

# NEW ENGLAND FISHING

MEDIA KIT





# NEW ENGLAND FISHING



## JUNE: ANNUAL ISSUE

New England Fishing delivers detailed, destination- and species-specific information on catching all of the region's major game and food fish, in a big, bold, glossy publication that readers will want to keep on their boat or in their home all season long! Contributors include professional guides, award-winning outdoor writers and charter captains, as well as photographers who are among the best in the business. In addition to dispensing valuable fishing tips and techniques, the magazine includes recommendations on new gear, delicious recipes, launch ramp information, plus a look at the hottest new fishboats on the market.

Published in June, New England Fishing is supported by a dynamic, content-rich website filled with videos, articles, photos, gear and boat reviews, a Boater's Guide to over 150 destinations and important links to other fishing-related sites.

A spectacular boating lifestyle magazine – sleek, beautiful and informative – from the publishers of New England Boating, New England Fishing is all about the enjoyment of boating in New England. Its team of award-winning editors, writers and photographers deliver vibrant, intelligent, destination-oriented content that sets it apart from other magazines and cruising guides currently on the market.

Published in June New England Fishing will provide boaters everything they need to know about bringing their boat to a particular destination, including:

- [Marinas, launch ramps & anchorages.](#)
- [Harbormaster contacts & navigational information.](#)
- [Recommendations on upscale places to eat and stay.](#)
- [Insider info on area attractions.](#)
- [Tips on fishing spots.](#)
- [Business profiles on marine-based industries.](#)

Don't miss your opportunity to be part of a great publication dedicated to the joys of fishing in New England! From Long Island to Maine, New England Fishing is the ultimate resource for boaters looking to enjoy fishing in New England.

# NEW ENGLAND FISHING

	x1	x4
Two-Page Spread	\$9,300	\$9,000
Full Page	\$5,500	\$5,350
Two-Third Page	\$4,440	\$4,350
Third Page	\$3,110	\$3,050

## AD DIMENSIONS

*two page spread*  
 BLEED **18 x 11.125**  
 TRIM **17.75 x 10.875**  
 LIVE AREA **17.5 x 10.625**

**Premium Positions** including inside front cover, inside back cover, back cover and first 10 pages available.

Inside Front Cover: **\$6,020.**

1st Inside Spread: **\$9,520.** ~ 2nd Inside Spread: **\$9,020.**

Inside Back Cover: **\$5,520.** ~ Back Cover: **\$8,020.**

**LAYOUT SPECIFICATIONS:** InDesign, Photoshop or Illustrator (saved as .tif or .eps and convert all type to paths) Also PDF format with all images and fonts imbedded. 300 dpi, Color must be converted to CMYK.

\*Lighthouse Media Solutions will produce a quality ad with one proof for your business at no additional cost to you. If further design work or proofs are required additional fees may apply.

### WEB BANNER ADVERTISING

size	price
300 x 600	\$22.00 CPM
300 X 250	\$18.00 CPM
728 X 90	\$16.00 CPM
300 x 50	\$18.00 CPM MOBILE ONLY

### SPONSORED EDITORIAL:

Blog posts written by our team, published on LMS branded websites and shared on social media platforms: \$750 per post

Social Media Mentions (limited to 2 per month per brand): \$75.00 per post

### OTHER:

Enhanced directory listing:  
 \$500 per year, per site

Web banner on monthly eNewsletter  
 (per brand): \$250 per banner, per brand

*full page*  
 BLEED **9.125 x 11.125**  
 TRIM **8.875 x 10.875**  
 LIVE AREA **8.625 x 10.625**

*half horz.*  
**7.875 x 4.75**

*third square*  
**5 x 4.75**

*two third*  
**5 x 9.75**

CALL AND RESERVE YOUR SPACE TODAY!

### Cape Cod Office:

396 Main Street, Suite 15, Hyannis, MA 02601  
 508.534.9291 508.534.9774 (F)

**Rhode Island Office:** P.O. Box 568, Portsmouth, RI 02871  
 401-396-9890 (F)

**Boston Office:** 857-400-7888

# NEW ENGLAND FISHING



## Our Web Presence

*New England Boating* is supported by [NewEnglandBoating.com](http://NewEnglandBoating.com), a dynamic, content-rich website focused on boating in New England. The site features supporting articles, videos, charts, news, photos and more for many of the destinations that appear in the printed magazine.

With current monthly traffic at 35,000 visitors (29,000 unique), the site is yet another way for New England Boating advertisers to reach the region's avid boaters who receive [NewEnglandBoating.com](http://NewEnglandBoating.com)'s daily emails, RSS feeds, Facebook posts and Tweets. Special advertising/marketing packages comprising banners, videos, reviews and articles on [NewEnglandBoating.com](http://NewEnglandBoating.com) can be arranged.

**2,812**  
Average E-zine Readers

**32,665**  
Average Impressions



## Digital Edition

Along with our printed issue of *New England Fishing* our digital edition e-zine captures a wider audience. Your ad will link to your company's website.

## Demographics

- Adults 35-65.
- Male to female 60% / 40%.
- Waterfront homeowners / second homes.
- Household income \$250,000 or greater.
- Affluent boat owners 25' powerboats and larger.

## Distribution/Circulation

- New England Fishing distributes up to 25,000 copies per issue.
- Distribution area is New England (Rhode Island, including Newport, Metro Boston, Metro West, South Coast, South Shore, the Cape and Islands, Maine, Connecticut, Long Island and Westchester Area).
- Direct Mailing to waterfront enthusiasts and boat owners across New England with incomes of \$250,000+ and homes valued at \$1 million and higher. In Massachusetts, income of \$500,000+ and homes valued at \$1.2 million and higher. (Source: InfoUSA, Omaha, NE)
- Complimentary copies available at all advertiser locations.
- Finer newsstands throughout New England, including Barnes & Noble, CVS, Rite Aid, Newsbreak and Out of Town News.
- Magazine available to order online at [NewEnglandBoating.com](http://NewEnglandBoating.com).
- Boat dealers and manufacturers throughout New England will be provided with complimentary copies of New England Fishing & New England Boating to offer prospective clients.
- New England Fishing will offer its advertisers, on request, direct mailing. Let us know who you'd like to receive a copy and we'll take care of the rest (postage paid by advertiser)!

**LIGHTHOUSE** M  
MEDIA SOLUTIONS

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