

BASSMASTER



2027 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.





2026 BASSMASTER MEDIA

695K

Average monthly users
on Bassmaster.com

12.9M

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

3.4M

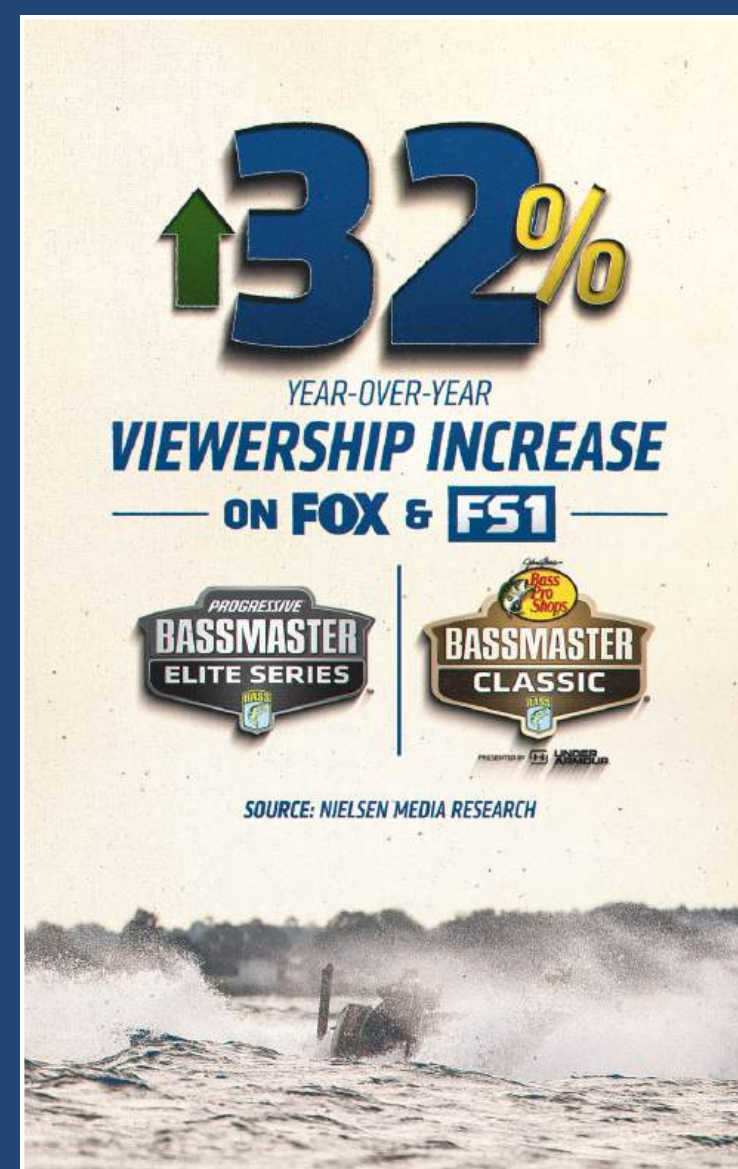
Print Combined
Audience: Bassmaster
and B.A.S.S. Times
Magazines

2.8M

Social Total Audience

★ ★ ★ BREAKING RECORDS IN 2026! ★ ★ ★

- **MOST WATCHED CLASSIC ON FOX EVER WITH 7.2 MILLION VIEWERS**
- 12,836,000 viewers across FOX, FS1, and FS2, including taped programming and re-airs (+20% vs 2025)
- 144K Average Viewers on FOX & FS1 (+32% vs 2025)
- Most Watched Elite Event on FOX/FS1 Ever (Tennessee-Tombigbee, 3.15M Viewers)
- Most Streamed Final Elite Weigh-In Ever



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:

