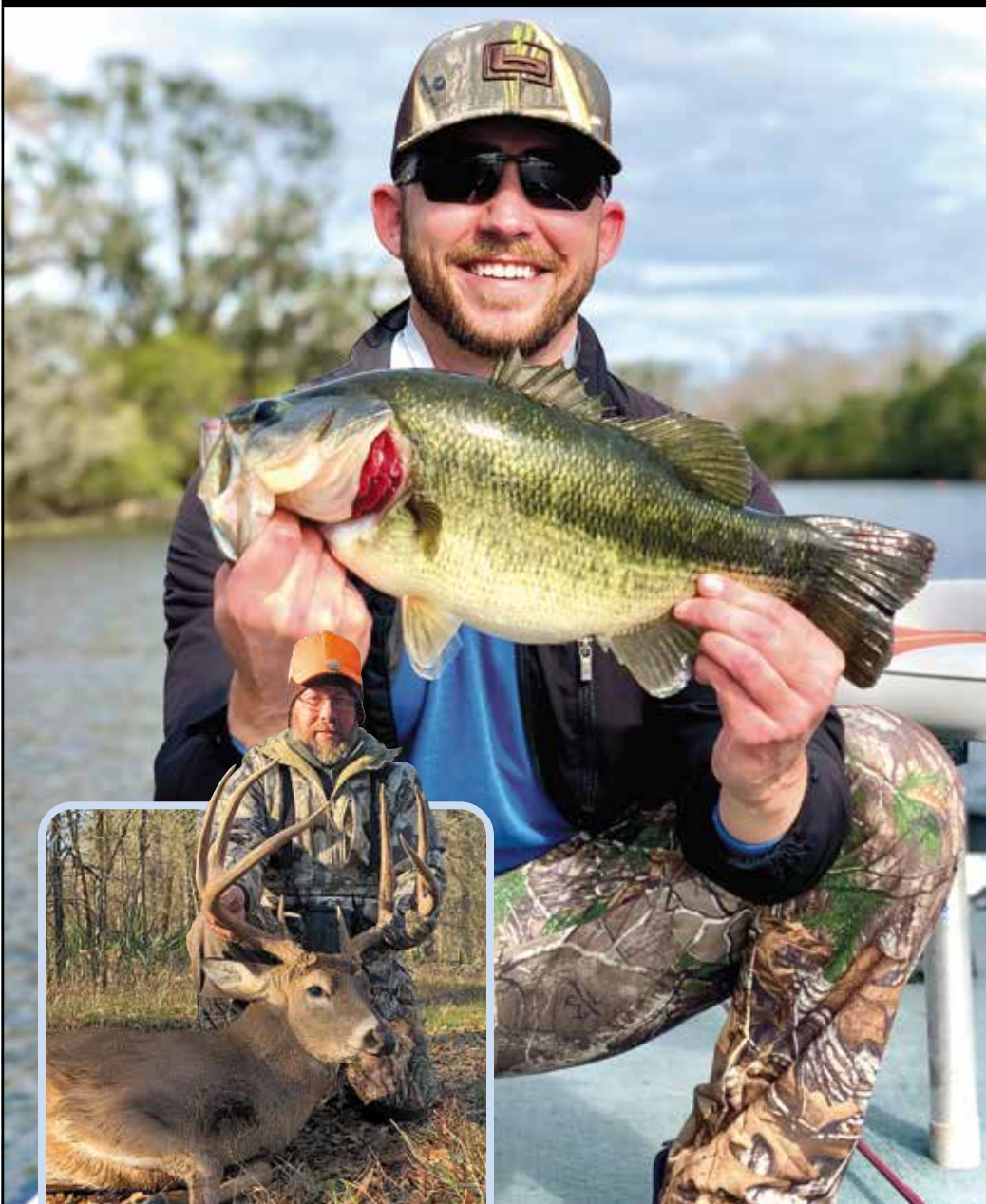




*Louisiana*  
**SPORTSMAN**  
2025 MEDIA KIT  
IN THE FIELD SINCE 1981... LITERALLY



## DIGITAL

### Age

**26%** 18-34  
**25%** 35-44  
**20%** 45-54  
**17%** 55-64  
**11%** 65+

### Gender

**26%** Female  
**74%** Male

## DIGITAL AUDIENCE

**2,937,346**

Page Views Per Month on  
louisianasportsman.com

**446,880**

Visits Per Month on  
louisianasportsman.com

**53,000**

Louisiana Sportsman Magazine  
E-newsletter Subscribers  
**43%** Average Open Rate

**130,000** Facebook

**7,186** Twitter

**18,000** Instagram

## WEBSITE ANALYTICS

Average Time Per Visit: **2.5+ mins.**

Average Pages Visits: **6.6**

For Returning Visitors: **10.32**

### Top States:

TX (19%), LA (18%), IL (7%),  
FL (4%), MS (4%), AL (3.5%)  
Visits from all 50 states

**77%** Mobile

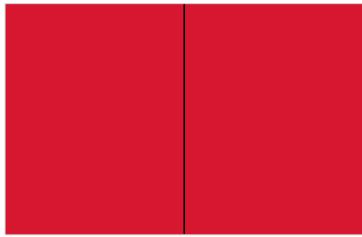
**19.6%** Desktop

**2.9%** Tablet

“Sportsman is the staple of Excel Boat’s print advertising campaign. No other fishing and hunting publication reaches the core of our market better than they do.”

