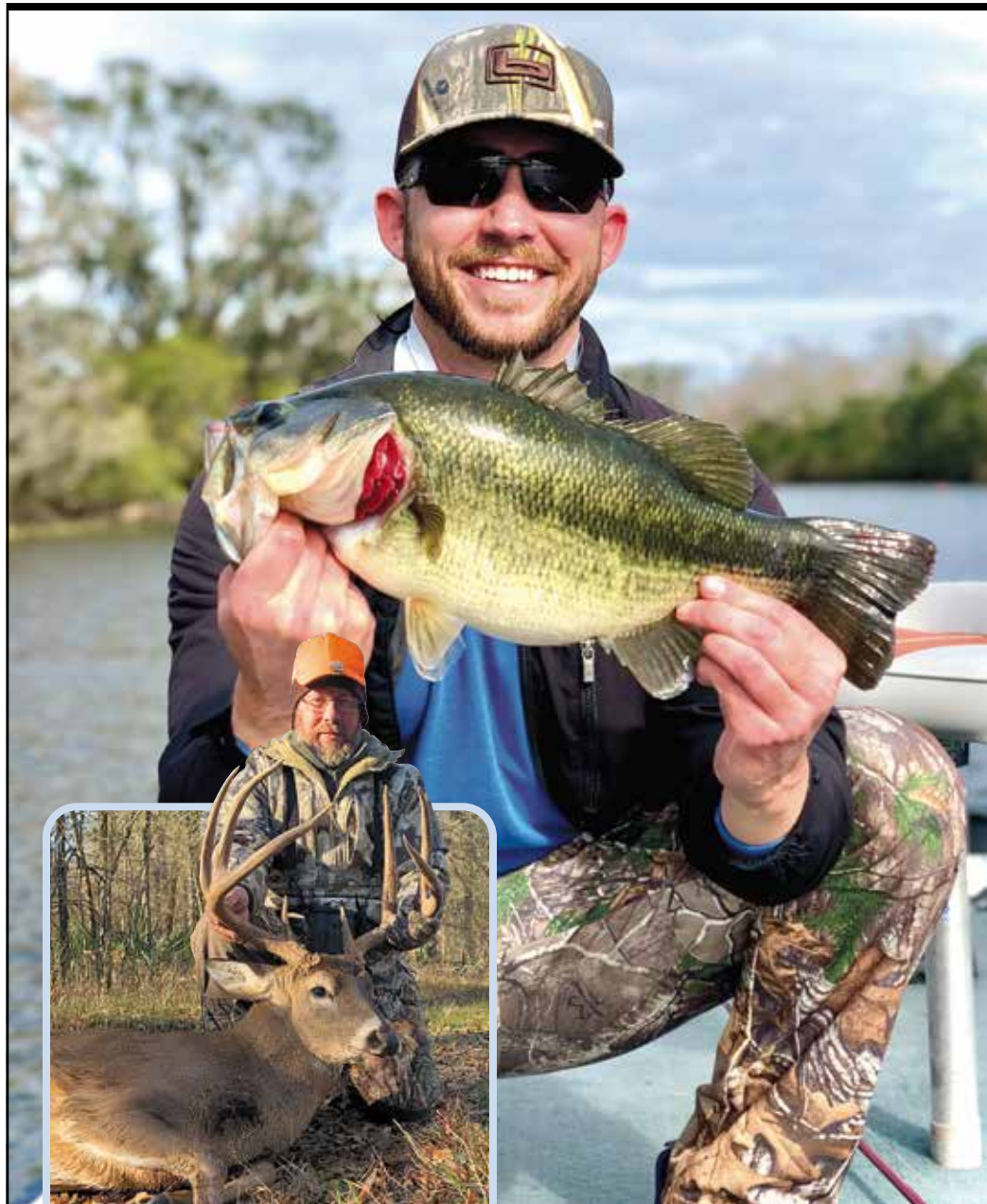




Louisiana SPORTSMAN

2023 MEDIA KIT

IN THE FIELD SINCE 1981... LITERALLY



“Sportsman is the staple of Excel Boat’s print advertising campaign. No other fishing and hunting publication reaches the core of our market better than they do.

