FREE
TAKE ONE

DELMARVA

GreatAnglers

CATCH ~ SHARE ~ WIN

MEDIA KIT 2026



Mike Moss
of Laytonsville, MD
Caught this nice Mahi
using Butterfish on
the Capt IKE II

GreatAnglers.com
100% FREE ~ ALL FEATURES!
Find out what other anglers are catching, where they're catching (GPS), and what baits and methods are working best.

Catch, Post, Share & Win
FISHING HAS NEVER BEEN SO REWARDING!
Big Fish of the Day, Month and Year
Win T-shirts, Stickers, Cash & Prizes!

Recipes for Your Catch
Local restaurants and chefs share their best recipes for a fresh catch!

Fishermen Friendly
Local businesses with special Offers for our local fishermen

SCAN WITH YOUR CELL CAMERA

CATCH ~ POST ~ SHARE ~ WIN
GREAT ANGLERS
WWW.GREATANGLERS.COM

GREATANGLERS.COM

TO ADVERTISE CALL GREG: (703) 615-3000

Top Reasons to Advertise with GreatAnglers.com

Advertising That Works and Works Hard

Advertising should do one thing: produce results. Our entire business model is built around making advertising work hard and deliver measurable value. That's why our advertising is "Pay-As-You-Go", with no long-term contracts required.



No Contracts Required

We don't believe in locking clients into advertising that may or may not work. When advertising really works — clients want more! No contracts necessary.

We Make You Look Good

GreatAnglers Magazine is one of the best-looking fishing magazines anywhere — and your business belongs inside it. Our premium full-color, heavyweight format makes every ad look polished, professional, and high-end.

Variety of Ad Sizes & Prices

GreatAnglers offers print and digital advertising at a wide range of price points, giving businesses of virtually any size a professional way to get noticed. From densely targeted magazine advertising to extreme mobile and web exposure, you can choose the level of visibility that fits your business and budget.

R.O.I. (Return on Investment)

How many new customers does it take to pay for your advertising, how many dollars are they worth, and will they continue to generate revenue? Our goal is simple: create advertising that works hard, delivers measurable results, and earns your business again and again.

Digital & Print Advertising Rates

The Best-Looking Fishing Magazine — Period!

GreatAnglers Magazine isn't just read — it's kept!
Printed in full color on premium 80 lb. paper stock for exceptional visual impact and lasting shelf appeal. GreatAnglers Magazine puts your business in front of anglers, local residents, coastal property owners, tourists, boaters, and outdoor enthusiasts.

- Real anglers post their catches online, and selected catches are featured in every printed issue.
- 10,000 copies are distributed each issue.
- 40,000 copies are distributed annually through tackle shops, restaurants, retail stores, liquor stores, professional offices, and other high-traffic locations.

More Than a Fishing Magazine

GreatAnglers.com is a **nationwide fishing web app** and social platform built to keep anglers informed, entertained, and engaged. It is completely free to use, with registration required only to post or comment.

- 3.7 Million Annual Accesses (as of 08/16/2026)
- 305,000 Average Monthly Accesses
- 12.1 Million Annual Hits
- 1.0 Million Average Monthly Hits
- 1,000 Average Unique Hosts Per Day
- 55% Year-Over-Year Unique-Hosts Growth
- 2026 Unique-Hosts Running 66% Ahead of 2025
- July 2026 Unique-Hosts Up 73% Year Over Year

Massive Reach. Real Engagement. Proven Results.
Our unique fish-feed experience keeps visitors scrolling, discovering new catches, and returning — keeping advertisers seen and remembered all year long.

The Bottom Line
GreatAnglers delivers what advertisers want: reach, visibility, reputation, and measurable results. Cast your brand in front of anglers everywhere — in print and online at **GreatAnglers.com**.

Magazine Rates

Ad Size	Dimensions	Per Issue	Annually	Per Month
Back Cover	8.00 x 10.50"	$2,750	$2,375	$792
Premium Page	7.68 x 10.04"	$2,000	$1,750	$583
Full Page	7.68 x 10.04"	$1,500	$1,300	$433
1/2 Page	7.68 x 4.94"	$950	$825	$275
1/3 Page	7.68 x 3.24"	$700	$600	$200
1/4 Page	3.76 x 4.94"	$575	$500	$167
1/8 Page	3.76 x 2.39"	$350	$300	$100

Artwork must be supplied at 300 DPI at the listed ad dimensions. Monthly rates reflect the annual discount. Ad fees are due prior to printing. Distribution is seasonal with four issues a year. Closing dates are the last day of March, July, September, and December.

