An advertisement in *InTheBite Magazine* showcases your product in front of the most qualified audience in big game sportfishing.

“In The Bite” is a term used by professional boat captains to describe fishing success in terms of how many “bites” are produced on a given day. The publication’s point of difference lies in the quality and scope of its content. The InTheBite brand of print and electronic media is committed to providing timely news, useful and substantive content to professional captains, boat owners, crew and anglers. This commitment results in a strong following in the professional sportfishing community and extensive market penetration in the sportfishing industry.

**Why Advertise with InTheBite?**

- A professional captain is to a $2 million fishing investment what a Charles Schwab advisor is to an investment portfolio.
- ITB is the only magazine of its kind. It is equal parts fishing magazine (where to fish, how to fish); trade publication (lifestyle and career development), and; technical resource for boat ownership (maintenance, operation, and employment of crew).
- Those who hire professional captains and crews are greatly influenced by their expertise.
- A captain’s budget is the boat’s budget.
- Print magazines experience long shelf life aboard boats—a copy of InTheBite may be found on most vessels.
- InTheBite’s magazine content doesn’t expire.
- InTheBite is distributed to more tournaments than any other magazine.

“As a company building boats for over 50-years, we value the owners who purchase our products and the captains who operate them. We know our investment in InTheBite complements our mission by branding our company as part of this highly targeted demographic.”

– Pat Healey, President of Viking Yachts. InTheBite Advertiser since 2003.
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**Print Circulation Statistics**
Readership: 25,000  
Frequency: 6 Weeks/8x per year  
Paid Circulation: 4,000  
Circulation: 8,000  

**Sportfishing Market in Context**
While general interest publications may offer greater numbers, when ITB’s statistics are compared against the size of the sportfishing industry they illustrate a high degree of market penetration.

**Estimated Sportfish Boat Market**
40 Feet and Above: 10,000  

**Total Convertible Vessel Production**
to Date as of 2019:
- Viking Yachts: 4860  
- Hatteras Yachts: 3980  
- Bertram Yachts: 7308  
- Spencer Yachts: 105  

**Key Demographics for Boat Owners and Captains**
- Average New Boat Cost: $2.5 Million Plus  
- Male Age 35-65  
- Average Investment in Boat-Related Expenses: $100,000-$400,000  
- 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

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**Print Advertising Options**

Print advertisements on the pages of *InTheBite Magazine* carry numerous advantages. There is an established readership. There is no question that this readership fishes. There is no question that they are experienced in the sportfish boating market—either as an owner or as a captain. A strategic, technically-minded pitch detailing a product or company is an investment before perhaps the most highly qualified, target-rich market on the sportfishing landscape.

**2020 ADVERTISING RATES:**

<table>
<thead>
<tr>
<th>Covers</th>
<th>4 Issues</th>
<th>8 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Cover 1</td>
<td>$1,625.00</td>
<td>$1,445.00</td>
</tr>
<tr>
<td>Inside Cover 2</td>
<td>$1,625.00</td>
<td>$1,445.00</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,625.00</td>
<td>$1,445.00</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1,550.00</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>4 Color</th>
<th>1 Issue</th>
<th>4 Issues</th>
<th>8 Issues</th>
</tr>
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<tbody>
<tr>
<td>Full Page</td>
<td>$1,600.00</td>
<td>$1,435.00</td>
<td>$1,235.00</td>
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<tr>
<td>1/2 Page Vertical</td>
<td>$1,000.00</td>
<td>$ 895.00</td>
<td>$ 765.00</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$1,000.00</td>
<td>$ 895.00</td>
<td>$ 765.00</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$ 700.00</td>
<td>$ 595.00</td>
<td>$ 465.00</td>
</tr>
</tbody>
</table>

**Marine Service Directory**

- 1/12 Page $900 for 8 issues $545.00 for 4 issues
- 1/6 Page $1,700 for 8 issues $1,080 for 4 issues

**Preferred Position** 10% subject to availability

**Artwork & Ad Creation** $125.00/hr

*Based on Publishers Approval

Agency commissions need to be discussed with Publisher.

