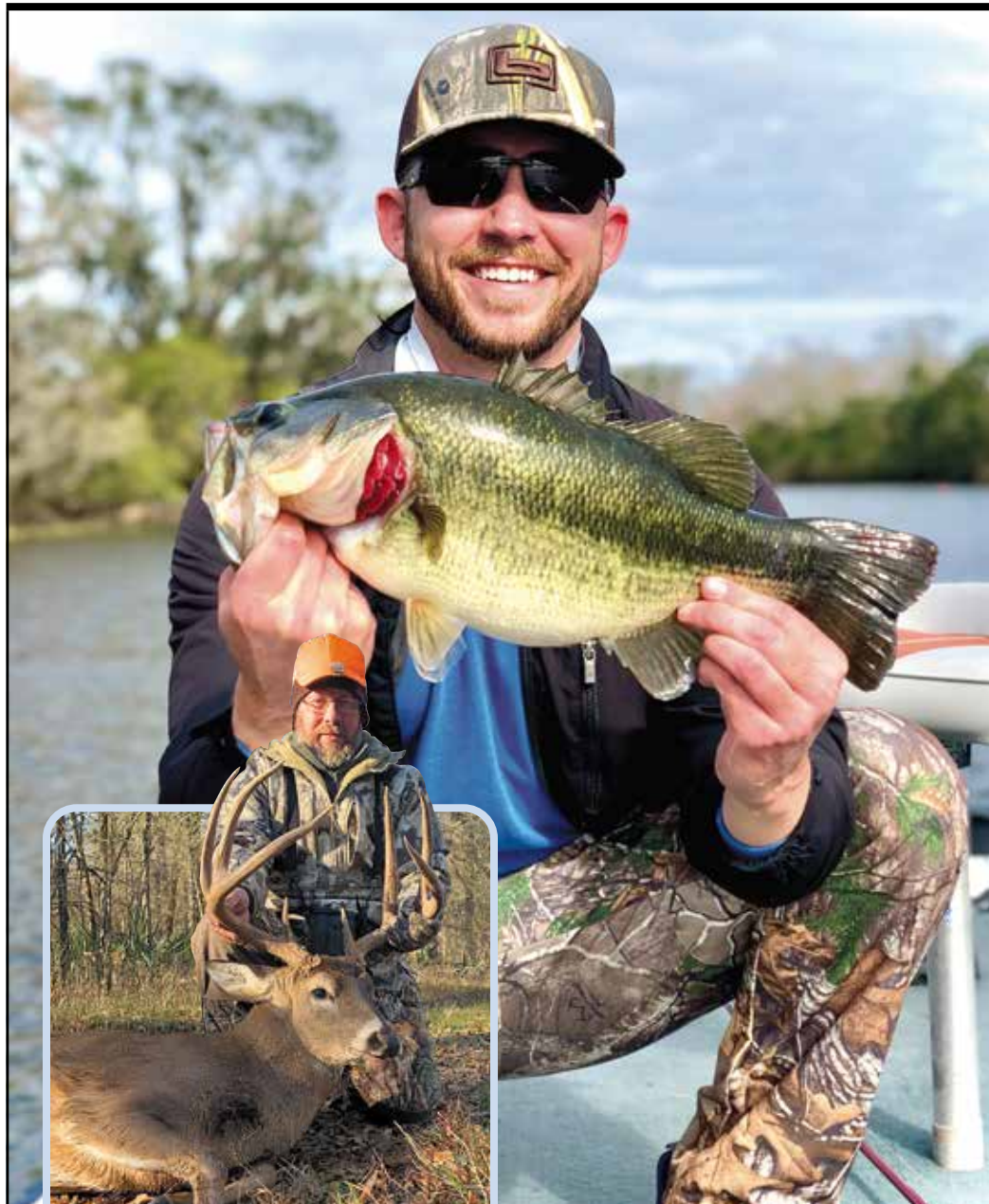




Louisiana  
**SPORTSMAN**  
2024 MEDIA KIT  
IN THE FIELD SINCE 1981... LITERALLY





“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, the state of Louisiana is a major player. The state's inshore waters are home to some of the largest oil and gas fields in the world. This has led to the construction of numerous oil and gas rigs in the state's inshore waters. While these rigs are essential for the state's economy, they have also caused some controversy. Some people believe that the rigs are a threat to the state's environment and wildlife. Others believe that the rigs are a necessary part of the state's economy. This article will explore the pros and cons of oil and gas rigs in Louisiana's inshore waters.

### WHY BOTHER?

If you are new to fishing, you may be wondering why you should bother. The answer is simple: fishing is a great way to spend your time. It is a relaxing activity that can be done with family and friends. Fishing can also be a great way to learn about the environment and wildlife. If you are interested in fishing, you should consider getting a fishing license and buying some fishing gear. This will allow you to enjoy the sport of fishing to its fullest.

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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 not to be kept. The LDWF hopes that these measures will help to ensure that speckled trout remain a popular and sustainable game fish for years to come.

### POINT OF CONTENTION

There has been a lot of controversy surrounding the LDWF's new management plan for speckled trout. Some people believe that the plan is too strict and will hurt the speckled trout industry. Others believe that the plan is necessary to ensure the long-term health of the fishery. The LDWF is currently working to address the concerns of those who oppose the plan, while also ensuring that the plan is implemented as intended.