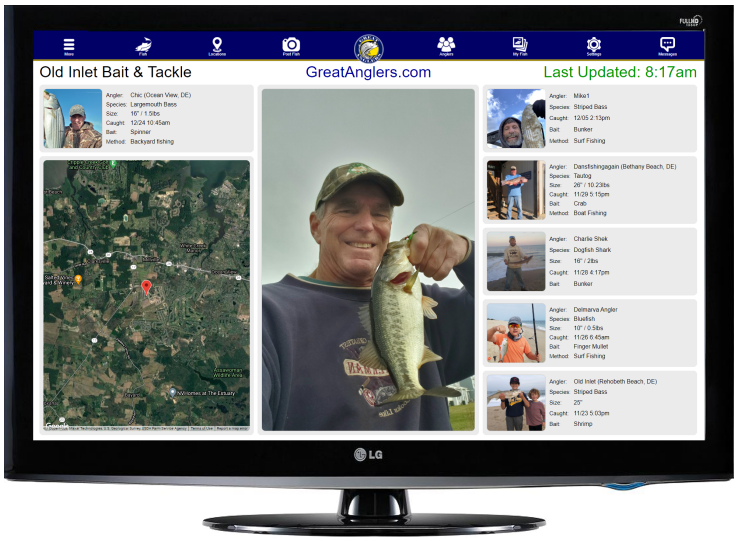
Digital Advertising

Digital Plan	Web/App Position	Per Month
Fixed Position 1	1st Ad Panel Exclusive	$3,000
Fixed Position 2	2nd Ad Panel Exclusive	$2,000
Fixed Position 3	3rd Ad Panel Exclusive	$1,000
Premium Feed Position	4th+ Ad Panels	$500
Priority Feed Position	4th+ Ad Panels	$250
Featured Feed Position	4th+ Ad Panels	$125
Partner Positions	Partner Positioning	$75

4th+ Ad Panels are prioritized, with higher-tier plans displaying first.

Advertising Contact: **Greg Flynn**
(703) 615-3000
greg@greatanglers.com

Partnering with GreatAnglers.com is FREE!



GreatAnglers.com is always looking to partner with bait & tackle shops, charter boats, and guide services that want to be part of a fishing community built exclusively for anglers.

Partner listings are completely free, and partners may also choose to become official weigh stations for GreatAnglers-sponsored tournaments and events.

Partners Get Their Own GreatAnglers Retail Display
Your GreatAnglers retail display shows catches posted by anglers within a predefined mileage radius and automatically updates as new fish are posted.

Customers can immediately see what other anglers are catching, where they are catching them, and which baits and techniques are working in their local area for the species they want to target. The display can run on virtually any internet-connected computer or TV screen in your shop or boat.

Stay Connected to Local Anglers
Partner shops, charter boats, and guides can post their own catches and tag their business. Customers can tag your business too. Anglers can follow your activity and receive updates when new fish are posted, helping keep your business visible, relevant, and connected to the local fishing community.

Getting Started Is Free and Simple
1. Create a free account for your tackle shop, charter boat, or guide service.
2. Display your GreatAnglers Retail Display Page on a TV in your shop or boat.
3. Encourage customers to post their catches and tag your business.
4. Use tournaments, weekly contests, monthly prizes, or other promotions to increase participation.

Put GreatAnglers Content on Your Own Website
Our FREE Partner API allows you to display real-time catches and photos from GreatAnglers.com directly on your website. Keep an automatically updated fishing gallery on your site with fresh and relevant content, requiring little or no ongoing effort. View a live example: https://oldinlet.com/gallery.htm

Need Help Getting Started?
Contact Greg Flynn at 703-615-3000 for an in-house demo.

Terms & Conditions

1. General Terms A signed advertising order and full payment must be received by the applicable closing date unless GreatAnglers agrees otherwise in writing. By submitting advertising for any GreatAnglers print or digital media, Advertiser/Agency agrees to these Terms and Conditions. These Terms and the applicable order replace all prior oral or written agreements relating to that advertising.