– Dave Reynolds  
National Sales Manager,  
Excel Boats

## PRINT SPECS (Inches)



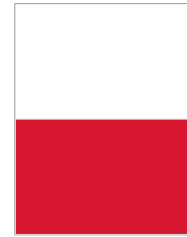
### Spread

Live 15.5 x 9.75  
Trim 16.5 x 10.75  
Bleed 17.25 x 11.5



### Full Page

Live 7.25 x 9.75  
Trim 8.25 x 10.75  
Bleed 9 x 11.5



**4x5**  
1/2 Page Horiz.  
7.25 x 4.7944



**3x7**  
1/2 Page Vert.  
5.3958 x 6.4979



**2x5**  
1/4 Page Vert.  
3.5417 x 4.7944



**2x10**  
1/2 Page Vert.  
3.5417 x 9.75

## PRINT SIZES

- Spread
- Full
- 1/2 Page
- 1/4 Page

## PREMIUM POSITIONS

- Back Cover
- Inside Front
- Inside Back
- Cover Slicks
- Center Slicks

## FILE FORMAT

- Required format for ADS (Cover and Interior pages). PDF/X-1a format is the required format for ad submission. All ads must be created to the exact size specifications listed on the rate card. Ads that bleed require .375" of bleed space on all sides. Cover ads must bleed .50"
- **TOTAL INK LIMITS**  
Total ink limit for newsprint (interior pages) is 240%; for cover positions 300%
- **DIGITAL FILE SUBMISSION FOR**  
In-House Services (additional charges may apply) Images/scans should be 300dpi in CMYK. Logos should be supplied in .EPS format. Type should be converted to outlines or fonts provided. We also accept packaged InDesign documents (CS 2023).
- **ELECTRONIC TRANSMISSIONS**  
Camera ready (press ready) ads may be submitted via e-mail. Please send ads to [traffic@lasmag.com](mailto:traffic@lasmag.com). For FTP information, please contact your sales representative.

## DEADLINES

<b>January Issue:</b>	12/18/2024	<b>July Issue:</b>	6/18/2025
<b>February Issue:</b>	1/22/2025	<b>August Issue:</b>	7/23/2025
<b>March Issue:</b>	2/19/2025	<b>September Issue:</b>	8/20/2025
<b>April Issue:</b>	3/19/2025	<b>October Issue:</b>	9/17/2025
<b>May Issue:</b>	4/16/2025	<b>November Issue:</b>	10/22/2025
<b>June Issue:</b>	5/21/2025	<b>December Issue:</b>	11/19/2025

Call or Email for Pricing

\* All offered discounts apply only on payment made within 30 days

## FOR MORE INFORMATION

Advertise with us at 985-758-7217 ext.1068  
or [sales@lasmag.com](mailto:sales@lasmag.com)



## Louisiana Publishing, Inc

14236 Highway 90, P.O. Box 1199, Boutte, LA 70039-1199  
800-538-4355, [louisianasportsman.com](http://louisianasportsman.com)

## Display Ads

	Rate	Info
728 x 90 Leaderboard	4 CPM Range	Run of Site
300 x 250 Medium Rectangle	4 CPM Range	Run of site
300 x 600 Half Page	4 CPM Range	Limited Placements
320 x 50 Mobile Leaderboard		
630 x 180 Partition		

## High Impact

	Rate	Info
Page Takeover (Five ad sizes)	4 CPM	Exclusive Placement

## Business Directory

	Rate	Info
Bronze	\$25/mo	Business Directory Listing + 2 free classifieds
Silver	\$100/mo	Business Directory Listing + 30 free classifieds
Gold	\$200/mo	Business Directory Listing + 60 free classifieds
Platinum	\$300/mo	Business Directory Listing + unlimited classifieds

## Extras

	Rate	Info
Geographic Targeting	4 CPM Range	Inquire for availability
Content Targeting	4 CPM Range	Inquire for availability

## DIGITAL SPECS (Pixels)

Standard Interactive Advertising Bureau Guidelines ([www.iab.net](http://www.iab.net)).