### LOSS OF HABITAT

There has been a significant loss of habitat for speckled trout in Louisiana. This is due to a variety of factors, including the construction of oil and gas rigs, the clearing of wetlands, and the draining of marshes. The loss of habitat has led to a decline in the speckled trout population, which has caused concern among sportsmen and conservationists alike. The LDWF is currently working to address the loss of habitat by implementing a variety of measures, including the creation of artificial habitats and the restoration of wetlands.

### NEXT STEPS

The LDWF is currently working to implement the new management plan for speckled trout. This includes a variety of measures, such as the reduction in the number of speckled trout that can be harvested, and the requirement that all speckled trout be released if they are not to be kept. The LDWF hopes that these measures will help to ensure the long-term health of the speckled trout fishery.

### POGIE NOI

THEY'VE GOT A HALF A MILLION POUNDS OF TROT (WAVE ACTION)

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 not to be kept. The LDWF hopes that these measures will help to ensure that speckled trout remain a popular and sustainable game fish for years to come.



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## WEBSITE ADS

Run-of-site display ads on louisianasportsman.com

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

## NEWSLETTER TAKEOVER

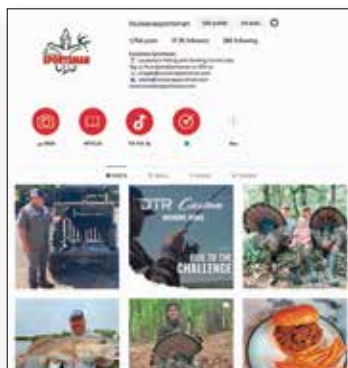
Be front and center of the Louisiana Sportsman newsletter. Newsletter takeovers includes two (2) 630x180 banner ads.

\$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

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 Issue:	12/14/2022	July Issue:	6/13/2023
February Issue:	1/18/2023	August Issue:	7/18/2023
March Issue:	2/15/2023	September Issue:	8/15/2023
April Issue:	3/14/2023	October Issue:	9/12/2023
May Issue:	4/11/2023	November Issue:	10/17/2023
June Issue:	5/16/2023	December Issue:	11/14/2023

\* 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](mailto: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](mailto:sales@lasmag.com)



Louisiana Publishing, Inc

14236 Highway 90, P.O. Box 1199, Boutte, LA 70039-1199  
 800-538-4355, [louisianasportsman.com](http://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](http://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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