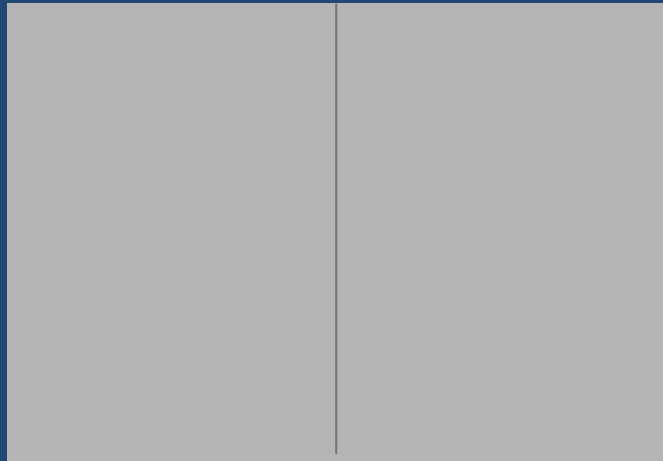
- How-to fishing techniques
- The latest new gear options and gear reviews
- Suggestions of the best places to fish
- Interviews with pro anglers
- The science behind fishing and more

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

Bleed Ads

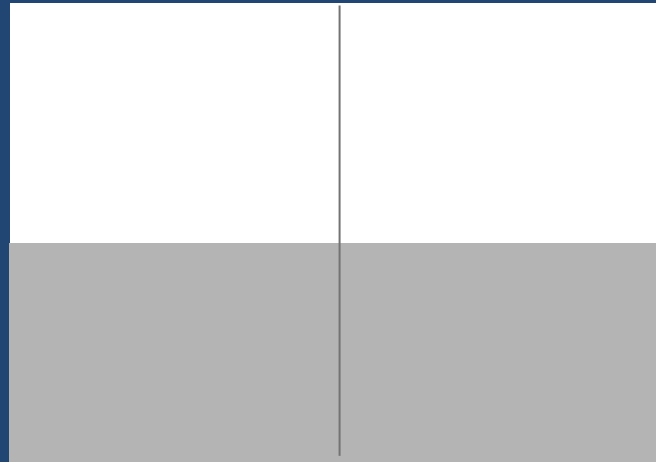
No penalty for ads that bleed.

SPREAD*



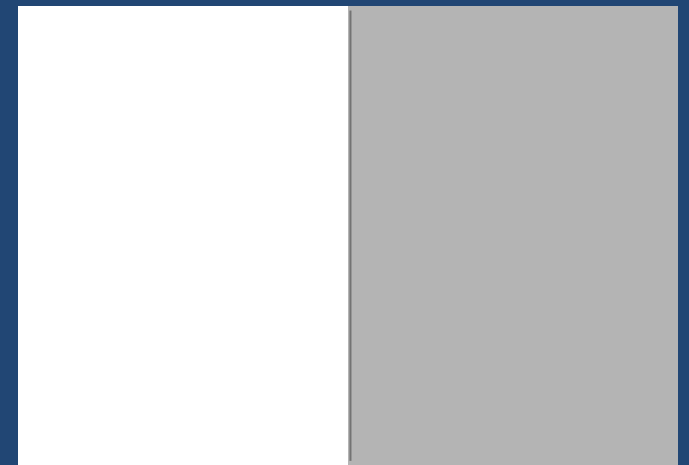
Bleed: 16" x 10.75"
Trim: 15.75" x 10.5"
Live Area: 15.25" x 10"
Non-Bleed: 15.25" x 10"

1/2 HORIZONTAL SPREAD*



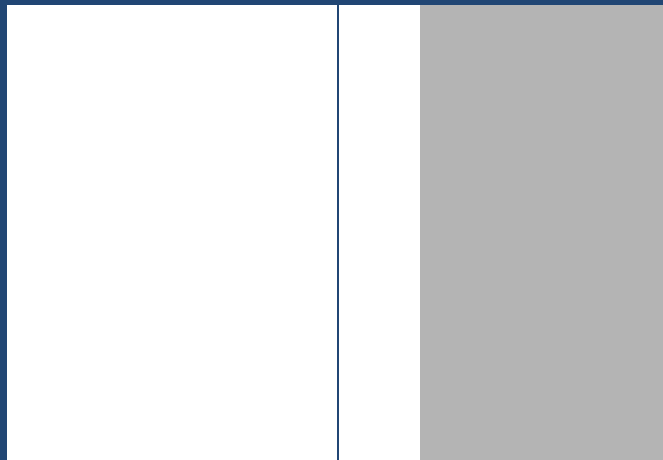
Bleed: 16" x 5.5"
Trim: 15.75" x 5.25"
Live Area: 15.25" x 5.5"
Non-Bleed: 15.25" x 5.5"

