

Editorial Calendar



Pacific Coast Sportfishing is the only pure saltwater magazine for America's West Coast, including Central America to Hawaii to Alaska. Our mission is to educate and entertain readers with technique-oriented features, exciting travel destinations, true stories of amazing catches, and inside information they won't find anywhere else. Simply put – we want to help them catch and release more fish and have more fun fishing.

Each issue includes our **New on Deck** that features innovative products. An in-depth **Sportfisher and Engine Review** details results from our latest boat test. **Private Boat Tech** offers boat, motor, and electronics products and info. And our **Just Launched** highlights a new fishing boat.

We also offer **bonus distribution** at various tournaments and select industry events. Call your sales representative for details.

	TACKLE AND TECHNIQUES	BOAT & MOTOR / ELECTRONICS	SPORTFISHER REVIEW
<p>Jan/Feb 2011 <i>Sportfisher Showcase</i> Space: Nov 12 Materials: Nov 19</p>	<p>Our annual Sportfisher Showcase double issue features fishing boats, marine power, electronics, tackle, accessories, and much more. Included are articles that offer guidance and how-to advice when it comes to making purchasing decisions.</p> <p>Designing Your Dream Boat : "fishy" additions for your ride</p>	<p>Boat & Engine: tackle storage solutions</p> <p>Electronics: the right radar for your rig</p>	<p>Sportfisher Review: Each month <i>PCS</i> takes one of the West Coast's latest sportfishers for a test ride and shares the results with our readers.</p>
<p>March 2011 <i>Fred Hall Tackle & Boat Show issue</i> Space: Jan 14 Materials: Jan 21</p>	<p>Fishermen look forward to the Fred Hall Tackle & Boat Show like kids waiting for Christmas. This is the time of year anglers are out shopping for deals on new gear, cool fishing destinations, and even new boats.</p> <p>2011 Wish List: getting what you want for the upcoming season</p>	<p>Boat & Engine: diesel repower options for I/O gasoline engines</p> <p>Electronics: GPS units and chart plotters</p>	<p>Sportfisher Review: Each month <i>PCS</i> takes one of the West Coast's latest sportfishers for a test ride and shares the results with our readers.</p>
<p>April 2011 <i>Inshore Special Issue</i> Space: Feb 11 Materials: Feb 18</p>	<p>Before summer brings the bigger game fish up the coastline, anxious anglers are hitting the skinny-water spots for white seabass, calicos, and all kinds of inshore action.</p> <p>Shoreline, harbor, and Coastal Structure: tackle and techniques for staying close to the coast</p>	<p>Boat & Engine: maintenance and prep for the season</p> <p>Electronics: chartography</p>	<p>Sportfisher Review: Each month <i>PCS</i> takes one of the West Coast's latest sportfishers for a test ride and shares the results with our readers.</p>
<p>May 2011 <i>The West Coast Live Bait Fishery</i> Space: Mar 11 Materials: Mar 18</p>	<p>One of the biggest advantages to being a West Coast angler is the availability of live bait. All we need is a live well, and this unique asset allows us to utilize special tackle and techniques to get the big ones.</p> <p>The Live Bait Advantage: making the most of your live bait systems</p>	<p>Boat & Engine: cockpit makeover</p> <p>Electronics: should-have safety equipment</p>	<p>Sportfisher Review: Each month <i>PCS</i> takes one of the West Coast's latest sportfishers for a test ride and shares the results with our readers.</p>
<p>June 2011 <i>Meet the Fleet/PCS Festival Issue</i> Space: April 15 Materials: April 22</p>	<p><i>Pacific Coast Sportfishing</i> talks with South Coast landings and the boats operating out of them to compile these updated listings, which offer anglers a quick reference when deciding what sport boat to fish aboard. Plus, Bring on the <i>Pacific Coast Sportfishing Festival!</i></p> <p>Charters and Party Boats: booking the right boat</p>	<p>Boat & Engine: inflatables and lifts</p> <p>Electronics: adding controls</p>	<p>Sportfisher Review: Each month <i>PCS</i> takes one of the West Coast's latest sportfishers for a test ride and shares the results with our readers.</p>

881 Dover Drive, Suite 100, Newport Beach, CA 92663
949-650-3474 • Fax 949-650-3459 • PCSportfishing.com

Pacific Coast
SPORTFISHING

The Saltwater Magazine for America's West Coast and Beyond

July 2011
Offshore

Special Issue
Space: May 13
Materials: May 20

Summertime means getting our gear together and our game on for South Coast anglers. We're heading offshore for the opportunity to tangle with big game fish. This kind of fishing requires special equipment as well as the right rig to get us there.

