



2023 **BASSMASTER** 
B.A.S.S. TIMES 
PRINT MEDIA KIT

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 reviews
- Suggestions of the best places to fish
- Interviews with pro anglers
- The science behind fishing and more



PREMIUM POSITIONS

Cover 2 Spread	\$117,230
Cover 3	\$59,980
Cover 4	\$65,430

4-COLOR

Full Page	\$54,530
2/3	\$40,910
1/2	\$35,450
1/3	\$24,550

BLACK & WHITE

Full Page	\$37,270
2/3	\$27,950
1/2	\$24,220
1/3	\$16,790

Frequency	3x	6x	9x
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Discounts	3%	6%	9%
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All orders are noncancelable after closing date. No penalty for ads that bleed.

2023

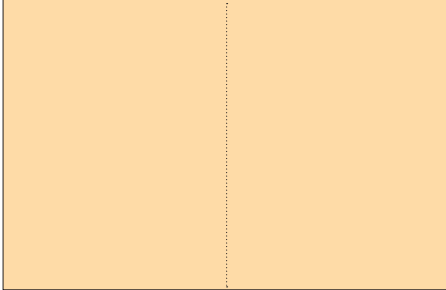
Bassmaster Advertising Due Dates



	Gatefold/ Gimmick Confirmation	Advertising Closing	Ad Material Due	Inserts Due	Begin Mailing	Estimated In-Home (Start)
Jan/Feb	10/18/22	11/17/22	11/21/22	12/02/22	12/18/22	12/30/22
Classic Preview	11/29/22	12/29/22	1/04/23	1/13/23	1/29/23	2/11/23
March	12/20/22	1/19/23	1/23/23	2/03/23	2/19/23	3/04/23
April	1/10/23	2/09/23	2/13/23	2/24/23	3/12/23	3/25/23
May	2/14/23	3/09/23	3/16/23	3/31/23	4/16/23	4/29/23
June	3/14/23	4/13/23	4/17/23	4/28/23	5/14/23	5/27/23
July/Aug	4/11/23	5/11/23	5/15/23	5/26/23	6/11/23	6/24/23
Sept/Oct	6/13/23	7/13/23	7/17/23	7/28/23	8/13/23	8/26/23
Nov/Dec	8/15/23	9/14/23	9/18/23	9/29/23	10/15/23	10/28/23

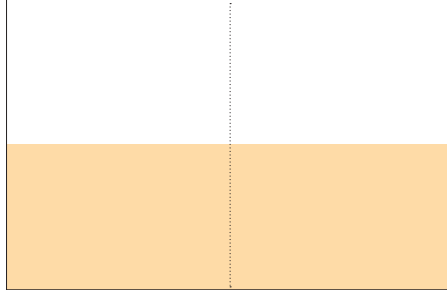
Bleed Ads No penalty for ads that bleed.

SPREAD*



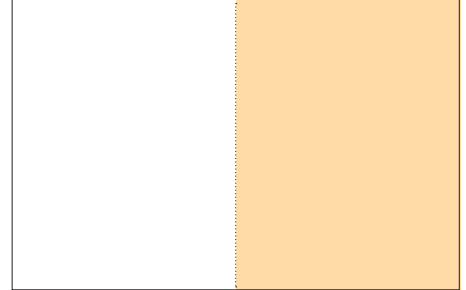
Bleed: 16" x 10.75"
Trim: 15.75" x 10.5"
Live Area: 15.25" x 10"
Non-Bleed: 15.25" x 10"

½ HORIZONTAL SPREAD*



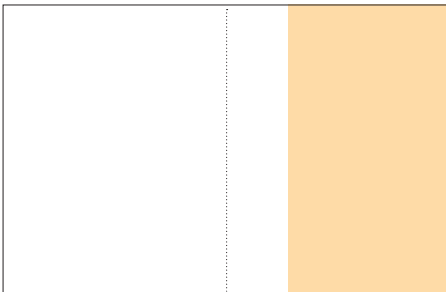
Bleed: 16" x 5.5"
Trim: 15.75" x 5.25"
Live Area: 15.25" x 5.5"
Non-Bleed: 15.25" x 5.5"

FULL PAGE



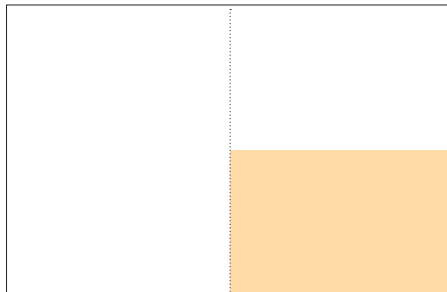
Bleed: 8.125" x 10.75"
Trim: 7.875" x 10.5"
Live Area: 7.375" x 10"
Non-Bleed: 7.375" x 10"