All units launch new browser

Accepted file formats: .fla, .jpg, .gif, .swf, .png, .html

Maximum load size not to exceed 30k

Animation length not to exceed 15 seconds

## DIGITAL RATES (Net)

### Bundle (Discount)

**Package A** - Full page print ad + 200,000 digital impressions & Facebook ad \$1,995. (\$1458, \$200, \$300)

**Package B** - Half page print ad + 200,000 digital & Facebook ad \$1,295. (\$700 \$200 \$300)

**Package C** - Qtr page print ad + 200,000 digital & Facebook ad \$855. (\$350, \$200, \$300)

**Package D** - Full page print ad + 200,000 digital impressions Facebook ad + newsletter Ad. (\$2,500)

## DIGITAL SPECS (Pixels)

### Website

300x250, 300x600, 320x50, 630x180, 728x90

### Newsletter Takeover

Two 630x180 + URL

### Custom E-Blasts/Affiliate Social Media

1080x1080 Instagram + URL

1200x630 Facebook + URL

### File Format

JPEG, PNG, GIF, 72 dpi

## FOR MORE INFORMATION

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or [sales@lasmag.com](mailto:sales@lasmag.com)



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800-538-4355, [louisianasportsman.com](http://louisianasportsman.com)



## EVERY MONTH Features

**Fishing Hotspots:**  
Hottest places to fish

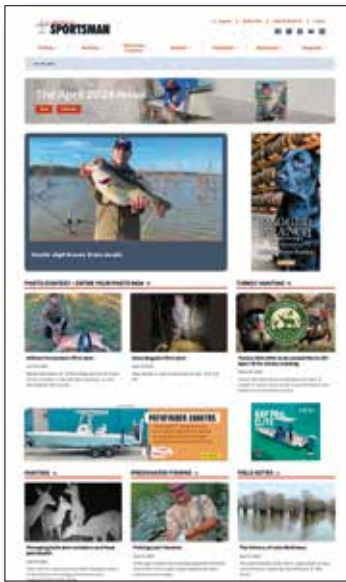
**Outdoor Update**  
Latest information on kills and catches

**Columns:**  
Today's a Good Day  
Sticks & Strings  
Muddy Paws  
How Sportsmen Cook  
Marsh Man Masson  
Lure Review  
Paddles 'N Puddles  
Down on the Dock

## Departments:

- Hunting/Fishing Regulations
- Sportsman of the Month
- Sportsman Showcase
- Sportsman Astro Tables
- Sportsman Tide Guide
- Hunting/Fishing Scrapbook
- Sportsman Classifieds





**WEBSITE ADS**

Run-of-site display ads on louisianasportsman.com



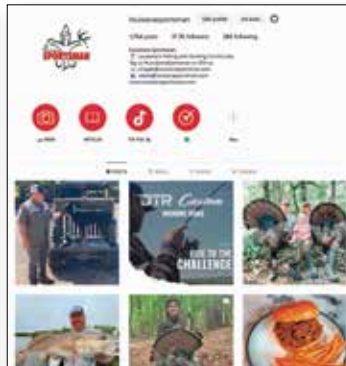
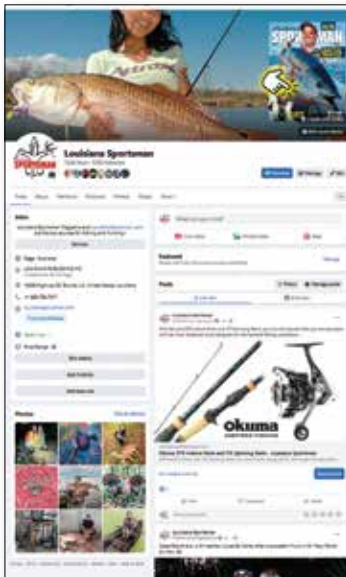
**NEWSLETTER AD**

Be front and center of the Louisiana Sportsman newsletter. Includes (1) 630x180 banner ad.



**CUSTOM E-BLAST**

Reach over 50,000 email subscribers with your own custom message.



**CO-BRANDED SOCIAL CAMPAIGN**

Partner your brand with the established media source Louisiana Sportsman and reach our custom audience on Facebook/Instagram.

**SPONSORED CONTENT**

Share your story! The sponsored content package includes a dedicated article with up to three backlinks, your content integrated with louisianasportsman.com editorial features on the homepage (new products tab), promotion in e-newsletters and social media. (all content is subject to editorial approval)

**PRODUCT REVIEW** (Must be approved by editor)

Your product, in print and digital (2 Month Minimum)

**Package Includes:**

- Product review in Louisiana Sportsman (125 words & 1 image)
- Review posted on our social media platforms
- Product review featured within the New Products section of our homepage with outbound link
  - review and link remain active and search-able after the 2-month contract