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**2020 SCHEDULE**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Sales Close</th>
<th>Material Deadline</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>April - May 2020</td>
<td>February 11, 2020</td>
<td>February 18, 2020</td>
<td>Mid-April 2020</td>
</tr>
<tr>
<td>June 2020</td>
<td>April 1, 2020</td>
<td>April 8, 2020</td>
<td>June 2020</td>
</tr>
<tr>
<td>July-August 2020</td>
<td>May 13, 2020</td>
<td>May 20, 2020</td>
<td>Mid-July 2020</td>
</tr>
<tr>
<td>September 2020</td>
<td>July 1, 2020</td>
<td>July 8, 2020</td>
<td>September 2020</td>
</tr>
<tr>
<td>October - November 2020</td>
<td>August 12, 2020</td>
<td>August 19, 2020</td>
<td>Mid-October 2020</td>
</tr>
<tr>
<td>December 2020</td>
<td>October 1, 2020</td>
<td>October 7, 2020</td>
<td>December 2020</td>
</tr>
<tr>
<td>January - February 2021</td>
<td>November 11, 2020</td>
<td>November 18, 2020</td>
<td>Mid-January 2021</td>
</tr>
<tr>
<td>March 2021</td>
<td>January 2, 2021</td>
<td>January 7, 2021</td>
<td>March 2021</td>
</tr>
</tbody>
</table>

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**Digital Advertising Options**

InThebite.com offers a number of digital advertising packages. These include page or section sponsorships, banners on the leaderboard and more. Price of packages based on duration of advertisement.

**Classifieds Section Sponsor**

Large Button Banners 320 x 100 pixel (20 kb max)

<table>
<thead>
<tr>
<th></th>
<th>Month</th>
<th>$</th>
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</thead>
<tbody>
<tr>
<td>1</td>
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<tr>
<td>6</td>
<td></td>
<td>150.00</td>
</tr>
<tr>
<td>12</td>
<td>Month</td>
<td>95.00</td>
</tr>
</tbody>
</table>

Categories Include: Boat Parts, Electronics, Engines & Gears, Propellers, Tackle, Real Estate, Miscellaneous, Wanted and Boats

**Themed Web Post Banners – Daily Opportunities**

*InTheBite*’s web and social media accounts are marked by the same engaging content as the pages of the magazine. In 2020, we introduce daily themed posts and the opportunity to sponsor them with web banners.

**E-News Banner – $275**

Specs: 540w x 150h, 30kb. Static.

**E-News Contribution – $500**

Contributions are 500-word e-newsletter contributions featuring at least three photographs each. Composition to be determined by advertiser in conjunction with *ITB* Staff. Contributions to be posted on inthebite.com and linked to the newsletter.

**Integrated Social Media Packages**

*$295 per post.*

*InTheBite* currently has 20,400 followers on Facebook and 26,800 on Instagram. While there are other outlets with greater volume of users, there is no outlet that provides a better user profile match than *InTheBite*. Social Media interactions through *InTheBite* are exclusively sportfishing-related. There is no fluff and no exaggeration or inflation of numbers. Sponsored posts or information published related to the advertiser will be delivered directly to the company’s target demographic. This approach works particularly well to promote upcoming events or new products.

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**Video Content**

Custom video content offerings are designed to leverage InTheBite’s audience to increase the market share of your product or service.

*InTheBite Dock Talks* are a series of video interviews with sportfishing personalities. As the substance of the interview provides insight for greater fishing success, Dock Talks are less advertisement in nature than they are technical explanations.

A Dock Talk conversation is distributed to a technically-minded audience that is hungry for such information. The result is the translation of advertiser marketing message from its website and materials into a format and distribution network designed for and utilized by sportfishing professionals. Dock Talk interviews are professionally produced by *InTheBite Magazine*. They are distributed and promoted through established channels, including:

- ITB Facebook.
- ITB YouTube Channel.
- ITB electronic newsletters.
- Print editorial designed to support the site.