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"

2/3 VERTICAL PAGE



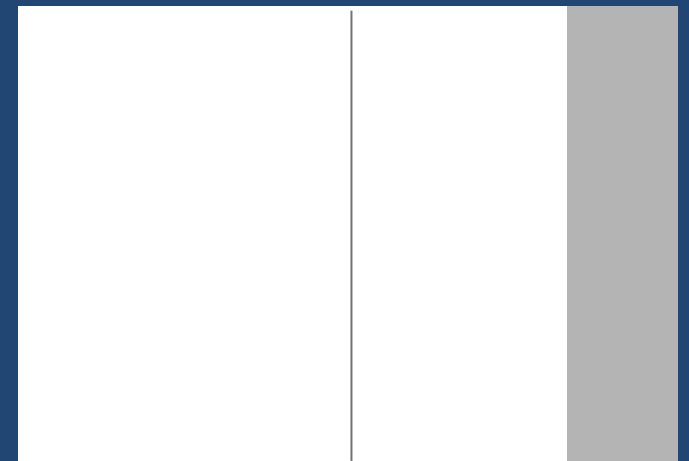
Bleed: 5.25" x 10.75"
Trim: 5" x 10.5"
Live Area: 4.625" x 9.75"
Non-Bleed: 4.625" x 9.75"

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"

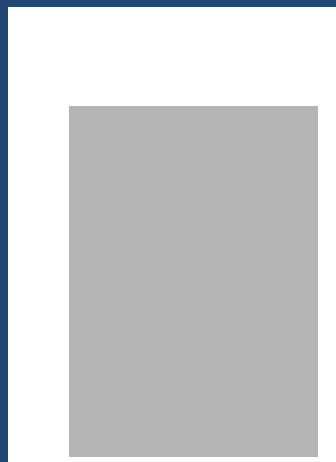
FULL PAGE



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

1/2 PAGE ISLAND



Trim: 4.625" x 7.375"

1/3 PAGE HORIZONTAL



Trim: 7" x 3.25"

