

IN THE BITE®

THE PROFESSIONALS' SPORTFISHING MAGAZINE

2026 MEDIA KIT

"In The Bite" **is a term embraced by professional boat captains as the ultimate measure of fishing success—the number of "bites" secured in a single day. What sets our publication apart is the caliber and depth of its content. The *InTheBite* brand, encompassing print, digital and social media, is dedicated to delivering timely news and substantial insights to professional captains, boat owners, crew, and anglers. This 20+ year commitment has fostered a devoted following within the professional sportfishing community and remarkable market reach.**

WHY ADVERTISE WITH *INTHEBITE?*

- Professional captains play a pivotal role in safeguarding a substantial fishing investment, much like Charles Schwab advisors do for financial portfolios.
- *InTheBite* is a unique hybrid, combining the features of a fishing magazine (where and how to fish), a trade publication (career development and lifestyle), and a technical resource for boat ownership (maintenance, operation, and crew employment).
- Those who enlist professional captains and crews heavily rely on their expertise and guidance.
- A captain's budget directly impacts the boat's budget, making them influential decision-makers.
- *InTheBite's* print magazines have a lasting presence on boats, with copies often found on board.
- The content in *InTheBite's* magazines maintains its relevance over time.
- *InTheBite* is circulated among more active sportfishing boats than any other magazine.



MEET OUR SEASONED LEADER: JOHN BROWNLEE

With over three decades of dedication and expertise, Editor-in-Chief John Brownlee has skillfully guided industry-leading editorial teams to an impressive array of prestigious industry awards. His visionary leadership serves as the cornerstone of *InTheBite's* steadfast commitment to unparalleled excellence in sportfishing publishing.

"As a company with a 60-year legacy in boat building, we greatly value the owners who invest in our products and the captains who operate them. Our partnership with InTheBite aligns seamlessly with our mission, allowing us to connect with this highly targeted demographic."

— Pat Healey, President of Viking Yachts, an *InTheBite* advertiser since 2003

PRINT CIRCULATION STATISTICS

READERSHIP: 15,000

FREQUENCY: 6 Weeks/8x per year

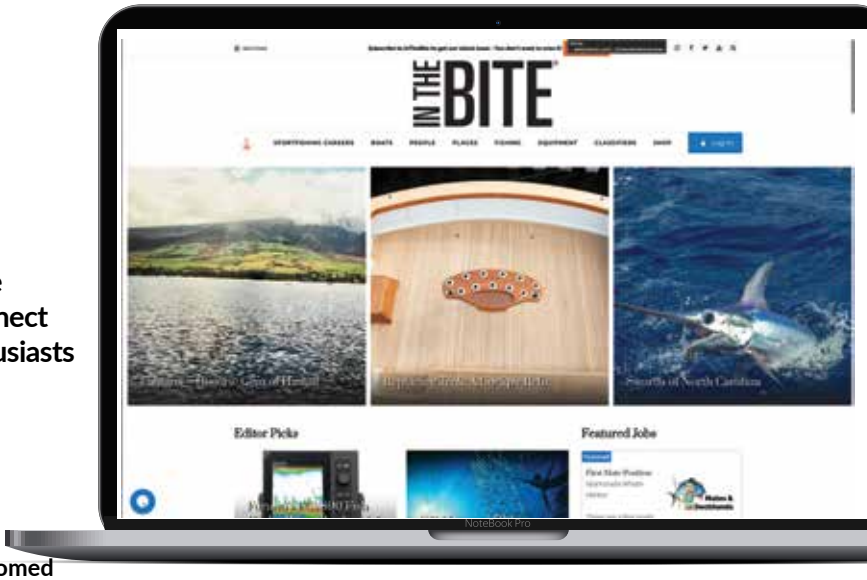
PAID CIRCULATION: 2,500

CIRCULATION: 5,000

KEY DEMOGRAPHICS FOR BOAT OWNERS AND CAPTAINS

- Average new boat cost: $2.5 million plus
- Male age 35-75
- Boat owners rely on hired crew for expertise with operating and purchase decisions
- Median captain's salary: $70,000-$110,000
- Average boat employs full time captain and mate
- Owners exit the industry regularly, while captains make it a career

WEBSITE



UNLOCK THE POWER OF DIGITAL ADVERTISING WITH *INTHEBITE*

Join us in front of a highly engaged and dynamic online audience. *InTheBite* offers a unique opportunity to connect with a vast and active community of sportfishing enthusiasts and industry professionals.

