

BASSMASTER

2027 Marketplace 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 AUDIENCE

695K

Average monthly users
on Bassmaster.com

12.9M

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

3.4M

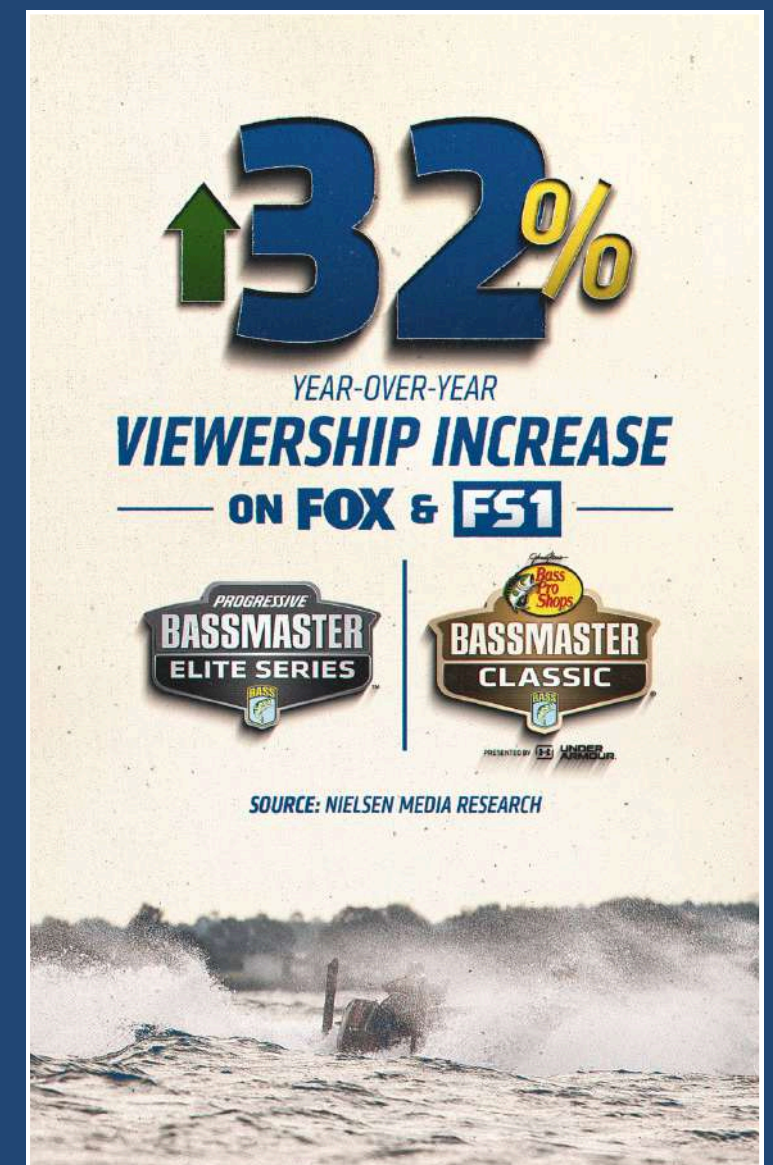
Print Combined
Audience: Bassmaster
and B.A.S.S. Times
Magazines

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®

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.



“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"