1/3 SQUARE PAGE



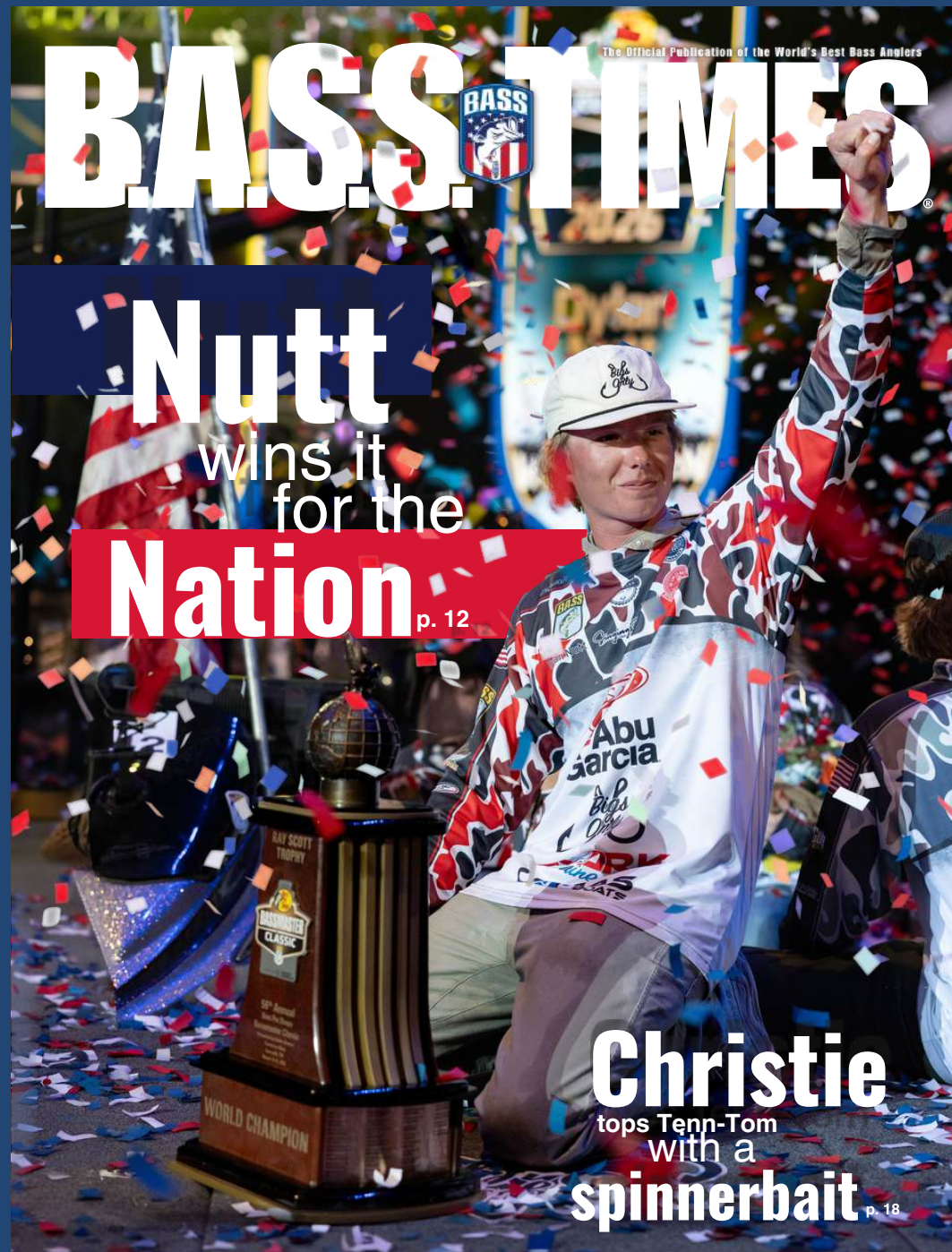
Trim: 4.625" x 4.875"

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



2027 Advertising Due Dates

	Gatefold/Gimmick Confirmation	Advertising Closing	Ad Material Due	Inserts Due	Begin Mailing	Estimated In-Home (Start)
Jan/Feb	9/30/2026	10/30/2026	11/03/2026	11/14/2026	12/16/2026	12/31/2026
Classic Preview	11/25/2026	12/22/2026	12/29/2026	1/09/2027	1/27/2027	2/09/2027
March	12/16/2026	1/15/2027	1/19/2027	1/30/2027	2/17/2027	3/02/2027
April	1/13/2027	2/12/2027	2/16/2027	2/27/2027	3/17/2027	3/30/2027
May	2/17/2027	3/19/2027	3/23/2027	4/03/2027	4/21/2027	5/04/2027
June	3/17/2027	4/16/2027	4/20/2027	5/01/2027	5/19/2027	6/01/2027
July/Aug	4/21/2027	5/21/2027	5/25/2027	6/5/2027	6/23/2027	7/06/2027
Sept/Oct	6/23/2027	7/23/2027	7/27/2027	8/07/2027	8/25/2027	9/08/2027
Nov/Dec	8/18/2027	9/17/2027	9/21/2027	10/02/2027	10/20/2027	11/02/2027



B.A.S.S. TIMES

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.

