

CABO SPORTFISHING MAGAZINE

Advertising Media Kit

Baja California Sur's online sportfishing magazine — news, fishing reports, tournament coverage and the Baja Fishing Explorer.

2026 EDITION · RATES IN USD

ABOUT THE MAGAZINE

Reporting from the water, for the people on it.

Cabo Sportfishing Magazine is an independent, digital-only publication covering the fishing stories, people and destinations of Baja California Sur. Founded and owned by Arturo Chacón, it publishes dated fishing reports, tournament news, angler travel features and conservation coverage in English and Spanish.

Our mission is simple: accurate, sourced reporting that anglers can rely on. Advertising and paid features are always clearly labelled and kept separate from independent coverage.

A digital-only model

- Online magazine — no print edition
- English and Spanish editions
- Mobile-first reading
- Fishing reports, tournaments, guides and news
- Facebook and Instagram distribution

Who reads it

Anglers
Visitors following reports and catches

Captains & boat owners
Readers on the water every week

Tournament participants
Teams following Bisbee's and local events

Fishing travelers
People planning a Baja trip

Coverage area

Cabo San Lucas | San José del Cabo | East Cape | La Paz | Loreto | Magdalena Bay

Ideal partners: marine electronics, outboard and boat companies, tackle and fishing apparel brands, charters, lodges and Baja California Sur businesses serving anglers.

VERIFIED AUDIENCE DATA

Measured, dated and sourced.

Figures are reported exactly as measured and each source is kept separate. Website visits are browser sessions, not unique people. Search impressions are appearances in Google results, not visitors. Measurement began at launch on October 13, 2026, so a 90-day window is not available yet.

3,190
Website visits
Site analytics · Oct 13–Nov 6, 2026

4,292
Page views
Site analytics · Oct 13–Nov 6, 2026

9,999
Google search impressions
Search Console · Oct 8–Nov 4, 2026

342
Google search clicks
Search Console · Oct 8–Nov 4, 2026

3,634
Ad views recorded
Ad records · Oct 17–Nov 6, 2026

238
Ad clicks recorded
Ad records · Oct 15–Nov 6, 2026

Most-visited pages

Site analytics · visits · Oct 13–Nov 6, 2026

Black & Blue 2026 results	612
Homepage	383
Bisbee’s Offshore 2026 · Shotgun start	200
Black & Blue 2026 · Day 1	180
Bisbee’s Offshore 2026 · Day 3	180

Top visitor countries

Site analytics · visits · Oct 13–Nov 6, 2026

United States	1,603
Mexico	873
China	250
Singapore	122
Canada	119

How they arrive

Direct 1,379 · Social 1,131 · Search 682 · Referral 9 visits

How they read

Mobile 2,104 · Desktop 1,012 · Tablet 59 visits

Google search performance

Click-through rate 3.4% · Average position 8.4 (Search Console · Oct 8–Nov 4, 2026)

Analytics definitions changed on October 26, 2026, so totals are not compared across that date. Search Console data is delayed and may omit low-volume rows. No combined ad click-through rate is shown because ad views and clicks cover different start dates and mixed placements. Snapshot prepared November 7, 2026.

Verified page: facebook.com/fishingreportsincabo · Confirmed by the owner on October 19, 2026

SOCIAL MEDIA REACH · FACEBOOK

Millions of Views. A Growing Audience of Fishing Enthusiasts.

Reporting period: September 21 – October 18, 2026 · Source: Meta Facebook Professional Dashboard · Last updated: October 19, 2026

~8.4M Content views	**4,460,411** Viewers	**~3.2M** 3-second video views	**~85.8K** Content interactions
14,942 Net new follows	**~46.4K** Facebook visits	**99.5%** Views from non-followers	

These are historical Facebook statistics, not guaranteed advertising impressions. They are reported separately from, and never added to, website visits or page views. Viewers are counted by Meta and have not been verified as anglers; audience demographics and content relevance are still being verified. Figures marked ~ are approximate as shown by Meta.

