



2023 **BASSMASTER**   
**B.A.S.S. TIMES**   
**MARKETPLACE**



# 2023 Bassmaster National Advertising Rates



500,000  
RATE BASE  
9x/year  
FREQUENCY

## Bassmaster® Magazine

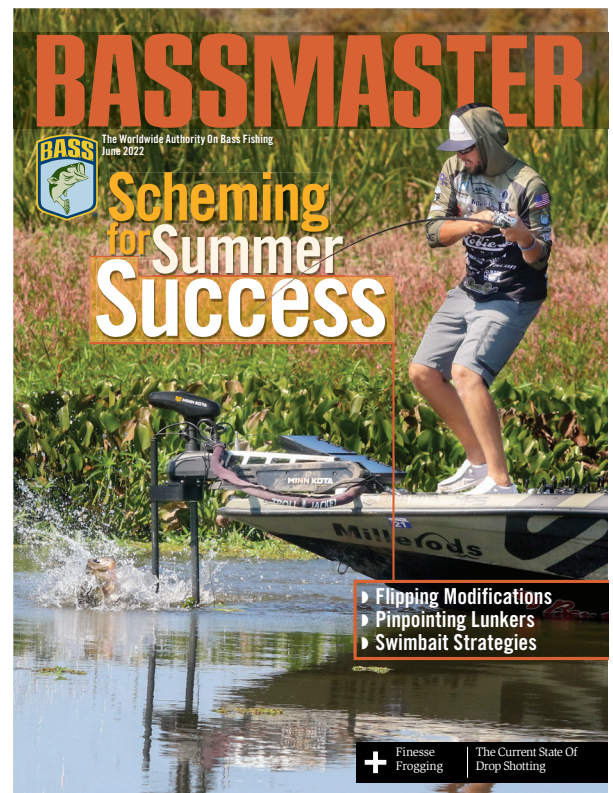
Launched in 1968 as the membership magazine of the Bass Anglers Sportsman Society, *Bassmaster* is the ultimate authority on bass fishing for anglers of every skill level. Each issue is a must-read for a broad community of fishing enthusiasts covering topics such as:

- How-to fishing techniques
- The latest new gear options and gear overviews
- Suggestions of the best places to fish
- Interviews with pro anglers
- The science behind fishing and more

### 2022 RATES

Unit	Size	1X	3X	6X	9X
Page	Page	\$10,920	\$10,590	\$10,140	\$9,600
Largemouth	1/2	\$6,000	\$5,820	\$5,570	\$5,270
Smallmouth	1/4	\$2,990	\$2,920	\$2,790	\$2,650
Crappie	1/8	\$1,510	\$1,450	\$1,400	\$1,320
Shad	1/16	\$760	\$730	\$690	\$650

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





# 2023

## Bassmaster Marketplace Advertising Due Dates



	Advertising Closing	Ad Material Due	Inserts Due	Begin Mailing	Estimated In-Home (Start)
<b>Jan/Feb</b>	11/15/22	11/18/22	12/02/22	12/18/22	12/30/22
<b>Classic Preview</b>	12/27/22	1/02/23	1/13/23	1/29/23	2/11/23
<b>March</b>	1/17/23	1/20/23	2/03/23	2/19/23	3/04/23
<b>April</b>	2/07/23	2/10/23	2/24/23	3/12/23	3/25/23
<b>May</b>	3/07/23	3/14/23	3/31/23	4/16/23	4/29/23
<b>June</b>	4/11/23	4/14/23	4/28/23	5/14/23	5/27/23
<b>July/Aug</b>	5/09/23	5/12/23	5/26/23	6/11/23	6/24/23
<b>Sept/Oct</b>	7/11/23	7/14/23	7/28/23	8/13/23	8/26/23
<b>Nov/Dec</b>	9/12/23	9/15/23	9/29/23	10/15/23	10/28/23

**"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"



# 2023

## Bassmaster Editorial Calendar

### JANUARY/FEBRUARY

Elite Series AOY Exclusive feature; New Gear for Forward Facing Sonar; Recap of 2022 Elites; Recap of Kayak Series

### CLASSIC PREVIEW

The Bassmaster Classic Could Break Records; Classic Contender Pundit Picks; Techniques That Should Win The Classic

### MARCH

What To Fling In Spring; Sunglass Roundup

### APRIL

Land Of Giants; Lures For Lunkers

### MAY

Bassmaster Classic Recap

### JUNE

Deepwater Tactics, Baits, Electronics Hacks

### JULY/AUGUST

Bassmaster's 100 Best Bass Lakes and other destinations for bass anglers

### SEPTEMBER/OCTOBER

Know Your Baitfish And How To Imitate Them; What's New In Rod And Reel Technology

### NOVEMBER/DECEMBER

Buyer's Guide From ICAST 2023 (just in time for Christmas)

Please Note: Our editorial calendar is subject to change.