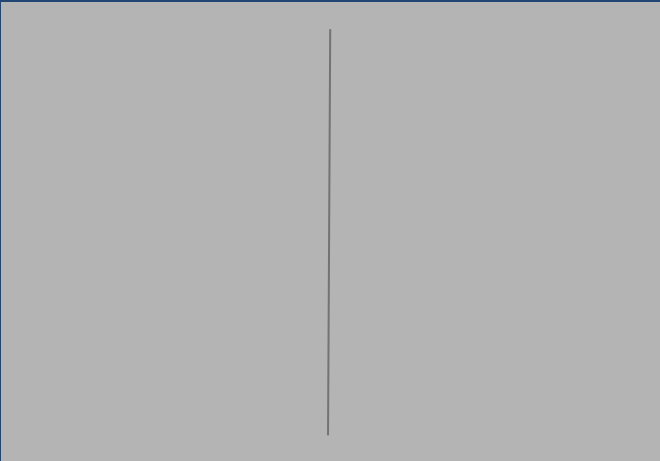
For inquiries into print advertising opportunities, please contact your B.A.S.S. sales representative or email sales@bassmaster.com.

Publication Trim Size: 10.5" x 13.75"

Saddle Stitch | Inserts Jog to the Foot | Self Cover

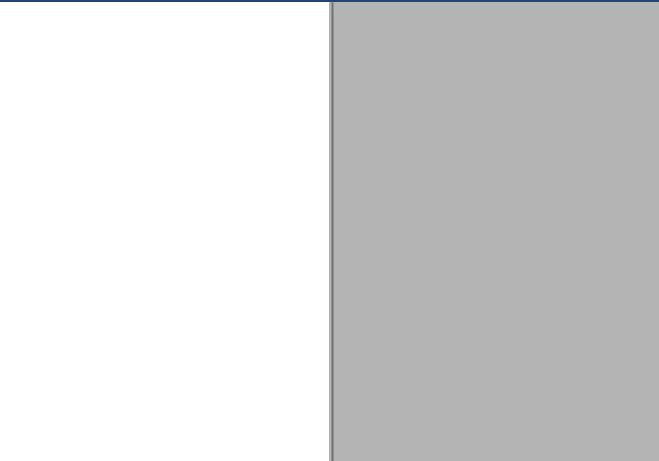
Bleed Ads No penalty for ads that bleed.

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



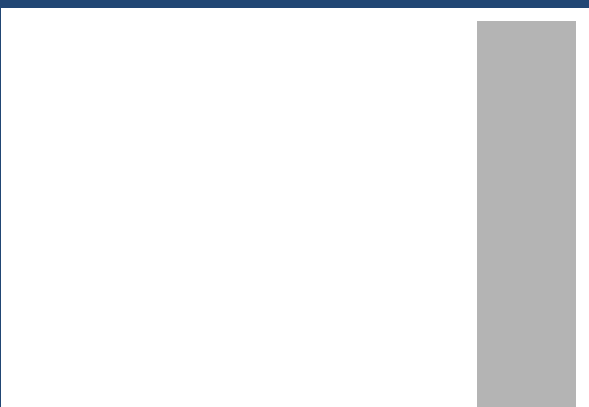
Trim: 9.75" x 6.5"

TABLOID 1/3 PAGE HORIZONTAL



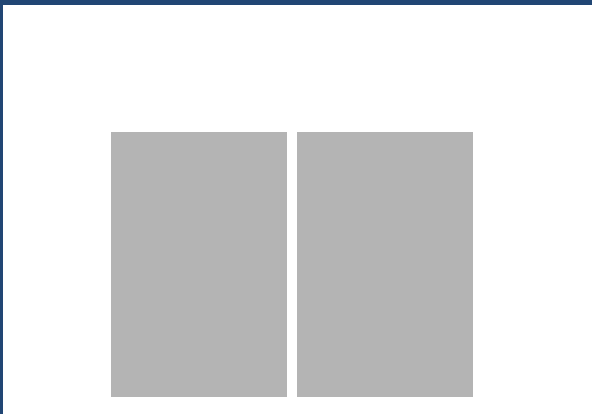
Trim: 9.75" x 4.375"

TABLOID 1/3 PAGE HORIZONTAL



Trim: 3.125" x 12.875"

MAGAZINE SPREAD*



Trim: 15.75" x 10.5"

