



Hooked Media
PUBLISHERS OF HOOKED MAGAZINE

2025 MEDIA KIT



DEMOGRAPHICS

- 76% of readers are male
- 87% of readers are ages 25+
- 80% household incomes over \$56,000
- 60% household incomes over \$86,000
- 20% are looking to buy a boat this year
- 56% visited a marine dealer last year
- 60% plan on buying electronics for their boat this year
- 50% spend more than \$1500/year on fishing/boat related accessories
- 45% keep their copies of Hooked magazine forever
- 72% say ads and articles in Hooked help their purchase decisions
- 99% say Hooked is a trusted source of information

CIRCULATION

- 10,000 copies x 5 issues
- Boat Show Edition - January
- Spring-April
- Summer-June
- Fall-September
- Winter-November

DISTRIBUTION

- Distributed free to Retail & Marine stores across central Canada
- Subscriptions

ONLINE/SOCIAL

- Hookedmagazine.ca has over 10,000 visitors per month
- Hooked e-newsletter reaches over 5,000 bi-weekly
- Reach your core customers through our social media, web ads, and email news blasts

Mission Statement

Hooked magazine enters its 17th year in print and continues to provide entertainment and education for anglers and outdoor enthusiasts. We are the trusted voice for anglers across central Canada, promoting the outdoor industry like no other. We work with real people in the industry to get the grassroots information we need to pass on to our readership. Biologists, guides, pro-anglers and passionate hobbyists supply the information we need to help our readers in their quest to understand and enjoy fishing and the great outdoors.

A Growing Niche Market

No other publication targets your core customers like *Hooked* magazine. Our high-quality, glossy publication and unique distribution has made us a valuable and trusted source of information on angling and the outdoors. There's no better time to add *Hooked* into your marketing plan.

Digital Version - NEW!

Along with our print issue, we now offer a digital version. free with a subscription to the print issue, or on its own. With links to advertisers, embedded videos and links to expanded editorial content, our digital issue makes it easy to keep up-to-date with the current issue of *Hooked*.

2025 Print Advertising Rates & Sizes

AD PRICING	FREQUENCY				
	1x	2x	3x	4x	5x
New Product Item	150				
Outdoor Adventures	350	332	315	297	280
1/8 page (Business Card)	500	475	450	425	400
1/6 page	600	570	540	510	480
1/4 page	900	855	810	765	720
1/3 page (vertical)	1200	1140	1080	1020	960
1/3 page (square)	1200	1140	1080	1020	960
1/2 page	1500	1425	1350	1275	1200
Full page	2500	2375	2250	2125	2000
Double Page Spread	4050	3847	3645	3442	3240
Inside Front Cover	4000	3800	3600	3400	3200
Inside Back Cover	4000	3800	3600	3400	3200
Outside Back Cover	5000	4750	4500	4250	4000

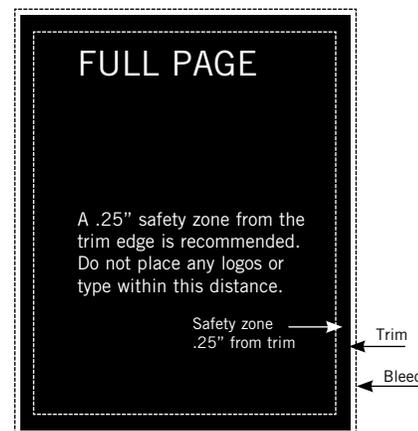
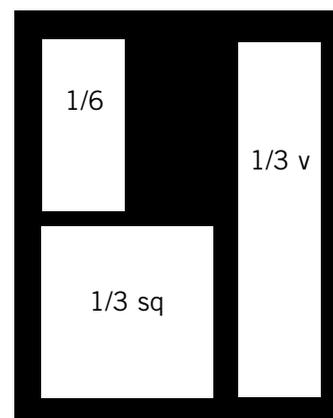
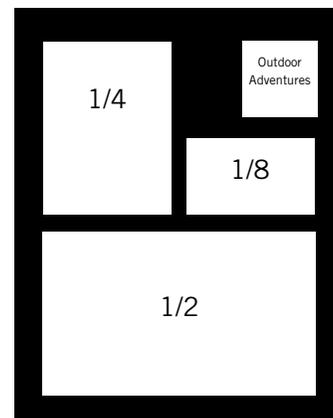
5% GST will be added to all rates. Custom print and digital packages available, please call for details.

