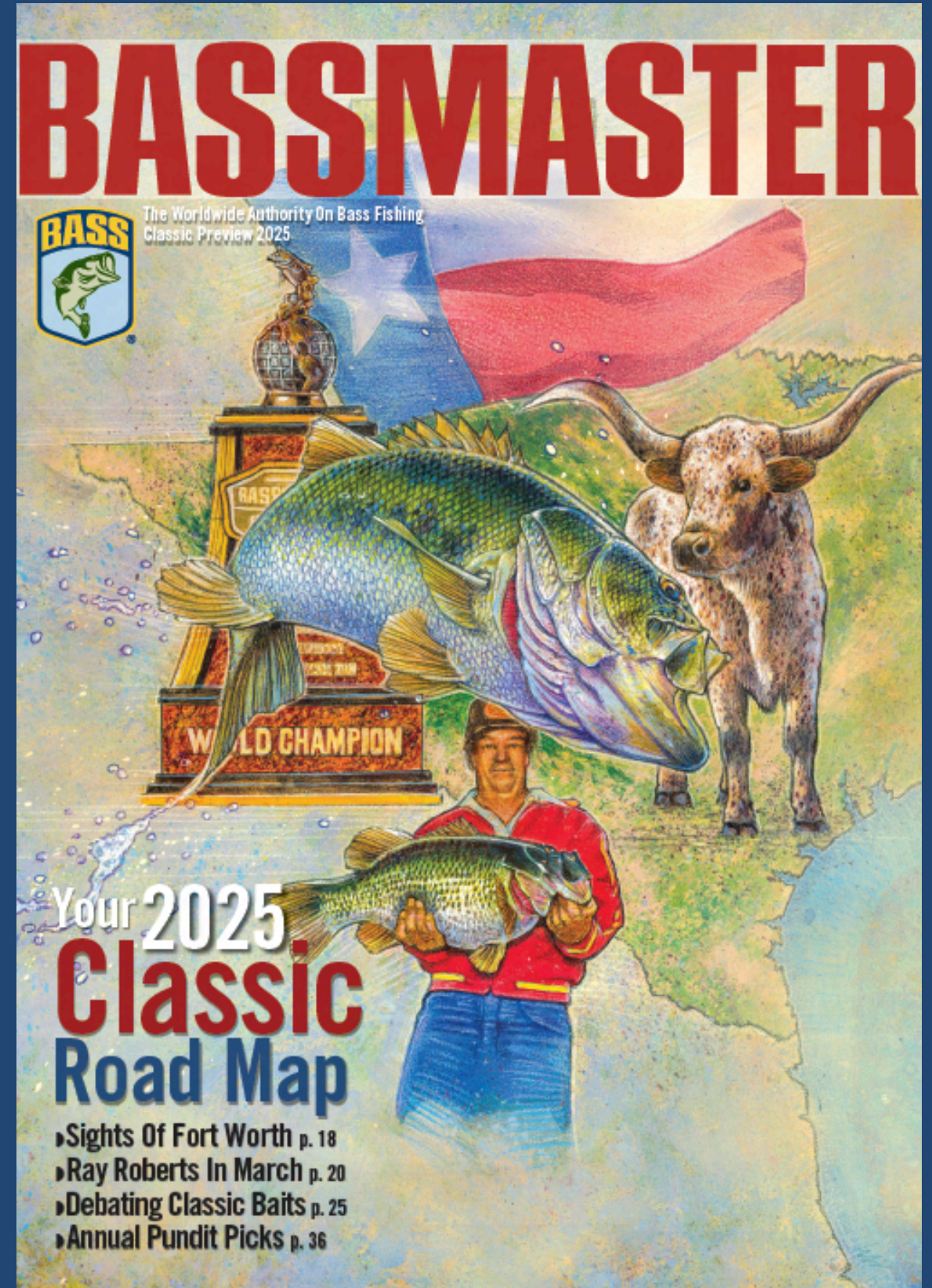


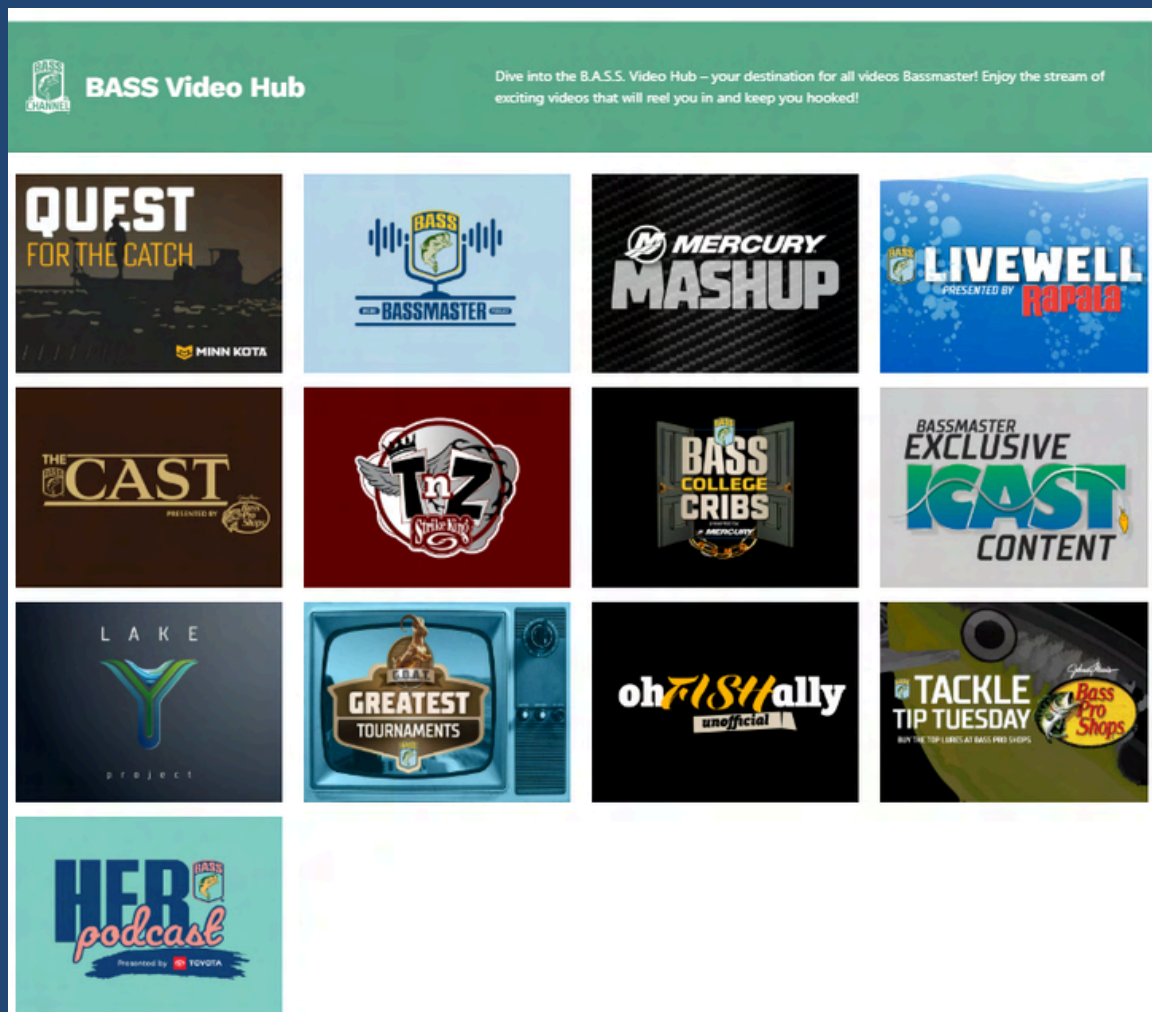
The legendary men and women who brought to fruition Ray Scott's improbable idea of turning bass fishing into a professional sport — and a billion-dollar tackle and marine industry — are the focus of The Cast presented by Bass Pro Shops.

[SEE MORE](#)

Classic Preview

Bassmaster Magazine's Classic Preview issue hits readers' homes at a time when they are hungry for all things Classic. Cover to cover we feature the Classic, making this a "keeper" issue, one that readers refer to time and again.





Bassmaster Video Hub: The new age of VOD

Dive into the B.A.S.S. Video Hub – your destination for all videos Bassmaster! Enjoy the stream of exciting videos that will reel you in and keep you hooked!

[SEE MORE](#)



Celebrity Pro-Am

The Bassmaster Classic Celebrity Pro-Am made its debut at the 2024 Bassmaster Classic, featuring former NFL star Randy Moss, current Pittsburgh Steelers linebacker Patrick Queen, NASCAR Cup Series driver Ross Chastain, multi-motorsports competitor Travis Pastrana, and more. With strong crossover appeal among sports and entertainment celebrities, B.A.S.S. expanded the concept in 2025—adding more celebrity participants and team pairings—and partnered with Roku for its streaming premiere.

[SEE MORE](#)



Brand Partnerships