2023

B.A.S.S. Times  
Marketplace  
National  
Advertising  
Rates

100,000  
SUBSCRIBERS

12x/year  
FREQUENCY



B.A.S.S. Times Magazine

First published in 1989, B.A.S.S. Times offers news and information written and edited for serious bass anglers. Each monthly issue contains a mixture of how-to articles and news about tournaments, B.A.S.S. Nation and conservation issues.

2023 RATES

Unit	Size	1X	3X	6X	9X
Page	Page	\$3,820	\$3,700	\$3,540	\$3,360
Largemouth	1/2	\$2,090	\$2,040	\$1,970	\$1,850
Smallmouth	1/4	\$1,060	\$1,020	\$970	\$920
Crappie	1/8	\$530	\$510	\$480	\$460
Shad	1/16	\$260	\$250	\$240	\$230

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





# 2023

## B.A.S.S. Times Marketplace Advertising Due Dates



	Advertising Closing	Ad Material Due	Begin Mailing	Estimated In-Home (Start)
<b>Jan</b>	11/16/22	11/18/22	12/18/22	12/30/22
<b>Feb</b>	12/14/22	12/16/22	1/22/23	2/04/23
<b>March</b>	1/18/23	1/20/23	2/19/23	3/04/23
<b>April</b>	2/08/23	2/10/23	3/19/23	4/01/23
<b>May</b>	3/08/23	3/15/23	4/16/23	4/29/23
<b>June</b>	4/12/23	4/14/23	5/14/23	5/27/23
<b>July</b>	5/10/23	5/12/23	6/11/23	6/24/23
<b>Aug</b>	6/14/23	6/16/23	7/16/23	7/29/23
<b>Sept</b>	7/12/23	7/14/23	8/13/23	8/26/23
<b>Oct</b>	8/16/23	8/18/23	9/17/23	09/30/23
<b>Nov</b>	9/13/23	9/15/23	10/15/23	10/28/23
<b>Dec</b>	10/11/23	10/13/23	11/12/23	11/25/23

The image displays ten distinct ad size options, each represented by an orange rectangle with the following specifications:

- “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"

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# 2023

## B.A.S.S. Times Editorial Calendar

### JANUARY

Finesse baits for lethargic winter bass

### FEBRUARY

The 2023 Bassmaster Elite Series field

### MARCH

Classic Preview edition, with profiles and vital info for all competitors

### APRIL

Elite Series coverage of Lake Okeechobee

### MAY

Elite Series coverage of Lake Seminole

### JUNE

Full coverage of the 2023 Bassmaster Classic in Knoxville

### JULY

Elite Series coverage of Lay Lake

### AUGUST

Elite Series coverage of Sabine River

### SEPTEMBER

Going micro for the dog days of summer

### OCTOBER

Elite Series coverage of Lake St. Clair and Lake Champlain

### NOVEMBER

Elite Series coverage of the St. Lawrence River, AOY Wrap-up, ROY Wrap-up, Bassmaster High School All-Americans, Nation Championship qualifiers

### DECEMBER

100 new products that would make every angler happy on Christmas morning

Please Note: Our editorial calendar is subject to change.





# 2023 B.A.S.S. Marketplace Contact & Specs



## 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](mailto:Ads@foxprintdesign.com)

### BASSMASTER MAGAZINE READERSHIP:

Median age: 47.2

Median Household Income: \$70,888

MALE: 80% FEMALE: 20%

Source: MRI Print Doublebase 2022

**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:  
**KATIE HAGAN**  
MarketPlace Manager  
251-802-4994  
[khagan@bassmaster.com](mailto:khagan@bassmaster.com)

## 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.

**BASSMASTER**   
**B.A.S.S. TIMES** 