Top-performing sportfishing posts

Views, interactions, content type and date from Meta Insights

Post	Type	Date	Views	Interactions

Posts will be listed here once their figures are entered from Meta Insights and approved.

ADVERTISING PACKAGES

Four ways to reach Baja anglers.

Introductory monthly rates · initial three-month commitment

Explorer Listing

$99 / month

3-month total: $297 USD

- ✓ Logo and company description
- ✓ Website link
- ✓ Baja Fishing Explorer partner listing
- ✓ Responsive desktop and mobile placement

Explorer Partner

$199 / month

3-month total: $597 USD

- ✓ Everything in Explorer Listing
- ✓ Featured partner placement
- ✓ Selected regional Baja Fishing Explorer placements
- ✓ Monthly advertising performance report

Featured Content Partner

$349 / month

3-month total: $1,047 USD

- ✓ Everything in Explorer Partner
- ✓ One full sponsored product or service article during the initial three-month campaign
- ✓ Professional article formatting and SEO metadata
- ✓ Approved product photographs
- ✓ One promotional social media post during the initial campaign
- ✓ An invitation to an educational interview on the upcoming Cabo Sportfishing Magazine Podcast, scheduled by mutual agreement and subject to the podcast launch and production schedule

Baja Business Spotlight

$499 / month

3-month total: $1,497 USD

- ✓ Everything in Featured Content Partner
- ✓ One scheduled in-person interview or business visit in Baja California Sur
- ✓ One additional sponsored business spotlight article
- ✓ Original photographs when feasible
- ✓ A feature highlighting the business, its products, people and involvement in the marine industry

Travel, production or special photography beyond the package are quoted separately before booking.

OPPORTUNITIES

More than a banner.

Baja Fishing Explorer sponsorship

Labelled partner placements alongside the interactive Explorer's destination guides, ocean maps and regional reports. Sponsorship never changes or obscures NOAA or other ocean data.

Sponsored product & service articles

A full, clearly disclosed article about your product or service, professionally formatted with approved photographs. Included in Featured Content Partner.

Baja Business Spotlight

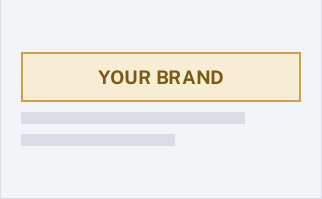
An on-location interview or business visit in Baja California Sur, with a spotlight feature on your people, products and role in the marine industry.

Podcast educational interviews

The upcoming Cabo Sportfishing Magazine Podcast will feature educational interviews. Featured Content Partners receive an invitation, scheduled by mutual agreement and subject to the podcast launch.

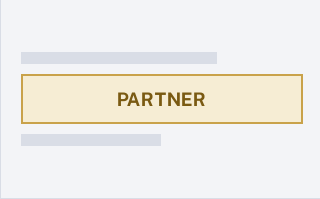
Placement examples

Illustrative layouts — final placement confirmed before booking



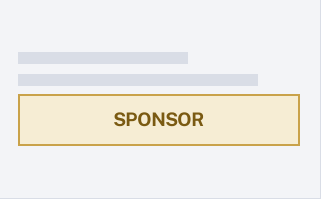
Homepage banner

Alongside the latest headlines



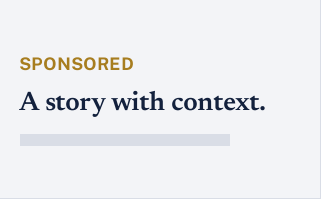
Explorer partner card

Beside destination guides



Regional sponsorship

Next to dated regional reports



Sponsored article

Labelled "Sponsored"

Our promise to readers and advertisers

Every paid placement is labelled. Paid links are marked as sponsored. A partnership never buys favorable coverage. We do not guarantee leads, sales or search rankings — we agree on what can be measured before your campaign starts.

Plan your campaign

Tell us your goal, preferred package and start date. Arturo Chacón replies personally.

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cabosportfishingmagazine@gmail.com · +52 624 168 9544 · Arturo Chacón