– Dave Reynolds
National Sales Manager,
Excel Boats

DIGITAL

Age

26% 18-34

25% 35-44

20% 45-54

17% 55-64

11% 65+

Gender

26% Female

74% Male

DIGITAL AUDIENCE

2,937,346

Page Views Per Month on
louisianasportsman.com

446,880

Visits Per Month on
louisianasportsman.com

53,000

Louisiana Sportsman Magazine
E-newsletter Subscribers

43% Average Open Rate

130,000 Facebook

7,186 Twitter

18,000 Instagram

WEBSITE ANALYTICS

Average Time Per Visit: **2.5+ mins.**

Average Pages Visits: **6.6**

For Returning Visitors: **10.32**

Top States:

TX (19%), LA (18%), IL (7%),
FL (4%), MS (4%), AL (3.5%)

Visits from all 50 states

77% Mobile

19.6% Desktop

2.9% Tablet

OIL AND GAS RIGS DOT OUR INSHORE LOUISIANA LAKES AND BAYS.

When it comes to the oil and gas industry, Louisiana is a major player. The state's inshore waters are home to some of the largest oil and gas rigs in the world. These rigs are responsible for producing a significant portion of the state's oil and gas output. However, the presence of these rigs has also led to concerns about the impact on the environment and the local fishing industry.

WHY BOTHER?

It's a common question: Why bother with oil and gas? The answer is simple: Louisiana is one of the largest producers of oil and gas in the United States. The state's inshore waters are home to some of the largest oil and gas rigs in the world. These rigs are responsible for producing a significant portion of the state's oil and gas output.

However, the presence of these rigs has also led to concerns about the impact on the environment and the local fishing industry. The rigs are responsible for a significant amount of pollution, including oil spills and the release of toxic chemicals. This pollution can have a devastating impact on the local fishing industry, which is a major source of income for many Louisiana residents.

BOAT'S EVERYTHING IN 30

EVERY MONTH Features

Fishing Hotspots:

Hottest places to fish

Outdoor Update

Latest information on kills and catches

Columns:

- Today's a Good Day
- Sticks & Strings
- Muddy Paws
- How Sportsmen Cook
- Marsh Man Masson
- Lure Review
- Paddles 'N Puddles
- Down on the Dock

Departments:

- Hunting/Fishing Regulations
- Sportsman of the Month
- Sportsman Showcase
- Sportsman Astro Tables
- Sportsman Tide Guide
- Hunting/Fishing Scrapbook
- Sportsman Classifieds



SPECKLED TROUT CHANGES

LDWF TAKES OFFICIAL ACTION TO FURTHER HELP MANAGE POPULAR GAME FISH

The Louisiana Department of Wildlife and Fisheries (LDWF) has announced a new management plan for speckled trout. The plan includes a variety of measures designed to ensure the long-term health of the fishery. These measures include a reduction in the number of speckled trout that can be harvested, as well as a requirement that all speckled trout be released if they are under a certain size.

POINT OF CONTENTION

There have been a number of complaints about the new management plan for speckled trout. Some people argue that the plan is too restrictive and will have a negative impact on the local fishing industry. Others argue that the plan is necessary to ensure the long-term health of the fishery.

LOSS OF HABITAT

There have been a number of complaints about the loss of habitat for speckled trout. Some people argue that the loss of habitat is a major threat to the long-term health of the fishery. Others argue that the loss of habitat is a necessary part of the management plan.

NEXT STEPS

The LDWF is currently working on a number of next steps to address the concerns about the new management plan for speckled trout. These steps include a review of the plan and a consultation with the local fishing industry.

POGIE NOI

FOUNDS OF 10TH WARD (WVC ACTION)

The 10th Ward of the City of New Orleans is currently facing a number of challenges. One of the most significant challenges is the loss of habitat for speckled trout. This loss of habitat is a major threat to the long-term health of the fishery.