HERE'S WHY YOU SHOULD CONSIDER ADVERTISING ON OUR WEBSITE:

Impressive Web Traffic

- From September 1, 2024, to August 31, 2025, *InTheBite* welcomed 201,573 users who generated a whopping 642,609 page views.
- Mobile users make up 64% of our audience, ensuring that your message reaches users on their preferred devices.
- 2.4 million user interactions which includes page clicks, link clicks, etc.

Original and In-Depth Editorial Content

- Our website features original and comprehensive editorial content that keeps our audience informed and engaged.

Latest Products and Industry News

- Stay up-to-date with the latest products and industry news, ensuring your brand is in sync with industry trends.

Leading Tournament Calendar

- Our industry-leading tournament calendar keeps users informed about upcoming events, providing a great opportunity for event-related advertising.

Industry-Leading Job Board

- Connect with professionals and job seekers in the sportfishing industry through our renowned job board. Advertise career opportunities and industry-related services.

Classifieds Section

- Showcase your products and services in our classifieds section, reaching a targeted audience of sportfishing enthusiasts and professionals.

GET STARTED TODAY

Harness the potential of digital advertising with *InTheBite*. Contact us now to explore tailored advertising solutions that align with your objectives and leverage our high-traffic website to boost your brand's visibility and reach within the sportfishing community. Join us in making waves in the sportfishing industry! Contact us today: info@inthebite.com / 561-529-3940



DIVERSE ADVERTISING OPTIONS

Website Banner Advertising

- Prime Visibility: Place your brand at the forefront with strategically positioned banner ads on our website.
- Customized Campaigns: Tailor your campaign to your specific goals, whether it's brand awareness, product promotion, or event marketing.

ROS BANNERS (min 50k impressions)

WIDE SKYSCRAPER BANNER – $25 CPM
600w x 1,200h art size / 150kb max
Run of Site (ROS) random rotation.

LARGE LEADERBOARD BANNER – $25 CPM
1,940w x 500h art size / 300kb max
Run of Site (ROS) random rotation on top of web page.

LARGE RECTANGULAR BANNER – $25 CPM
600w x 500h art size / 100kb max
Run of Site (ROS) random rotation

BRAND BLOCKING
$750 Per Week Homepage Takeover
(3) Large Leaderboard Banner

FILE TYPES: JPG, PNG & GIF

EMAIL

CONNECT WITH AN ENGAGED AUDIENCE

Are you looking to reach a highly engaged and passionate audience in the sportfishing community? *InTheBite* offers a range of email advertising opportunities to help you connect with our 9,800+ opt-in email subscribers. Our subscribers are not just readers; they are dedicated enthusiasts, boat owners, captains, and industry professionals who trust InTheBite for the latest updates and insights.

OPTION	SIZE			RATE
E-News Banner	540 x 150			$335
E-News Contribution	500 words	3-5 images	Featured in all four assets	$770
Dedicated Email Blasts	100% SOV			$770

2026 NEWSLETTER SCHEDULE	
MATERIAL DUE	**DELIVERY DATE**
Jan 12	Jan 20
Feb 2	Feb 10
Feb 23	March 3
March 16	March 24
April 6	April 14
April 27	May 5
May 18	May 26
June 8	June 16
June 29	July 7
July 20	July 28
Aug 10	Aug 18
Aug 31	Sept 8
Sept 21	Sept 29
Oct 12	Oct 20
Nov 2	Nov 10
Nov 30	Dec 8

E-NEWS BANNER ADVERTISING

Elevate your brand visibility with eye-catching banner ads featured in our regular e-newsletters.