MAGAZINE PAGE



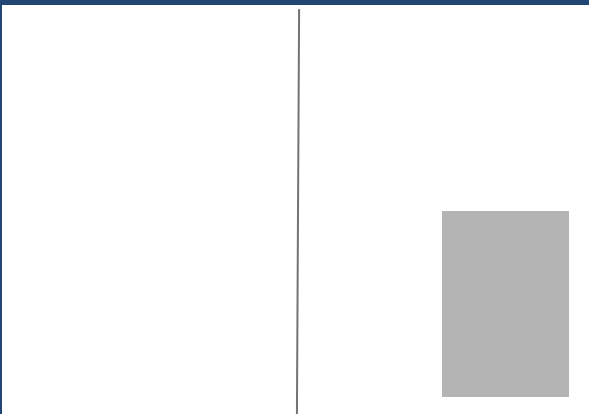
Trim: 7.875" x 10.5"

MAGAZINE 2/3 PAGE VERTICAL



Trim: 4.625" x 9.75"

MAGAZINE 1/2 PAGE ISLAND



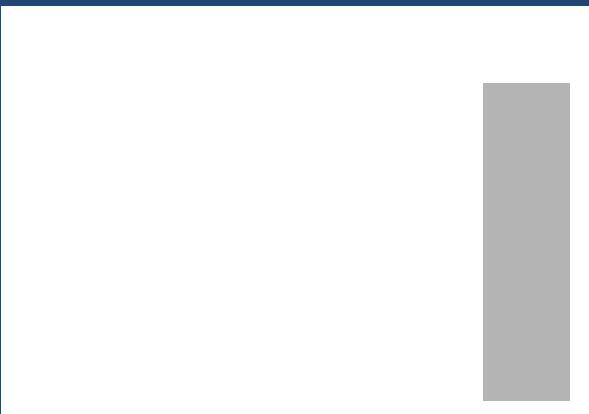
Trim: 4.625" x 7.375"

MAGAZINE 1/2 PAGE HORIZONTAL



Trim: 7" x 4.875"

MAGAZINE 1/3 PAGE VERTICAL



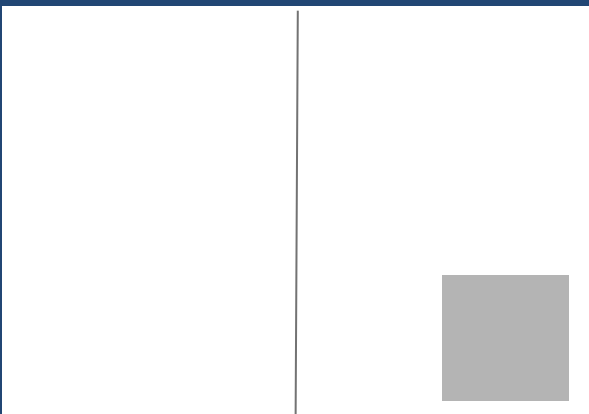
Trim: 2.125" x 9.75"

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).



2027 Advertising Due Dates

	Gatefold/Gimmick Confirmation	Advertising Closing	Ad Material Due	Begin Mailing	Estimated In-Home (Start)
January	9/23/2026	10/30/2026	11/04/2026	12/16/2026	12/31/2026
February	11/11/2026	12/11/2026	12/23/2026	1/20/2027	2/02/2027
March	12/09/2026	1/15/2027	1/20/2027	2/17/2027	3/02/2027
April	1/06/2027	2/12/2027	2/17/2027	3/17/2027	3/30/2027
May	2/10/2027	3/19/2027	3/24/2027	4/21/2027	5/04/2027
June	3/10/2027	4/16/2027	4/21/2027	5/19/2027	6/01/2027
July	4/07/2027	5/14/2027	5/19/2027	6/16/2027	6/29/2027
August	5/05/2027	6/11/2027	6/16/2027	7/14/2027	7/27/2027
September	6/09/2027	7/16/2027	7/21/2027	8/18/2027	8/31/2027
October	7/07/2027	8/13/2027	8/18/2027	9/15/2027	9/28/2027
Nov/Dec	8/11/2027	9/17/2027	9/22/2027	10/20/2027	11/02/2027

