



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



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

“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

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

BY THE TRUST GAME

More accurately, the structures we anglers call "rigs" are platforms in shallow bays, but even so, we still anglers. I will tell you the rigs in a few areas where the oil revenue is large, the inshore rigs are concentrated on 30 main rigs may exist in a few more areas.

Additionally, many small structures marking well heads surround these main rigs. In most areas, the structures that justify these main rigs. In most areas, the structures that justify these main rigs. In most areas, the structures that justify these main rigs.

WHY BOTHER?

If you are new to fishing rigs, that I expect you are asking the question, "why should I bother with rigs?" The answer is simple. If you fish the rigs, you know that the rigs are the best places to fish. The rigs are the best places to fish. The rigs are the best places to fish.

DO NOT OVERTHINK IT >

HOW SPORTSMEN COOK

SWEET AND SOUR WILD PORK

PUT WILD PIG MEAT TO GOOD USE

The problems associated with wild pig (boar) is nothing new to those of us living in the state. Wild pig have a habit of trampling crops and causing damage through trampling the soil, or even the occasional kill from a wild pig.

Don't let anyone fool you, there are problems for hog hunters. It can be a good way to help put them to use.

HOW SPORTSMEN COOK

OUTDOOR UPDATE

Rigs with main platforms and many more that can provide the optimal surface area to catch fish.

INGREDIENTS:

- 1 cup corn
- 2 1/2 cups corn oil
- 1 tablespoon white wine
- 1 cup vinegar

MARINADE:

- 1/2 cup olive oil
- 1/2 cup soy sauce
- 1 medium egg

SAUCE:

- 2 tablespoons corn oil

OUTDOOR UPDATE

PHOTO: [Name]

SPECKLED TROUT CHANGES

LDFW TAKES OFFICIAL ACTION TO FURTHER HELP MANAGE POPULAR GAME FISH

POINT OF CONTENTION

Commercial harvest of speckled trout comprises less than one percent of total direct harvest. Advance said to the LDFW, in his report, "And, elimination of public lands would result in less than one percent reduction of overall harvest. Options on the table vary widely."

"We have strong consensus of captains in the eastern part of the state who want the strongest regulations possible," said Fisher, executive director of Louisiana Charter Boat Association. "We have a strong consensus of captains in the central part of the state that an increase in the size limit would put them out of business."

There was "very little" opposition from charter boat captains of the western portion of the state, according to Fisher, with the caveat that "there was a lot of discussion about the impact of the size limit on the western portion of the state."

Additionally, modifications in the rule create one statewide size and bag limit, removing the separate regulations in coastal and western Louisiana. The biologist said his team took into account Louisiana's diverse fisheries and the impact of the size limit.

"When you look at the bag limit, it does show some major trends," Advance said. "The average is actually closer to five than 35 percent of successful angler trips have ending up with a speckled trout. However, when you look at the bag limit, all of the successful effort from above that new bag limit will be reduced to 10 fish, a 25 percent reduction."

POGIE NOI

ABANDONED RIGS WITH HALF A MILLION POUNDS OF FISH SPARKS IWFV ACTION

THE FISH

The Louisiana Wildlife and Fisheries Commission (LWFC) has reacted to a controversial abandoned commercial fishing rig located in the Gulf of Mexico off Holly Beach in Cameron Parish in mid-September. The rig was loaded with an estimated half million pounds of dead fish, including numerous redfish, sheepshead and other species. Dead fish were piled up on the beach for days following the warning of a report.

The LWFC did not meet publicly or issue comment following the incident. However, at its regular October meeting, the LWFC did address a motion of interest (MOI) to permit a private industry member to remove the rig. The proposed rule would:

- Prohibit abandoning member gear unless gear during course of fishing operations and gear is removed within a 48-hour window to remove gear before it is considered abandoned.
- Establish marking requirements for gear that is released to facilitate removal and removal of non-target species by the releaser gear.
- Require notification to LWF within 24 hours of any release of member gear.

"Despite the reasonable attempts to be made to remove member gear and bycatch from the abandonment in the event of a release, a failure to take action on this MOI could result in the abandonment of a fishery resource subject to civil fine and revocation and abandonment of gear that contribute a commercial fishing violation."

The LWFC did not address anything else involving the controversial abandoned rig during its meeting. However, the LWFC did address a motion of interest (MOI) to permit a private industry member to remove the rig. The proposed rule would:

These comments are being sent to you as a courtesy. If you have any questions, please contact the LWFC at (504) 762-1000 or visit our website at www.louisianawildlife.com.