Benefits:

- **Prime Real Estate: Your banner ad will be prominently displayed in our e-newsletters, ensuring maximum exposure.**
- **Visual Impact: Engage our audience with visually appealing graphics and branding.**
- **Targeted Reach: Reach subscribers who have opted in to receive our e-newsletters, ensuring your message is seen by a relevant audience.**
- **Clickable Links: Direct traffic to your website or landing page with clickable banner ads.**

E-NEWS CONTRIBUTION

Establish thought leadership and brand authority by contributing a sponsored article or feature in our e-newsletters.

Benefits:

- **Content Engagement: Connect with our audience through informative and engaging content.**
- **Expertise Showcase: Position your brand as an industry leader by sharing valuable insights and expertise.**
- **Credibility: Leverage the trust our subscribers have in InTheBite to boost your brand's credibility.**
- **Extended Reach: Benefit from our extensive distribution network to expand your reach.**

DEDICATED E-MAIL BLASTS

Send a dedicated email blast to our subscribers, ensuring your message takes center stage.

Benefits:

- **Exclusive Attention: Your message is the star of the show, receiving undivided attention from our subscribers.**
- **Customization: Tailor your message to your specific campaign goals and objectives.**
- **Timing Control: Choose the optimal timing for your email blast to maximize impact.**
- **Metrics and Reporting: Receive detailed metrics and reporting to track the performance of your campaign.**

MAIL TO: info@inthebite.com
FILE TRANSFER SERVICE: You may use your choice of service (Dropbox, WeTransfer, *InTheBite* FTP, etc.)

SOCIAL

AMPLIFY YOUR BRAND WITH *INTHEBITE'S* SOCIAL MEDIA ADVERTISING

At *InTheBite*, we understand the power of social media in reaching and engaging with a vast and diverse audience. With a combined following of over 86,000 dedicated sportfishing enthusiasts across Facebook, Instagram, and X, our social media channels offer an exceptional platform to showcase your brand, products, and services. Here's why you should consider advertising with us on social media:



OUR SOCIAL MEDIA REACH

$400/each. Posted on Facebook, Instagram and X.

FACEBOOK: 31,000 followers
INSTAGRAM: 52,400 followers
X: 4,600 followers

ENGAGE WITH A PASSIONATE AUDIENCE

- Our social media followers are not just numbers; they are passionate sportfishing enthusiasts who actively seek out the latest industry trends, products, and news.
- Tap into this dynamic community to promote your brand to an audience that shares your enthusiasm for the sport.

ADVERTISING OPTIONS

1. Sponsored Posts

- Elevate your brand's visibility with sponsored posts that appear directly in the feeds of our followers.
- Share compelling content, including product launches, promotions, and industry insights, to engage with our audience.

2. Contests and Giveaways

- Boost brand engagement and interaction by sponsoring contests or giveaways.
- Encourage user participation and generate buzz around your brand or products.

3. Product Features

- Showcase your products through dedicated posts highlighting their features, benefits, and how they enhance the sportfishing experience.
- Reach potential customers who are actively seeking quality products and recommendations.

4. Event Promotion

- Leverage our social media channels to promote your sportfishing events, tournaments, or special promotions.
- Connect with a highly targeted audience interested in participating or attending.

WHY CHOOSE *INTHEBITE* FOR SOCIAL MEDIA ADVERTISING?

- Large and Active Following: With a combined following of over 86,000, our social media channels provide a broad reach and significant exposure.
- Targeted Audience: Reach a niche audience of sportfishing enthusiasts who are genuinely interested in your products or services.
- Content Integration: Seamlessly integrate your brand into our engaging and informative social media content.
- Engagement and Interaction: Leverage our active social media community to foster engagement, discussions, and brand loyalty.