The LDWF is currently working on a number of next steps to address the concerns about the new management plan for speckled trout. These steps include a review of the plan and a consultation with the local fishing industry.





WEBSITE ADS

Run-of-site display ads on louisianasportsman.com

4 CPM (CPM = Cost Per 1,000 Impressions)

NEWSLETTER TAKEOVER

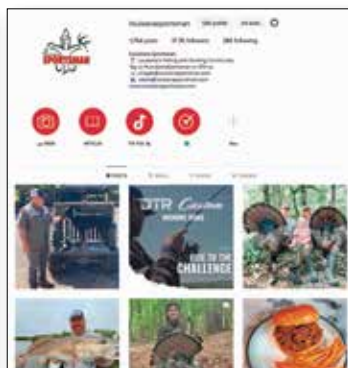
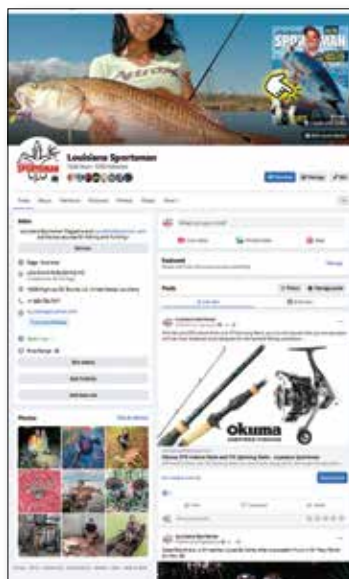
Be front and center of the Louisiana Sportsman newsletter. Newsletter takeovers includes two (2) 630x180 banner ads.

\$390 Per Takeover

CUSTOM E-BLAST

Reach over 50,000 email subscribers with your own custom message.

\$1,500 Per 7-Day Campaign



CO-BRANDED SOCIAL CAMPAIGN

Partner your brand with the established media source Louisiana Sportsman and reach our custom audience on Facebook/Instagram.

SPONSORED CONTENT

Share your story! The sponsored content package includes a dedicated article with up to three backlinks, your content integrated with louisianasportsman.com editorial features on the homepage (new products tab), promotion in e-newsletters and social media. (all content is subject to editorial approval)

\$2,000 Per Article
(all content is subject to editorial approval)

PRODUCT REVIEW (Must be approved by editor)

Your product, in print and digital (2 Month Minimum)

Package Includes:

- Product review in Louisiana Sportsman (125 words & 1 image)
- Review posted on our social media platforms
- Product review featured within the New Products section of our homepage with outbound link
 - review and link remain active and search-able after the 2-month contract

\$749/mo

PRINT RATES & SPECS

PRINT RATES

AD SIZE	12X	9X	6X	3X	1X
Spread	\$2,558	\$2,695	\$2,832	\$2,970	\$3,244
Full	\$1,458	\$1,537	\$1,610	\$1,687	\$1,839
1/2 Page	\$782	\$823	\$865	\$906	\$989
1/4 Page	\$437	\$461	\$485	\$508	\$556

Premium Positions

AD SIZE	12X	9X	6X	3X	1X
Back Cover	\$2,917	\$3,111	\$3,306	\$3,500	\$3,889
Inside Front	\$2,857	\$3,047	\$3,238	\$3,428	\$3,809
Inside Back	\$2,710	\$2,890	\$3,071	\$3,252	\$3,613
Cover Slicks	\$2,438	\$2,600	\$2,763	\$2,925	\$3,250
Center Slicks	\$2,438	\$2,600	\$2,763	\$2,925	\$3,250

PRINT AD SPECS (Inches)



Spread

Live 15.5 x 9.75
Trim 16.5 x 10.75
Bleed 17.25 x 11.5



Full Page

Live 7.25 x 9.75
Trim 8.25 x 10.75
Bleed 9 x 11.5



4x5

1/2 Page Horiz.
7.25 x 4.7944



3x7

1/2 Page Vert.
5.3958 x 6.4979



2x5

1/4 Page Vert.
3.5417 x 4.7944



2x10

1/2 Page Vert.
3.5417 x 9.75

DEADLINES

January: 12/14/2022
February: 1/18/2023
March: 2/15/2023
April: 3/22/2023
May: 4/19/2023
June: 5/24/2023