Tackle Primer:
selecting the right rods, reels, and line for different angling applications

Boat & Engine:
manifolds and valves, tuna and mackerel tubes

Electronics:
networking solutions for marine electronics

Sportfisher Review:
Each month *PCS* takes one of the West Coast's latest sportfishers for a test ride and shares the results with our readers.

August 2011
ICAST

Special Issue
Space: June 17
Materials: June 24

The annual ICAST event offers a glimpse into some of sportfishing's most innovative industry up-and-comers. We hit the show to get the scoop on the latest tackle, gear, and apparel, and then we present our findings to you!

Going Long:
getting the necessary gear for offshore success.

Boat & Engine:
towers, rod holders, outriggers, and downriggers

Electronics: VHF radios

Sportfisher Review:
Each month *PCS* takes one of the West Coast's latest sportfishers for a test ride and shares the results with our readers.

September 2011
Marlin Tournament

Circuit Issue
Space: July 15
Materials: July 22

The peak of the sportfishing season brings with it billfish tournament time. Fishermen are bringing their mojo as well as their money in order to try their luck against the West's best tournament teams.

Tourney Time:
heavy-duty gear for pulling on big billfish

Boat & Engine:
fighting chairs

Electronics:
onboard entertainment on the high seas

Sportfisher Review:
Each month *PCS* takes one of the West Coast's latest sportfishers for a test ride and shares the results with our readers.

October 2011
Long-Range

Preview Issue
Space: Aug 12
Materials: Aug 19

Multi-day marathons – whether aboard a private or a party boat – take special planning and gear. Our annual Long-Range Preview highlights the exciting trips and charters available during the fall and winter months.

Tackle Through the Ages:
where it's been; where it's headed

Boat & Engine:
the proper prop

Electronics:
integrated units

Sportfisher Review:
Each month *PCS* takes one of the West Coast's latest sportfishers for a test ride and shares the results with our readers.

November 2011
Alaska-BC Travel

Guide/Guide to West Coast Marinas
Space: Sept 16
Materials: Sept 23

Anglers follow the late-season action northward to the fishing lodges of British Columbia and Alaska. Here's our extensive guide to some of the best lodges, fish camps, and resorts along the Canadian-Alaskan coastline. Plus, slip into something comfortable; *PCS* hunts for the Pacific's perfect angler marinas.

Fishing the Frontier:
following the fall bite

Marina Showcase

Boat & Engine:
towing and trailering

Electronics:
fish finders and side-scanning sonar

Sportfisher Review:
Each month *PCS* takes one of the West Coast's latest sportfishers for a test ride and shares the results with our readers.

December 2011
Mexico-Central

America Travel Guide/Holiday Gift Guide
Space: Oct 14
Materials: Oct 21

As winter brings cooler weather to California and the Pacific Northwest, things stay hot below the border, where fishermen can count on angling action the likes of which no other place on earth offers. Plus, Finding the right gift for the fickle fisherman.

Baja and Beyond:
south-of-the-border travel planner

Christmas Gift Guide

Boat & Engine:
bottom and topside paint

Electronics:
What's new for 2012

Sportfisher Review:
Each month *PCS* takes one of the West Coast's latest sportfishers for a test ride and shares the results with our readers.

Circulation Summary

Circulation Summary

It's not about cost per thousand...



...Cost per thousand a myth the large circulation magazines would have you believe. It's a way for them to try to justify that their ad page is worth thousands of dollars more than it really is.

In reality, advertising is all about *cost per order*. It's about the customer who spends \$2,000 a year on new tackle versus the guy who spends \$200. If you think of the big, national fishing magazines' circulation as a pyramid, it's the the top you're after. You can spend a lot of money real fast reaching the base of the pyramid, but does it ever justify the huge expense?

With *Pacific Coast Sportfishing*, you're getting (and only paying for) the top of the pyramid. Our readers aren't "armchair anglers" – They spend on average 29 days per year fishing! They spend \$2,073 per year on tackle and on average, own one boat per household!

With facts like these, you can see how one of our readers is worth 10 readers from another magazine. And, our readers absolutely love us.

"My favorite mag! All the other saltwater magazines are East Coast."

"I read PCS cover to cover every month. It keeps me up to speed on everything I need to know about our local waters. The extensive section you have on boats for sale was very helpful to me. I am not sure that I would have found my dreamboat without it."