⅔ VERTICAL PAGE



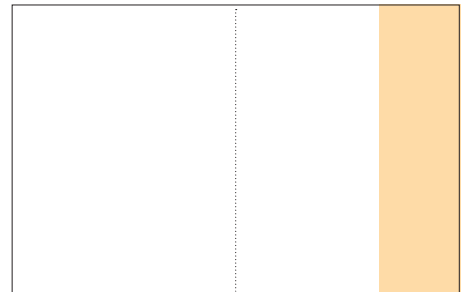
Bleed: 5.25" x 10.75"
Trim: 5" x 10.5"
Live Area: 4.625" x 9.75"
Non-Bleed: 4.625" x 9.75"

½ HORIZONTAL PAGE



Bleed: 8.125" x 5.5"
Trim: 7.875" x 5.25"
Live Area: 7" x 4.875"
Non-Bleed: 7" x 4.875"

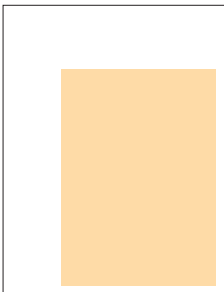
⅓ VERTICAL PAGE



Bleed: 2.75" x 10.75"
Trim: 2.5" x 10.5"
Live Area: 2.125" x 9.75"
Non-Bleed: 2.125" x 9.75"

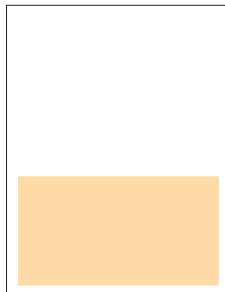
Non-Bleed Ads

½ PAGE ISLAND



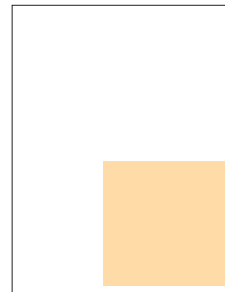
Trim: 4.625" x 7.375"

⅓ PAGE HORIZONTAL



Trim: 7" x 3.25"

⅓ SQUARE PAGE



Trim: 4.625" x 4.875"

*Live areas include total area + .5" gutter (applies to full and ½ horizontal spreads.)

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 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.

Frequency	Discounts
3x	3%
6x	6%
9x	9%
12x	12%



PREMIUM POSITIONS

Cover 2 Tabloid Page	\$20,830
Cover 3 Tabloid Page	\$20,830
Cover 4 Tabloid Page	\$22,330

4-COLOR

Tabloid Page	\$20,120
Tabloid ½	\$14,910
Tabloid ⅓	\$11,640
Magazine Page	\$14,910
Magazine ⅔	\$11,180
Magazine ½	\$9,700
Magazine ⅓	\$6,710

BLACK & WHITE

Tabloid Page	\$16,230
Tabloid ½	\$12,010
Tabloid ⅓	\$9,430
Magazine Page	\$12,010
Magazine ⅔	\$9,020
Magazine ½	\$7,810
Magazine ⅓	\$5,410

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2023

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



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Feb	11/15/22	12/16/22	12/20/22	1/22/23	2/04/23
March	12/13/22	1/20/23	1/24/23	2/19/23	3/04/23
April	1/03/23	2/10/23	2/14/23	3/19/23	4/01/23
May	2/07/23	3/10/23	3/17/23	4/16/23	4/29/23
June	3/07/23	4/14/23	4/18/23	5/14/23	5/27/23
July	4/04/23	5/12/23	5/16/23	6/11/23	6/24/23
Aug	5/09/23	6/16/23	6/20/23	7/16/23	7/29/23
Sept	6/06/23	7/14/23	7/18/23	8/13/23	8/26/23
Oct	7/11/23	8/18/23	8/22/23	9/17/23	09/30/23
Nov	8/08/23	9/15/23	9/19/23	10/15/23	10/28/23
Dec	9/05/23	10/13/23	10/17/23	11/12/23	11/25/23

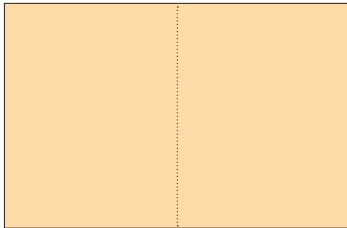
Publication Trim Size: 10.5" X 13.75"

Saddle Stitch | Inserts Jog to the Foot | Self Cover

Bleed Ads

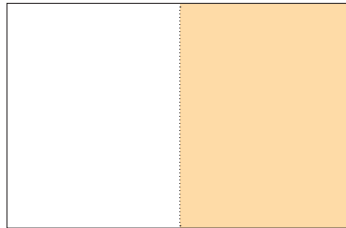
No penalty for ads that bleed.