AD SIZES	Width	Depth
New Product Item	High resolution image plus 100 words	
Outdoor Adventures	2.5"	2"
1/8 page (Business Card)	3.5"	2"
1/6 page	2.375"	4.875"
1/4 page	3.75"	4.875"
1/3 page (vertical)	2.375"	10"
1/3 page (square)	5"	4.875"
1/2 page	7.625"	4.875"
Full page (no bleed)	7.625"	10"
Full page (with bleed)	8.75"	11.25"

2025 DEADLINES

Issue Date	Closing Date	Distribution Date
Special Issue	January 10	January 17
Spring	April 4	April 11
Summer	June 6	June 13
Fall	September 5	September 12
Winter/Holiday	November 7	November 14

CALL 204-771-4041 TO ADVERTISE TODAY!



Supplied Digital File Requirements:
Preferred file format is PDFX1. Press Optimized PDFs (300 dpi) are preferred. Please ensure all images are CMYK and at a resolution of 300 dpi at full size. Any questions or concerns regarding supplied digital files may be directed to nuancedesign@shaw.ca

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PUBLISHERS OF HOOKED MAGAZINE

2025 Digital Advertising Rates

EMBED YOUR VIDEO OR WEB LINK IN YOUR AD

Embed your videos and hyperlinks to your product or service in our new digital version of *Hooked Magazine*. Digital subscriptions will be free with every print subscription, and available online as a separate purchase.

Add your links/video to our digital edition:

\$250 / WITH PRINT AD

\$500 / WITH DIGITAL ONLY AD



HOOKED WEBSITE

Get noticed on our website that has over 5000 monthly unique visitors.

EMBEDDED AD IN ONLINE EDITORIAL

\$250 / MONTH 250 X 121 PIXEL

SIDE BAR - RUN OF SITE

\$250 / MONTH 300 X 2 50 PIXEL

LEADERBOARD TOP BAR - RUN OF SITE

\$500 / MONTH 728 X 90 PIXEL

MINIMUM 3 MONTHS PURCHASE

FISHING REPORT

Our bi-weekly fishing report has been a huge hit, with up to date fishing info from across central Canada.

\$500 / MONTH

MINIMUM 3 MONTHS PURCHASE

E-NEWSLETTER

Market your product or service to our growing audience of thousands with our bi-weekly e-newsletter.

\$250 / MONTH

MINIMUM 3 MONTHS PURCHASE

INFLUENCER ARTICLE

1500 word article on your lodge, product or service. Permanent placement on website, and a push through our social media.

\$1500 / ONE TIME FEE

NEW PRODUCT

Place your product in one print issue and get permanent placement in our online new product section.

\$99 / WITH AD PURCHASE

\$150 / WITHOUT AD PURCHASE

ONLINE STATS

Facebook Followers - 4,400

E-Newsletter Audience - 5,287

Newsletter Open Rate - 38% (above average)

Unique Web Monthly Visitors - 10,800

Monthly Ad Impressions - 46,974

5% GST will be added to all rates. Custom print and digital packages available, please call for details.

Hooked Media Inc.: 204.771.4041 • contact@hookedmagazine.ca • PO Box 15 RPO Corydon, Winnipeg, MB R3M 3S3

2025 Editorial Calendar

Special Issue - January-March

DESTINATIONS: Our Special Edition features some of the hottest fishing destinations around the world. Our International traveller Dale Martens takes us to Alaska for some grizzly sightseeing and spectacular salmon action! Wes David of Fishing the Wild West heads to Manitoba to enjoy some great walleye action. Lowell Strauss heads to northern Saskatchewan and Cree River Lodge.

HARDWATER DESTINATIONS: We travel with our writers to some of the best ice fishing available anywhere in the world. From the Canadian Shield of Northwestern Ontario to the prairies Saskatchewan and Alberta, we have it all. In Alberta ice fishing specialist Chris Fonos shares tips and techniques on putting more fish on the ice.

CONSERVATION CORNER: Each issue we feature an article by a fisheries biologist on important topics that impact the fisheries resource in this part of the world.