Dock Talks may be modified to showcase manufacturing processes, new product launches (Interactive Splash Reports for new boat releases). Dock Talk videos are also available for third party sharing and posting onto social media platforms. Sponsorship options include:

**Company Showcase Dock Talk**

$3,000 per advertorial

Video advertorial that translates and broadcasts your marketing message from your website and onto the airwaves of the professional sportfishing community. Dock Talks are less advertisement than they are technical and substantive explanations. As such they are widely viewed and consumed.

Custom packages available, contact within.
**ITB Captain of the Year Cup**

The *InTheBite* Captain of the Year Cup is the world’s only quantifiable metric for comparing the tournament success of captains in the sportfishing industry. The Cup consists of five divisions: Florida, Gulf Coast, East Coast, Hawaii, and International. Winning an *InTheBite* Captain of the Year Award is a major achievement. Scoring is administered through a series of 90-sanctioned tournaments that span the sportfishing world.

As the *ITB* Captain of the Year Cup is the only award of its kind, and because its divisions span the globe—captains, crews and boat owners look for updates through the year. The profile and exclusivity of the awards provides benefit to its sponsors. The Captain of the Year Cup is updated regularly. Results are published in print, in a section of IntheBite.com, in electronic newsletters and on social media—reaching docks around the world in a variety of formats.

**COTY Cup Statistics**

■ The original Captain of the Year award has been in existence for over 10 years. Past winners have made a significant impact in the sportfishing industry.

■ The Captain of the Year Cup is a result of the award’s expansion to accommodate worldwide geographical demand.

■ Over 1,800 sportfishing teams are included from the sanctioned events (avg. 20 boats x 90 events).

■ Each tournament team has an average of 6-9 members, not including family members, friends and other interested spectators.

■ Over 10,000 individual participants who fish or work on a participating boat will be following the points race throughout the season.

■ It’s a fact that captains and crew who choose sportfishing as a career directly influence boat owner’s buying decisions. Boat owners may enter and leave sportfishing but the captains and crews remain consistent over time.

**Sponsorship Options Available:**

**Presenting Sponsor $15,000**
(Sold Hatteras Yachts)

**Divisional Sponsorships – $5,000**
Four remaining (East Coast, Gulf Coast, Hawaii, and International Division)

Sponsors received highly targeted regional profile in the sportfishing industry. Sponsors receive name placement in the awards wherever they are written: The Contender Florida Division of the Captain of Year Cup. Additional benefits:

■ Large rectangular banner (336h x 280w, 40kb static/ 80 kb animated max) on COTY Cup web section.

■ (2) E-news banners and (2) E-news contributions.

■ Banners and marketing collateral displayed/distributed in ceremonies where prize is awarded.

■ Logo placement in print COTY Cup section.

**COTY Cup Partners – $1,000**

■ Rectangular banner (120h x 60w, 15kb static/ 25 kb animated max) on COTY Cup web section.

■ (1) E-news banner and (1) E-news contribution.

■ Banners and marketing collateral displayed/distributed in ceremonies where prize is awarded.

■ Logo placement in print COTY Cup section.

**Division Tournament Totals**

Florida – 20
East Coast – 18
Gulf – 17
Hawaii – 11
International – 30

For more info contact info@inthebite.com
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 Insertion Order

Fax signed insertion order to: 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: ___________________________ Date: ___________________________

Company Name: ___________________________

Address: ___________________________

City: ___________________________

State: __________________ Zip Code: __________________

Email: ___________________________

Phone: __________________ Fax: __________________

Contract:  □ (8) Issues     □ (4) Issues     □ (1) Issues     □ Captain’s Guide

Ad Size:  □ Full Page     □ 1/2 Page Vert.     □ 1/2 Page Horiz.     □ 1/4 Page

Marine Service Directory — □ 1/6 or □ 1/12

Ad Color Format:  □ Process Color     □ Black & White

Create Ad:  □ Yes ($125.00/hr)     □ No

Start Issue: ___________________________ End Issue: ___________________________

Internet Advertising:  □ Package 1     □ Package 2

Total: $___________ x __________ Issue = $___________

Additional Information: __________________________________________________________

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.

Customer Submitted Art Files: Any files sent in any other way than listed on the “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.