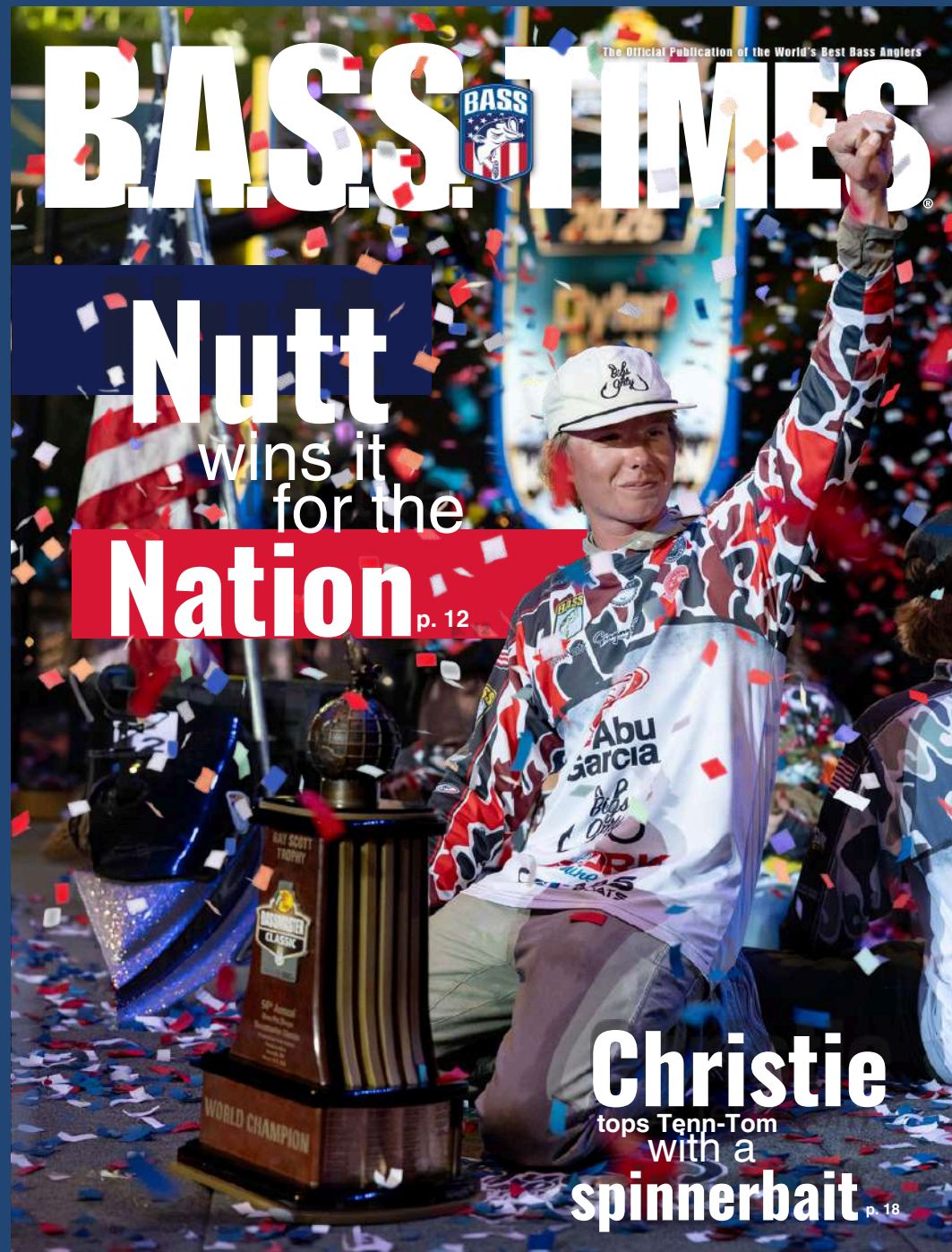
“Largemouth”
6.375" x 5"

BASSMASTER[®]

MARKETPLACE

2027 Advertising Due Dates

	Advertising Closing	Ad Material Due	Inserts Due	Begin Mailing	Estimated In-Home (Start)
Jan/Feb	10/29/2026	10/31/2026	11/14/2026	12/16/2026	12/31/2026
Classic Preview	12/19/2026	12/23/2026	1/09/2027	1/27/2027	2/09/2027
March	1/14/2027	1/16/2027	1/30/2027	2/17/2027	3/02/2027
April	2/11/2027	2/13/2027	2/27/2027	3/17/2027	3/30/2027
May	3/18/2027	3/20/2027	4/03/2027	4/21/2027	5/04/2027
June	4/15/2027	4/17/2027	5/01/2027	5/19/2027	6/01/2027
July/Aug	5/20/2027	5/22/2027	6/5/2027	6/23/2027	7/06/2027
Sept/Oct	7/22/2027	7/24/2027	8/07/2027	8/25/2027	9/08/2027
Nov/Dec	9/16/2027	9/18/2027	10/02/2027	10/20/2027	11/02/2027



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.

Publication Trim Size: 10.5" x 13.75"

Saddle Stitch | Inserts Jog to the Foot | Self Cover

“Shad”
3.125" x 1

“Crappie”
3.125" x
2.0625"

“Shad”
1.5" x 2.0625

“Shad”
1.5" x 2.0625

"Smallmouth"
3.125" x 5"

"Smallmouth
3.125" x 5"

“Shad”
3.125" x 1"

“Shad”
3.125" x 1"

"Largemouth"
6.375" x 5"

"Smallmouth
3.125" x 5"

Full Page 6.5" x 9.75"

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



2027 Advertising Due Dates

	Advertising Closing	Ad Material Due	Begin Mailing	Estimated In-Home (Start)
January	10/30/2026	11/03/2026	12/16/2026	12/31/2026
February	12/11/2026	12/15/2026	1/20/2027	2/02/2027
March	1/14/2027	1/16/2027	2/17/2027	3/02/2027
April	2/11/2027	2/13/2027	3/17/2027	3/30/2027
May	3/18/2027	3/20/2027	4/21/2027	5/04/2027
June	4/15/2027	4/17/2027	5/19/2027	6/01/2027
July	5/13/2027	5/15/2027	6/16/2027	6/29/2027
August	6/10/2027	6/12/2027	7/14/2027	7/27/2027
September	7/15/2027	7/17/2027	8/18/2027	8/31/2027
October	8/12/2027	8/14/2027	9/15/2027	9/28/2027
Nov/Dec	9/16/2027	9/18/2027	10/20/2027	11/02/2027



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

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

2027 B.A.S.S. Marketplace Contact & Specs

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.