



2024 MEDIA KIT







# ADVENTURE CAMARADERIE NOSTALGIA

For more than 40 years, *Marlin* has empowered big-game offshore fishing enthusiasts through an engaging mix of adventure, nostalgia and camaraderie. The thrill of the sport comes alive with content on dynamic personalities, the finest sport-fishing vessels, latest equipment, techniques and hottest billfishing destinations.



**25,000**  
Print Circulation

**7x**  
Frequency

**1981**  
Year Established



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**84,025**  
Average Monthly  
Page Views

**54,145**  
Average Monthly  
Unique Visitors

**283,000**  
Social Media  
Audience

**20,000**  
Custom Email  
Subscribers

**24,000**  
Editorial eNewsletter  
Subscribers

# AUDIENCE PROFILE

Our audience is comprised of affluent, loyal anglers, owners and captains who have the means to chase their passion around the world.

## DEMOGRAPHICS:

Average Household Income	\$405,000
Average Net Worth	\$2.6 Million
Average Age	50
Male/Female	95%/5%
College Educated	90%
Property Owners	87%

The above demographics are estimated averages; January 2024.



## FISHING HABITS:

Years Fishing in Salt Water	30
Participate in Offshore Fishing	76%
Competed or Attended Fish Tournaments	64%
Number of Days Spent Off Shore Per Month	7
Average Spent on Domestic Trips	\$12,500
Average Spent on International Trips	\$16,700

## PRINT

FEbruary	MARCh	APRIL/MAY	JUNE/JULY
<b>SPRING BOAT SHOW</b> <ul style="list-style-type: none"><li>• Going Deep: Guatemala Seamounts</li><li>• Miami's Thomas Flyer</li><li>• The Art of Winning</li><li>• Marvelous Miss Mabel</li><li>• Gear: Best Reds (wine)</li></ul>	<b>KNOWLEDGE IS POWER</b> <ul style="list-style-type: none"><li>• Dade Whitney Thorton</li><li>• History of the White Marlin Open</li><li>• Armed &amp; Dangerous</li><li>• The Yin &amp; Yang of FADs</li><li>• Gear: Culinary Gadgets</li></ul>	<b>SPOTLIGHT: USA</b> <ul style="list-style-type: none"><li>• Going the Extra Miles</li><li>• History of the White Marlin Open</li><li>• Inside the Viking Demo Program</li><li>• Gear: Art Gallery</li></ul>	<b>BOAT ISSUE</b> <ul style="list-style-type: none"><li>• The Life and Times of a Carolina Boatbuilder: Randy Ramsey</li><li>• 20 Years of the Bermuda Triple Crown</li><li>• Jay Did</li><li>• Ring Leader: Legacy Boat Ownership</li></ul>
AUGUST/SEPTEMBER	OCTOBER	NOVEMBER/DECEMBER	
<b>THE INTERNATIONAL ISSUE</b> <ul style="list-style-type: none"><li>• Viva Venezuela</li><li>• Senegal</li><li>• Undiscovered El Salvador</li><li>• Tour de Costa Rica</li><li>• Gear: Beers Around the World</li></ul>	<b>GAME-CHANGING TECHNOLOGY</b> <ul style="list-style-type: none"><li>• Advanced Class: Omni Sonar</li><li>• Boat Refresher</li><li>• Top Tech</li><li>• 25 Years of the Los Cabos Billfish Tournament</li><li>• Gear: Best of ICAST</li></ul>	<b>FALL BOAT SHOW ISSUE</b> <ul style="list-style-type: none"><li>• New Boats for 2025</li><li>• Growing Up David</li><li>• The Catch Recipe Insert</li><li>• Gear: Holiday Gift Guide</li></ul>	

SCHEDULES AND THEMES ARE SUBJECT TO CHANGE.



# C O N T A C T

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## PRINT SPECIFICATIONS

**Trim Size: 8.375" x 10.875"****Binding: Perfect Bound, Jog to Foot**

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

**AD SIZES:** Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

**REQUIRED FORMAT:** PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at [www.swop.org](http://www.swop.org).

**PROOFS:** Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a SWOP 3 certified proof that contains the ISO 12647-7 Digital Control Strip 2009.

**INSERTS:** Consult your advertising representative. Production, design and prepress services are available; rates upon request.

**If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.**

## ISSUE THEME &amp; CLOSING DATES

ISSUE	THEME	AD CLOSE	MATERIALS DUE	IN HOMES	ON TABLETS
February '24	Spring Boat Show Issue	11/30/23	12/4/23	1/15/24	1/22/24
March '24	Knowledge is Power	1/12/24	1/17/24	2/26/24	3/4/24
April/May '24	Spotlight: USA	2/9/24	2/14/24	3/25/24	4/1/24
June/July '24	Boat Issue	3/29/24	4/3/24	5/13/24	5/20/24
August/September '24	The International Issue	5/31/24	6/5/24	7/15/24	7/22/24
October '24	Game-Changing Technology	7/26/24	7/31/24	9/9/24	9/16/24
November/December '24	Fall Boat Show Issue	8/30/24	9/4/24	10/14/24	10/21/24
February '25	Spring Boat Show Issue	12/2/24	12/6/24	1/15/25	1/20/25

## PRODUCTION GUIDELINES

**For all bleed ads: Build file to trim size and add .125 in. bleed on all 4 sides. Ensure crop marks are .125" outside of the bleed, or do not include.**

**Allow .25 in. safety area** within trim on all 4 sides (no live matter)

**Spread ads:** Supply in a single document

## MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

Photos: Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. **Images supplied in RGB will be converted to CMYK.**

LOGOS: Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

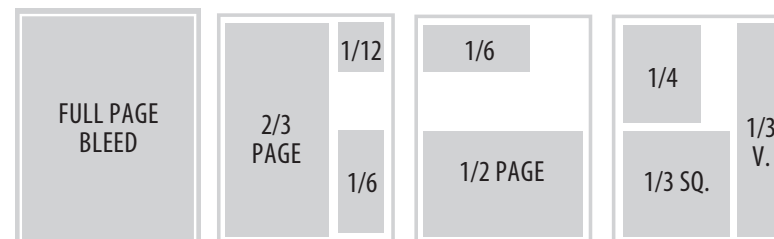
Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. (**Recommended:** use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

Ad Unit	Non-bleed	Bleed	Trim
Full Page	—	8.65" x 11.125"	8.375" x 10.875"
2-Page Spread	—	17" x 11.125"	16.75" x 10.875"
2/3 Page Vertical	4.5" x 9.5"		
1/2 Page Horizontal	7.25" x 4.75"		
1/3 Page Vertical	2.25" x 9.5"		
1/3 Page Square	4.625" x 4.875"		
1/4 Page Square	3.5" x 4.75"		
1/6 Page Vertical	2.25" x 4.875"		
1/6 Page Horizontal	4.625" x 2.36"		
1/12 Page Square	2.25" x 2.36"		

## LAYOUT/PRODUCTION NOTES:

**Allow .25 in. safety area within TRIM on all 4 sides (no live matter)**

**Ensure crop marks are .125" outside of the bleed, or do not include.**



## AD MATERIAL SUBMISSIONS

**Ad files should be delivered via our Ad Portal at [bonniercorp.sendmyad.com](http://bonniercorp.sendmyad.com).**

**We do not accept ads via e-mail.** Electronic files are stored for one year only, unless otherwise requested in writing.

**SEND ALL OTHER MATERIALS TO:**

**MARLIN Magazine**  
Attn: Shari Smith  
517 N. Virginia Ave.  
Winter Park, FL 32789

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