2. Payment, Artwork, Changes and Cancellations Orders, artwork, approvals, and payment must be completed by the closing date. No cancellations or copy changes will be accepted after closing unless approved by GreatAnglers. Payment in full is required before graphic development begins. All payments are final and nonrefundable except as expressly provided in these Terms or approved by GreatAnglers. Closing dates and available space are subject to change. Advertiser and Agency are jointly and severally responsible for all amounts due, including approved design charges, collection costs, and reasonable attorneys' fees.

3. Right to Reject Advertising GreatAnglers may reject, remove, suspend, or discontinue any advertisement at any time and for any reason, with or without notice, even if previously accepted, paid for, or published.

4. Advertising Materials and Indemnification Advertiser/Agency grants GreatAnglers the right to reproduce, publish, display, distribute, resize, and format submitted advertising materials as necessary to provide the ordered services. Advertiser/Agency warrants that it has all rights and permissions required for the submitted content, including names, images, trademarks, copyrights, testimonials, claims, and other intellectual property. Advertiser and Agency agree to jointly and severally defend, indemnify, and hold harmless GreatAnglers, its owners, employees, agents, affiliates, successors, and assigns from third-party claims, damages, liabilities, costs, and reasonable attorneys' fees arising from the advertising content, infringement claims, breach of these Terms, or GreatAnglers' authorized use of submitted materials.

5. Limitation of Liability If GreatAnglers fails to publish or deliver advertising as ordered, GreatAnglers may, at its option, provide a prorated refund or credit, place the advertising at a later date in a comparable position, or extend the advertising period. GreatAnglers is not responsible for minor printing variations, technical problems, internet outages, device differences, supplied artwork quality, or matters outside its reasonable control. To the fullest extent permitted by law, GreatAnglers will not be liable for indirect, incidental, special, punitive, or consequential damages, including lost profits or revenue. GreatAnglers' total liability will not exceed the amount paid for the specific advertising giving rise to the claim.

6. Delaware Law and Venue These Terms and Conditions are governed by Delaware law. To the fullest extent permitted by law, Advertiser/Agency agrees that disputes will be brought exclusively in state or federal courts located in Delaware and waives objections to jurisdiction or venue.

7. Miscellaneous Advertiser/Agency may not assign or transfer its rights or obligations without GreatAnglers' written approval. If any provision is found unenforceable, the remainder remains in effect. Failure to enforce a provision does not waive future enforcement. These Terms and Conditions and the applicable advertising order constitute the entire agreement. Any modification must be in writing and approved by GreatAnglers. Payment, licensing, indemnification, liability, and dispute provisions survive expiration or termination.

Advertising Order Form

Thank you for advertising with GreatAnglers.com. If you have any questions please feel free to contact Greg Flynn at 703-615-3000 M-F 9-5PM or email greg@greatanglers.com.

BUSINESS INFORMATION	
Business Name:	
Address / Suite:	
City State Zip:	
Website:	

BUSINESS CONTACT	
Contact:	
Title:	
Phone/Cell:	
Email:	

Magazine	Issue	Size	Promotion	Charge	Paid in Full
DELMARVA					
DELMARVA					
DELMARVA					
DELMARVA					
DELMARVA					
DELMARVA					
DELMARVA					
DELMARVA					

Thank you for advertising with GreatAnglers.com. This is NOT a contract and you DO NOT need to pay for multiple insertions up front. Since we DO NOT have contracts, we do require full payment for each ad in each issue "as you go" as they open throughout the year. Full payment for the first issue is required prior to any graphic design. Subsequent insertions will be invoiced when the issue opens and you may decided then whether to keep advertising or cancel anytime you wish. Depending on when you placed your order you may receive an invoice for the next issue even before the first is issue is printed. Please remit your payment as soon as possible to reserve your space in the upcoming issue. All ads must be paid and proofed by the closing dates or you will receive a print credit only no refunds. All closing, printing, mailing, and delivery dates are subject to change without notice and are based on layout and space availability.

I acknowledge I have read, understand and agree to the terms of advertising as posted on our website and are incorporated as part of this order. Additionally I state I am legally empowered and authorized to enter into this agreement on behalf of the above named business.

Signature:_____ Date:_____