START YOUR SOCIAL MEDIA ADVERTISING JOURNEY

Partner with *InTheBite* to harness the potential of social media advertising. Contact us today: info@inthebite.com / 561-529-3940

SPECS

FACEBOOK/TWITTER VIDEO: 720p H.264

FACEBOOK/TWITTER PHOTO: 1200x900px (non-linked) 1200x630px (linked)

INSTAGRAM PHOTO: 1080x1080px (or any high-resolution photo)

EMAIL TO: info@inthebite.com

FILE TRANSFER SERVICE: You may use your choice of service (Dropbox, WeTransfer, *InTheBite* FTP, etc.)

VIDEO

UNLOCK THE POWER OF VIDEO WITH *INTHEBITE*

In the world of big-game sportfishing, digital presence is key. At *InTheBite*, we offer a suite of video services designed to elevate your online impact and captivate your audience. With over two decades of experience in the niche, our team can take your vision from concept to a finished masterpiece.

WHY CHOOSE *INTHEBITE* FOR YOUR VIDEO NEEDS?

Behind *InTheBite's* video services stands John Brownlee, our seasoned editor with an impressive track record, having produced several TV shows, including Sport Fishing TV, Anglers Journal and Ocean Legacy by Yellowfin. Tap into his expertise to bring your next video project to life. Our resources and knowledge make it all possible.

OUR VIDEO SERVICE OFFERINGS

1. How-To and Tutorial Videos

Clear, concise, and informative videos that provide step-by-step guidance, aligning seamlessly with our magazine's content.

2. Product Reviews and Demos

Whether in collaboration with advertisers or as part of our editorial content, we excel at creating compelling videos that spotlight product reviews, demos, and side-by-side comparisons.

3. Virtual Tours

Step inside your world. We offer immersive virtual tours of relevant locations, establishments, and boats, bringing your audience closer to the action.

4. Short-Form Videos for Social Media

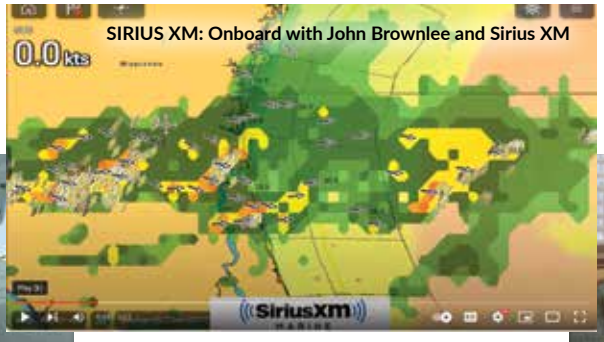
In today's digital age, social media is your gateway to a broader audience. Our team specializes in crafting short, captivating videos optimized for sharing across social platforms, expanding your digital footprint.

AFFORDABLE VIDEO SOLUTIONS

Cost shouldn't be a barrier to your digital journey. *InTheBite* provides cost-effective video solutions depending on your requirements.

READY TO MAKE WAVES? CONTACT US TODAY

Don't miss the chance to harness the full potential of video in the big game sportfishing world. Reach out to us today and start your video journey with *InTheBite*. Email us at info@inthebite.com and let's create something extraordinary together.







PRINT



Advertising with *InTheBite* offers you an unparalleled opportunity to engage with a discerning and influential audience within the sportfishing community.

2026 ADVERTISING RATES			
AD SIZE	**1X**	**4X**	**8X**
Inside Cover 1		$1,825	$1,620
Inside Cover 2		$1,825	$1,620
Inside Back Cover		$1,825	$1,565
Back Cover			$1,740
Full Page	$1,800	$1,610	$1,400
½ Page Vertical	$1,200	$1,000	$860
½ Page Horizontal	$1,200	$1,000	$860
¼ Page	$785	$670	$525