TABLOID SPREAD



Bleed: 21.25" x 14"
Trim: 21" x 13.75"
Live Area: 20.5" x 13.25"
Non-Bleed: 20.5" x 13.25"

TABLOID

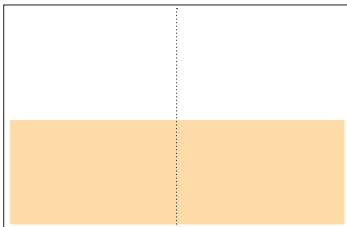


Bleed: 10.75" x 14"
Trim: 10.5" x 13.75"
Live Area: 10" x 13.25"
Non-Bleed: 10" x 13.25"



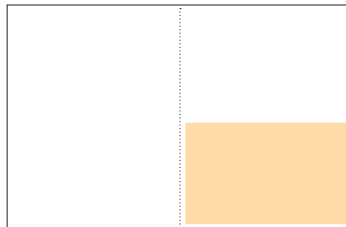
Non-Bleed Ads

TABLOID 1/2 SPREAD HORIZONTAL*



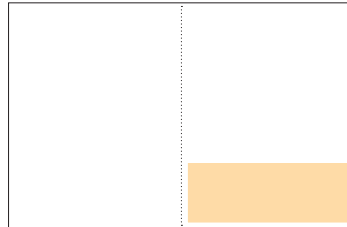
Trim: 20.25" x 6.5"

TABLOID 1/2 PAGE HORIZONTAL



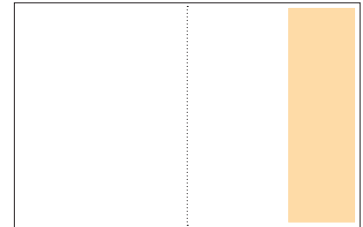
Trim: 9.75" x 6.5"

TABLOID 1/3 PAGE HORIZONTAL



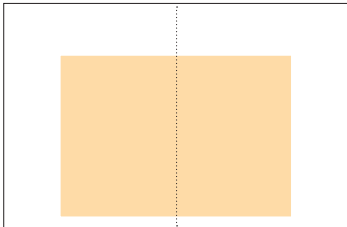
Trim: 9.75" x 4.375"

TABLOID 1/3 PAGE VERTICAL



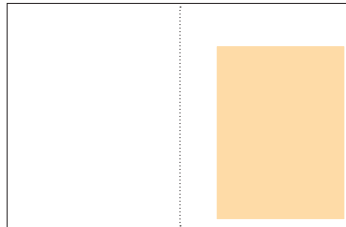
Trim: 3.125" x 12.875"

MAGAZINE SPREAD*



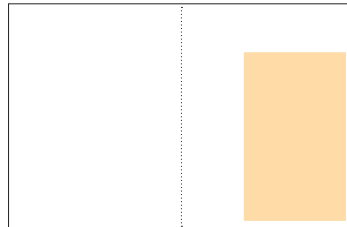
Trim: 15.75" x 10.5"

MAGAZINE PAGE



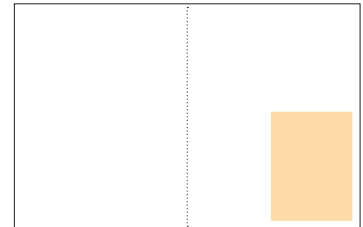
Trim: 7.875" x 10.5"

MAGAZINE 2/3 PAGE VERTICAL



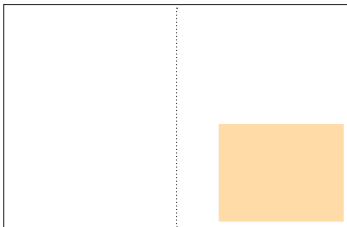
Trim: 4.625" x 9.75"

MAGAZINE 1/2 PAGE ISLAND



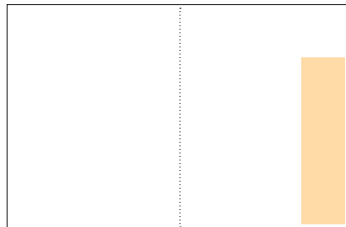
Trim: 4.625" x 7.375"