"There may never be a better fishing magazine. It's tailored exactly to what we fish for and how to do it, with the best pictures. Makes me glad to be a Californian."

"I have been a subscriber for a couple of years and love this magazine. I can't wait for it to come every month. I'm like a kid at Christmas."

"I love the magazine and have subscribed for years. The East Coast magazines miss way too much in our style of fishing."

"I really dig this magazine. From the tips to the boat advertisements to the special seasonal articles, it definitely is more directly informative."



Circulation Highlights	Subscribers	12,570
	Newsstand Draw	6,500
	Complimentary Industry Subs	1,955
	Tackle Shops / Yacht Clubs / Sportboats	1,050
	Promotion / Tournaments.....	300
	Total ...	22,375

* Subscribers include 2227 requested fishing club subscribers



881 Dover Drive, Suite 100, Newport Beach, CA 92663
949-650-3474 • Fax 949-650-3459 • PCSportfishing.com

Pacific Coast
SPORTFISHING

The Magazine for America's West Coast and Mexico

Advertising Rates and Mechanical Specifications

Display Advertising Rates

	12x	6x	3x	1x
Spread.....	\$3990	\$4510	\$5115	\$5800
Full Page.....	2595	2940	3335	3790
2/3 Page.....	1920	2180	2470	2815
1/2 Page.....	1475	1780	1685	1936
1/3 Page.....	995	1140	1300	1475
1/6 Page.....	570	650	735	840

Premium Positions

Back Cover.....	\$4515	\$5120	\$5810	\$6600
Inside Back.....	3750	4260	4850	5530
Inside Front.....	3995	4650	5310	6050
Page 3.....	3970	4520	5155	5885
Inside Spread.....	6190	7015	7985	9080

Four-color: add \$295 per insertion

Spot color: add \$195 per insertion

Marketplace

	12x	6x
1/6 Page.....	\$450	\$495
1/12 Page.....	350	395

Marketplace ads must:

1. Run in consecutive issues.
2. Be paid in advance six issues at a time.

Mechanical Specifications

	Width	x	Height
Full page (with bleed).....	8.25	x	11
Full page (no bleed).....	7	x	10
2/3 page vertical.....	4.625	x	10
1/2 page vertical.....	4.625	x	7.5
1/2 page horizontal.....	7	x	4.875
1/3 page vertical.....	2.25	x	10
1/3 page horizontal.....	4.625	x	4.875
1/6 page vertical.....	2.25	x	4.875
1/6 page horizontal.....	4.625	x	2.25
1/12 page.....	2.125	x	2.25

Commission and Cash Discounts Agency commission is 15%. Terms are 2% discount if paid in 10 days; net 30 days on approved accounts. Cash with advertising copy will receive a 5% discount. Past due accounts are subject to 1-1/2% service charge per month.

General Rate Policy Advertisers will be rate-protected for the duration of contracts in effect at the time rate changes are announced. Short rate will be charged when contract is not fulfilled.

All advertisements must conform with the publication's format and meet the necessary mechanical requirements. All advertisements are subject to publisher's approval prior to insertion.

Issue and Closing Dates Published monthly. Space reservations by the 10th two months preceding issue date (July issue, space by May 10th). Camera Ready by the 15th of month two months preceding issue date (July issue by May 15th). Ads requiring design or production must have all copy and images submitted by space deadline.

Design and Production Advertising rates are based on camera-ready artwork. Expert design, production and scanning can be arranged and will be charged as follows: Design/Scanning: \$75 per hour/\$25 per image.

Digital Requirements We can accept your files on CD or via Email or FTP (Ads@PCSportfishing.com, or call for our FTP info or to provide your own FTP info) provided they are in the following formats: PDF, Quark, PhotoShop or Illustrator (all text to paths whenever possible). Be certain to include all art, fonts and a hard copy (or lo-rez jpeg) of ad for comparative purposes. Any PC, PageMaker or InDesign files MUST be saved as PDF, EPS, or TIFF files. Emailed files should be "Stuffed" and converted from 300dpi/CMYK files and resampled to 72dpi/RGB files. Please call or Email and alert us you are sending a file and be sure to include contact info. **All ads should be hi-rez PDFs whenever possible.**

Printing Requirements

Trim size: 8.0 x 10.75
 Binding: Perfect Bound
 Colors: Four-Color Process
 Images: 300 dpi

881 Dover Drive, Suite 100, Newport Beach, CA 92663
 949-650-3474 • Fax 949-650-3459 • PCSportfishing.com

Pacific Coast
SPORTFISHING

The Magazine for America's West Coast and Mexico