FOLLOW THE PROFESSIONALS: Professional Anglers Jeff Gustafson and Jamie Bruce continue their quest on the U.S Bass circuits. Gussy comes back to defend his title at the Bassmaster Classic. Meantime Jamie Bruce chases his dreams on the Bassmaster Open circuit.

NEW PRODUCTS FOR FISHING AND HUNTING: Check out some of the latest boat and ATV options for the upcoming fishing and hunting season.

CAMP CHEF: Josh McFaddin and Travel Manitoba are back with some of the best wild game and fish recipes on the planet.

THE COMPLETE ANGLER PODCAST: In each issue we feature one of our content creators as they relate to their love of the outdoors.

Spring April-May

SASKATCHEWAN SPECIAL EDITION: In our spring issue we feature the province of Saskatchewan. Lowell Strauss provides us insight in spring hunting options and recipes to go along with it. Wes David, Rob Schulz and Editor Don Lamont share some of their favourite waters in the wheat province.

SPRING HAS SPRUNG: Jeff Gustafson leads our group of professional anglers in providing you with the insight to catch more fish when the open water arrives. Our writers include hardcore anglers Jamie Bruce, Glenn MacDonald and more

FINDING THE RIGHT FISHING DESTINATION: *Hooked* Editor Don Lamont and television host Wes David team up tell you how to find a fishing destination that fits your need. We cover the west from Thunder Bay to Vancouver Island.

ON THE FLY: Alberta Resident Kevin Rossi shares some of this favourite trout waters in Alberta. The Bushwhacker is always looking for new water!

CAMP COOK: A new wild game recipe is featured in each issue of the magazine brought to you by Hunt/Fish MB

Summer June-August

THE THRILL IS IN THE CATCHING: Pro Angler Jeff Gustafson brings us up to date on his adventures on the Bassmaster Elite Series. Wes David writes about his remote angling adventures in western Canada .

FAMILY FISHING ADVENTURES: Planning a family fishing adventure this summer. Our group of writers will help you out. Many of our writers go on a family fishing adventure every summer.

PRO TIPS: Summertime can be the best time of year to catch a wide variety of species of fish. This could include perch, crappie, smallmouth bass, pike and of course walleye. Our hardcore group of anglers will do their best to get our readers on fish.

Fall - September-October

THE FALL HUNT/ TARGET SPECIES: Our expert group of hunters' chase Canada geese across the west, then get ready for deer season.

FORAGING: With a successful hunt or fishing adventure we ask our group of writers for their favourite fish or wild game recipe.

TROPHY FISH OF THE FALL: Western Canada has some of the best fishing on the planet. If you are looking for that fish of a lifetime our pro's will pick their top five location to catch that trophy. Top musky guide Glenn McDonald shares his knowledge on these great game fish.

Winter/Holiday - November-January

EARLY SEASON ICE TIME & OVERNIGHT ON THE ICE: From stocked trout waters to first ice walleye, we will point you in the right direction. With overnight accommodations on the ice a thing now, we will update you on your available options!

EXOTIC DESTINATIONS: Want to head someplace warm this winter? Retired teacher Dale Martens travel the world in pursuit of fish on the fly.

PUTTING A PRESENT UNDER THE TREE: Do you have a hardcore angler or hunter that you must shop for this Christmas? The Hooked team has been asked to give you a helping hand in finding the right gift. Jeff Gustafson, Jamie Bruce, Wes David, and the rest of our hardcore team bring us up to date on the hottest new products.

Partnership Opportunities

Sponsorship of Hall of Fame Picture Page

- Supply \$500 worth of retail product per year for one winner per issue (5x)
- Company Logo at top of page.

Sponsorship of Kids Pics! Picture Page

- Supply \$500 worth of retail product per year for one winner per issue (5x)
- Company Logo at top of page.

Sponsorship of Bi-Weekly Fishing Report

- \$500/month for an ad in the province of your choice. ON, MB, SK, AB
- Bi-weekly report from central Canada posted on hookedmagazine.ca and social media.

Custom Services

CONTESTS AND SURVEYS

Want to promote a new product with a giveaway? We can create custom contests.

VIDEO

Have your lodge or business showcased in a custom video.

SPECIALTY MARKETING

We can work with you to develop a custom strategy in print and digital.

POLYBAG

Add your printed piece to our distribution and reach our dedicated out door readership.

DESIGN & PRINT

We can design and print your brochures, catalogues, banners and more.

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