MAGAZINE 1/2 PAGE HORIZONTAL



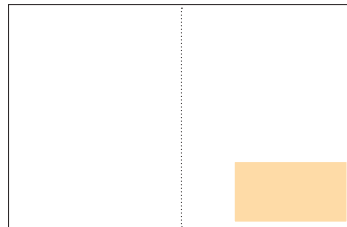
Trim: 7" x 4.875"

MAGAZINE 1/3 PAGE VERTICAL



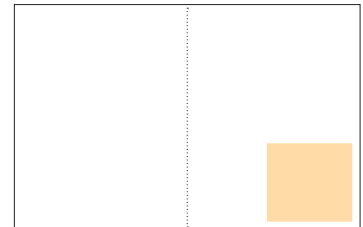
Trim: 2.125" x 9.75"

MAGAZINE 1/3 PAGE HORIZONTAL



Trim: 7" x 3.25"

MAGAZINE 1/3 PAGE SQUARE



Trim: 4.625" x 4.875"

*Live areas include total area + .5" gutter (applies to Tabloid Spread, Tabloid 1/2 Spread Horizontal and Magazine Spreads.)

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 Bassmaster & B.A.S.S. Times Ad Specifications



AD SUBMISSION

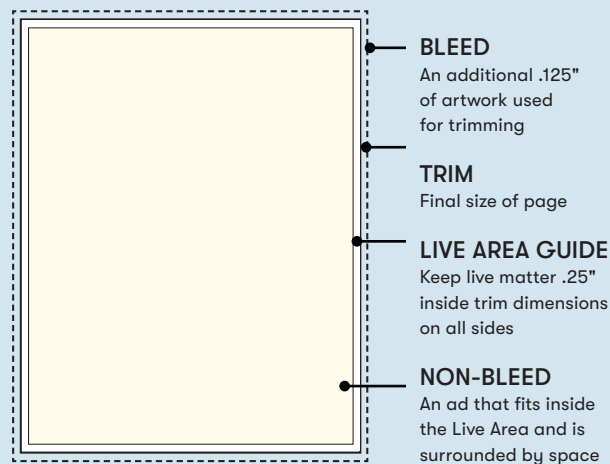
Bassmaster and B.A.S.S. Times utilize **Send My Ad**, an online ad preflight portal for all print advertisements. Emailed files will not be accepted. Send My Ad will allow you to see your advertisement in the exact positioning it will appear on one of the pages of our magazine. It will also help us ensure quality reproduction of your ad. On the Send My Ad site, you will find downloadable versions of an ad creation guide, downloadable PDF presets for both InDesign and Quark and downloadable Adobe InDesign Preflight settings. Most importantly, please make note of the 24/7 help and support line for any questions you may have. Since Send My Ad is among the industry standards for accepting print advertising, many clients may already have registered and used this system. Your current username and password will also work for our site. If you have not used Send My Ad, please take the time to create a username and password. You'll then receive an activation email and be ready to submit advertising files

Please bookmark this link for your ad submissions.
<https://bassmaster.sendmyad.com>

For technical and uploading material help, please contact Send My Ad using the Help/Support button once you have logged into the system.



A GUIDE TO BASSMASTER AND B.A.S.S. TIMES MEASUREMENTS



AD GUIDELINES

- CMYK (no spot color or RGB)
- 300 dpi
- Hi-res PDF files with images and fonts embedded
- Contain crop marks and bleeds set to .125" offset
- Preflight all PDFs
- B.A.S.S. no longer accepts: Quark files, tiffs, jpegs, font files
- Spread Ads: Keep live matter .25" away from either side of center or .5" total across the gutter.

2023 B.A.S.S. Contacts



PHILLIP JOHNSON

Executive Vice President of
Sales & Business Development
205-313-0939
pjohnson@bassmaster.com

WILL FLOWERS

Director of Sales Development
& Marketing
205-313-0938
wflowers@bassmaster.com

BILL SYRETT

Sales Director, Endemics
770-367-6622
bsyrett@bassmaster.com

TIM CARINI

Sales Director, Endemics
631-807-6309
tcarini@bassmaster.com

JOHN HUDSON

Sales Director, Non-endemics
205-313-0928
jhudson@bassmaster.com

APRIL PHILLIPS



Production & Senior Marketing Manager
205-313-0947
aphillips@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.

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

BASSMASTER 
B.A.S.S. TIMES 
The Official Publication of the World's Best Bass Anglers