July: 6/21/2023
August: 7/19/2023
September: 8/23/2023
October: 9/20/2023
November: 10/18/2023
December: 11/15/2023

* All offered discounts apply only on payment made within 30 days

FILE FORMAT

- Required format for ADS (Cover and Interior pages). PDF/X-1a format is the required format for ad submission. All ads must be created to the exact size specifications listed on the rate card. Ads that bleed require .375" of bleed space on all sides. Cover ads must bleed .50"
- **TOTAL INK LIMITS**
Total ink limit for newsprint (interior pages) is 240%; for cover positions 300%
- **DIGITAL FILE SUBMISSION FOR**
In-House Services (additional charges may apply) Images/scans should be 300dpi in CMYK. Logos should be supplied in .EPS format. Type should be converted to outlines or fonts provided. We also accept packaged InDesign documents (CS 2023).
- **ELECTRONIC TRANSMISSIONS**
Camera ready (press ready) ads may be submitted via e-mail. Please send ads to traffic@lasmag.com. For FTP information, please contact your sales representative.

PAPER SPECS

Interior pages are printed on a web offset press, 32# newsprint. Cover is printed on 80# enamel stock.

GENERAL POLICY

All advertising insertions, orders, contracts and materials are subject to approval by publisher. No cancellation of space orders will be accepted after space closing deadline. Contracts with ad cancellations prior to completion will be short rated to the lowest earned rate. Rebate of credit earned by reaching a higher frequency discount level will be applied to the advertiser's account. This credit may be carried forward into the next year's advertising cycle. All contracts and insertion commitments must be made in writing:
No verbal agreements will be honored.

FOR MORE INFORMATION

Advertise with us at 985-758-7217 or
sales@lasmag.com



Louisiana Publishing, Inc

14236 Highway 90, P.O. Box 1199, Boutte, LA 70039-1199
800-538-4355, louisianasportsman.com

Display Ads

728 x 90 Leaderboard	4 CPM Range
300 x 250 Medium Rectangle	4 CPM Range
300 x 600 Half Page	4 CPM Range
320 x 50 Mobile Leaderboard	
630 x 180 Partition	

High Impact

Page Takeover (Five ad sizes)	4 CPM
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Business Directory

Bronze	\$25/mo	Business Directory Listing + 2 free classifieds
Silver	\$100/mo	Business Directory Listing + 30 free classifieds
Gold	\$200/mo	Business Directory Listing + 60 free classifieds
Platinum	\$300/mo	Business Directory Listing + unlimited classifieds

Extras

Geographic Targeting	4 CPM Range	Inquire for availability
Content Targeting	4 CPM Range	Inquire for availability

DIGITAL SPECS (Pixels)

Standard Interactive Advertising Bureau Guidelines (www.iab.net).

All units launch new browser

Accepted file formats: .fla, .jpg, .gif, .swf, .png, .html

Maximum load size not to exceed 30k

Animation length not to exceed 15 seconds

DIGITAL RATES (Net)

Bundle (Discount)

Package A - Full page print ad + 200,000 digital impressions & Facebook ad \$1,995. (\$1458, \$200, \$300)

Package B - Half page print ad + 200,000 digital & Facebook ad \$1,295. (\$700 \$200 \$300)

Package C - Qtr page print ad + 200,000 digital & Facebook ad \$855. (\$350, \$200, \$300)

Package D - Full page print ad + 200,000 digital impressions Facebook ad + newsletter Ad. (\$2,500)

DIGITAL SPECS (Pixels)

Website

300x250, 300x600, 320x50, 630x180, 728x90

Newsletter Takeover

Two 630x180 + URL

Custom E-Blasts/Affiliate Social Media

1080x1080 Instagram + URL

1200x630 Facebook + URL

File Format

JPEG, PNG, GIF, 72 dpi

FOR MORE INFORMATION

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