HOW TO USE THE SCRAPBOOK

GET PHOTOS? WE WANT 'EM

Submit your photos to the Louisiana Sportsman magazine. We want to see your best fishing photos. Send them to: Louisiana Sportsman, P.O. Box 1000, Lake Charles, LA 70601.

ASTRA TABLES

ASTRA TABLES provides a comprehensive table of fishing regulations, including size limits, bag limits, and season dates for various species in Louisiana.

STAR TRON

IT'S NOT THE ENGINE, IT'S THE FUEL!

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Star Tron is the best fuel for your outboard motor. It provides extra power and protection for your engine. Visit www.startron.com for more information.

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YORK BOAT SPECIALIST

Call Scully's for more information: 504-223-0532. Website: www.scullyboats.com

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:

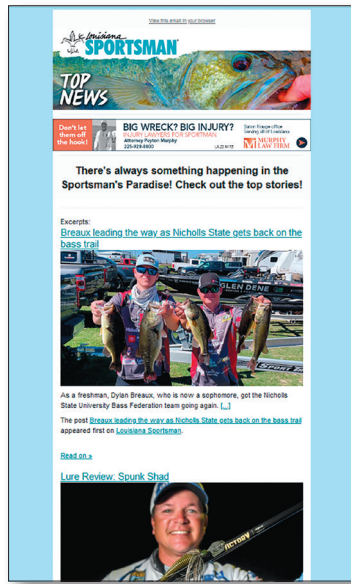
- Hunting/Fishing Regulations
- Sportsman of the Month
- Sportsman Showcase
- Sportsman Astro Tables
- Sportsman Tide Guide
- Hunting/Fishing Scrapbook
- Sportsman Classifieds



WEBSITE ADS

Run-of-site display ads on louisianasportsman.com

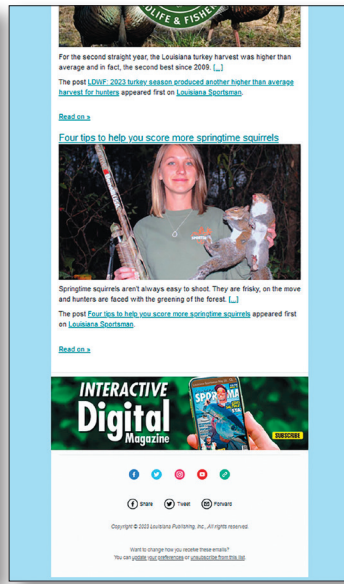
4 CPM (CPM = Cost Per 1,000 Impressions)



NEWSLETTER AD

Be front and center of the Louisiana Sportsman newsletter. Includes (1) 630x180 banner ad.

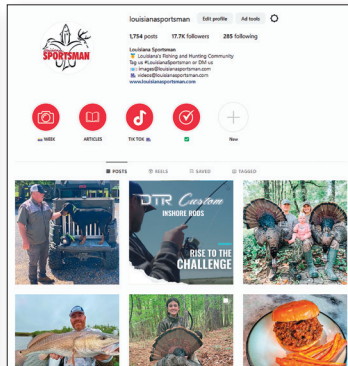
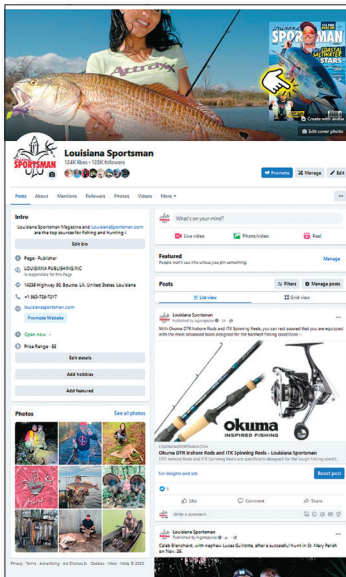
\$390



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)

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. 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

	Rate
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	

Info

Run of Site
Run of site
Limited Placements

High Impact

	Rate
Page Takeover (Five ad sizes)	4 CPM

Info

Exclusive Placement

Business Directory

	Rate
Bronze	\$25/mo
Silver	\$100/mo
Gold	\$200/mo
Platinum	\$300/mo

Info

Business Directory Listing
+ 2 free classifieds
Business Directory Listing
+ 30 free classifieds
Business Directory Listing
+ 60 free classifieds
Business Directory Listing
+ unlimited classifieds

Extras

	Rate
Geographic Targeting	4 CPM Range
Content Targeting	4 CPM Range

Info

Inquire for availability
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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