2027 Print Ad Specifications



AD SUBMISSION

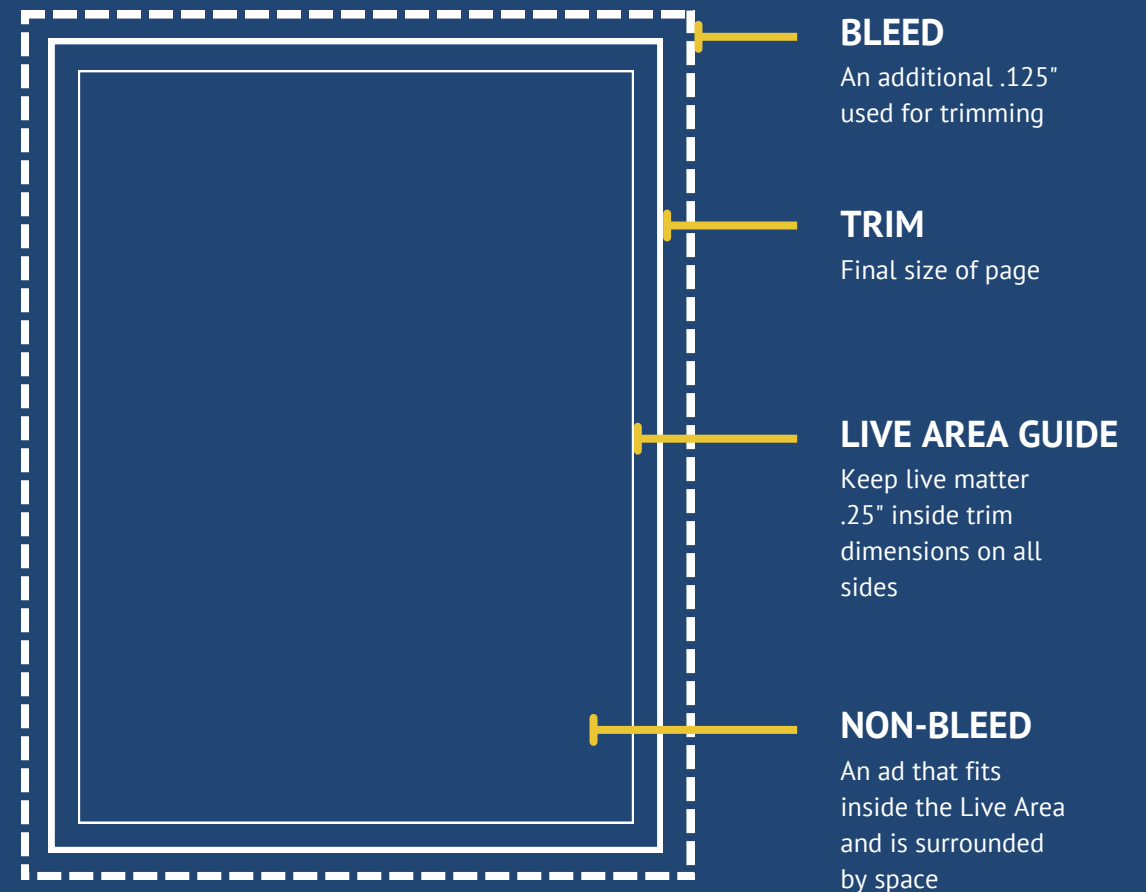
Bassmaster and *B.A.S.S. Times* utilize Send My Ad, an online ad preflight portal for all print advertisements. Emailed files will not be accepted. Send My Ad will allow you to see your advertisement in the exact positioning it will appear on one of the pages of our magazine. It will also help us ensure 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.



2027 B.A.S.S. Contacts

PHILLIP JOHNSON

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MITCHEL LADNER

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MARY KATHRYN THOMAS

Director of Sponsorship
& Licensing
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MARY HILLHOUSE

Sales Development Coordinator
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PRESTON KENDRICK

Sales Account Manager
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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





THANK YOU!