MARINE SERVICE DIRECTORY		
AD SIZE	**4X**	**8X**
1/12 Page	$610	$1,010
⅙ Page	$1,210	$1,900

2026 SCHEDULE

ISSUE	AD CLOSE	ART DUE	DISTRIBUTION
January/February	November 4, 2025	November 11, 2025	January 2026
March	January 6, 2026	January 13, 2026	March 2026
April/May	February 3, 2026	February 10, 2026	April 2026
June	April 1, 2026	April 7, 2026	June 2026
July/August	May 5, 2026	May 12, 2026	July 2026
September	July 1, 2026	July 7, 2026	September 2026
October/November	August 4, 2026	August 11, 2026	October 2026
December	October 6, 2026	October 13, 2026	December 2026

PREFERRED POSITION // 10% subject to availability

ARTWORK & AD CREATION // $125.00/hr

*Based on publishers approval

*Agency commissions must pre-approved

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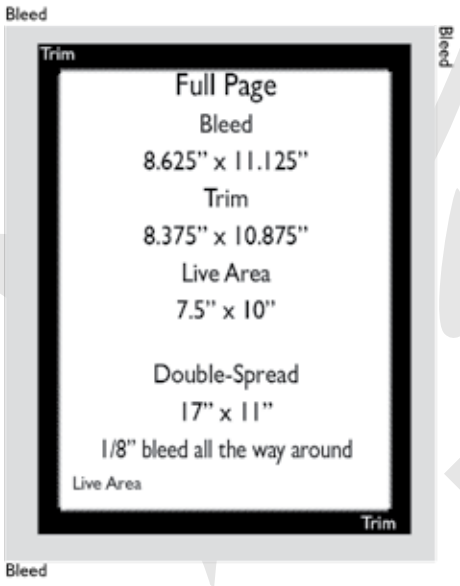
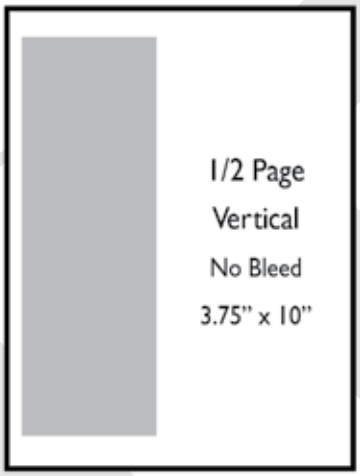
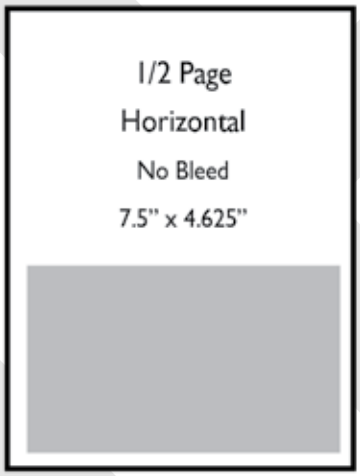
MECHANICAL SPECS







Ad/Artwork Specifications

The Publisher will not accept responsibility on non-compliant formats.

Accepted File Formats

PDF, JPEG or TIFF, all files must be saved at 300 DPI with a 133-150 linescreen. The file must be actual size with the fonts embedded or converted to outlines and in CMYK or Greyscale color mode. Failure to include fonts may result in font substitution at publisher's discretion or loss of text.

Acceptable Programs

InDesign, Quark Xpress, Adobe Photoshop, and Adobe Illustrator. ***No web images accepted.***

File Requirements

- Complete and sign an "Insertion Order/Policies Form"
- Ads may be uploaded to our FTP site: www.inthebite.com/upload-center
- Artwork can be in Mac or PC format.
- All documents must have the three letter program file extension
- Add .125" to perimeter of ad for bleeds
- Allow .375" from trim for all live matter
- Fonts must be MAC/PC format.
- Reversed out type in 2/Color to 4/Color CANNOT be less than 9 pt in size.

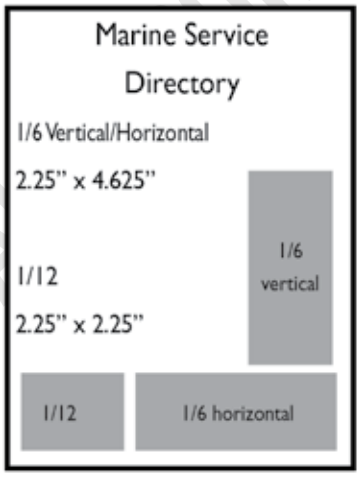
Any files sent in any other way than listed above will be subject to a $65 art charge to convert to the specified size, file type, or color mode.

Electronic Delivery of Files

All files may be submitted electronically.
Compress files using WinZip or Stuffit compression programs.

- **Upload files at: www.inthebite.com/upload-center**
- **Email small files (-1.5 MB) to amy@inthebite.com**





InTheBite Magazine LLC.
342 Toney Penna Drive, Suite 5 • Jupiter, FL 33458 • Phone: 561.529.3940 • Fax: 561.529.3943

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MAGAZINE INSERTION ORDER

InTheBite Magazine LLC. 342 Toney Penna Drive, Suite 5 • Jupiter, FL 33458 • Phone: 561.529.3940 • Fax: 561.529.3943

PAYMENT MUST ACCOMPANY INSERTION ORDER. ALL ADS WILL BE PREPAID PRIOR TO PUBLICATION. PAYMENT SHOULD BE MADE OUT TO INTHEBITE IN THE FORM OF U.S. FUNDS – CHECK OR MONEY ORDER.
NO TERMS WILL BE PROVIDED FOR THE CURRENT CALENDAR YEAR.

Name:_____ Company Name:_____

Address: _____ City:_____

State:_____ Zip Code:_____ Phone:_____

Email:_____ Date: _____

Print: ☐ 8 Issues ☐ 4 Issues ☐ Other

Ad Size: ☐ Full Page ☐ 1/2 Page Vertical ☐ 1/2 Page Horizontal ☐ 1/4 Page
☐ 2 Page Spread ☐ 1/6 Marine Directory ☐ 1/12 Marine Service Directory

Issues: ☐ January-February ☐ March ☐ April-May ☐ June ☐ July-August
☐ September ☐ October-November ☐ December

Rate $_____ Total Print $_____

Newsletter:

☐ Banner	☐ Contribution	☐ Blast
Cost $_____	Cost $_____	Cost $_____
Material Due_____	Material Due_____	Material Due_____
Delivery_____	Delivery_____	Delivery_____

Total $_____

Website:

☐ Large Leaderboard Banner	☐ Wide Skyscraper Banner	☐ Large Rectangular Banner
☐ 1,940w x 500h	600w x 1,200h	600w x 500h
CPM $_____	CPM $_____	CPM $_____
Delivery_____	Delivery_____	Delivery_____
Cost $_____	Cost $_____	Cost $_____

Total $_____

Social Post: Cost $_____ Delivery_____ Material Due_____

Total $_____

Total $ _____

Sales Rep:
***InTheBite* Policies:** *InTheBite* will not be responsible for errors appearing in the ads that have a signed proof authorized by the advertiser. *InTheBite* will be responsible for errors appearing in ads only to the extent of correcting the same ad size in the following issue. *InTheBite* reserves the right to refuse, cancel or edit advertising at anytime.
Rates: Rates are published per issue. Rates are NET. Commissions to be added by agency.
Deadlines: Ad copy must be received 10 business days prior to publication date. In the event that changes are needed to an existing ad and are not delivered to *InTheBite* in writing 14 days prior to publication date, the advertiser agrees to the insertion of a previous issue ad.
Cancellations: Contracts canceled before fulfillment of ads may result in additional charges based on a rate for the actual number of ads run to date. Cancellations must be received in writing 2 weeks prior to the next publication.
Submitted Art Files: Files that do not match "Mechanical Specifications" guidelines will be subject to a $65 art charge to convert to the specified size, file type, or color mode.

Advertiser Signature:_____ Date:_____
*All payments are due upon receipt to avoid disruption in your service. Payments not received within 30 days are subject to a finance charge.

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