



2021



WESTERN  
OUTDOOR  
NEWS

WESTERN OUTDOOR NEWS

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# WESTERN OUTDOOR NEWS

## THE PREMIER OUTDOOR MEDIA AND EVENT PRODUCTION COMPANY



### ROOTS ARE IMPORTANT.

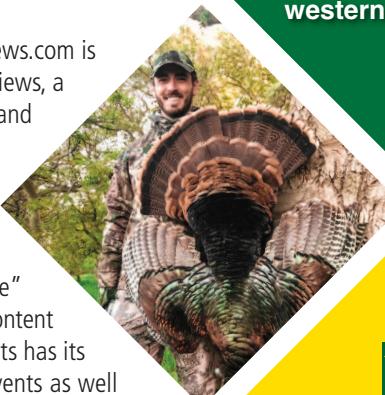
As *Western Outdoor News* grows increasingly nearer to its 70th year of providing unmatched fishing and hunting coverage to sportsmen and women of all experience levels, maintaining the family company's core values remains paramount. At the same time, maximizing the scope and reach of *WON*'s voice in the modern world has also become a top priority, and that evolution has never been as driven as it is now.



westernoutdoornews

### THE ALL-NEW WONEWS.COM

*WON* hit the ground running with a completely redesigned website to kick off 2020. *WONews.com* is already packing top news stories and features, fishing reports, partner content and gear reviews, a constantly-growing sportboat and landing guide, full details on all *WON* fishing charters and events all in an easily navigable package.



WONews.com

### ALL AHEAD FULL ON SOCIAL MEDIA

*WON* has always had a social media presence, but the company has really ramped up the digital push over the last two years. The *WON* Facebook page has become a "digital campfire" for readers and followers to gather around and share stories and photos, comment on *WON* content (that is added daily) and engage with *WON* staffers. Also, each of *WON*'s major annual events has its own Facebook group page where followers can get the latest updates and info on those events as well as content from supporting sponsors specific to those events.



Instagram is *WON*'s fastest growing social property, and along with posts aimed to activate, inform or even to ignite a conversation or make a call to action. Both original posts and partner content is very well received among its completely organic and steadily growing following.



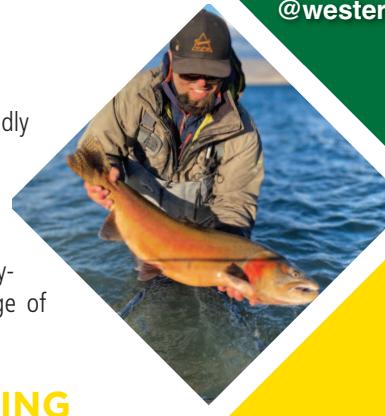
At this point, both the *WON* Facebook and Instagram following is 100 percent organic, and when that is the case, those audiences are already ideally targeted for both *WON* content and that of its supporters and advertisers.



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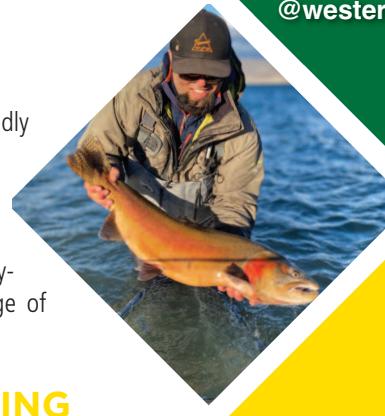
### THE FLAGSHIP PUBLICATION

*Western Outdoor News* has never missed a week of publication in over 68 years, and that remained the case throughout 2020. There is simply no other media outlet engaging in the level of reporting on what is going on in the outdoor space, and issues affecting fishing, boating, camping, fall sports and beyond. The depth and breadth of the coverage is unmatched by any other single source. From trout streams in the Eastern Sierra, to long-range fishing into international waters, big rivers in the Pacific Northwest, surf fishing all along the West Coast and hunting zones throughout the region, *WON* is reporting on it week in and week out.



### UNMATCHED EVENTS

Along with competitive "big money" events, *WON* also hosts a wide variety of family-friendly derbies for anglers of all ages and experience levels. All are supported by *WON*'s top sponsors and include incredible prizes and minimal entry fees. By design, many of the grand prizes in these events simply go home with a lucky raffle winner.



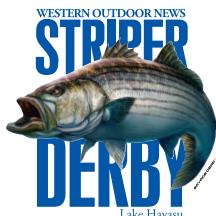
Well over 5,000 anglers took part in *WON* events in 2020, and the mission to constantly-upgrade even the longest-standing events gives *WON* and its supporters a wide range of opportunities and value for participants and advertisers alike.

### FISHING CHARTERS AND DESTINATION ANGLING

In 2020, nearly 1,000 anglers took part in 26 sold out *WON* fishing charters, and that number will increase to 40 charters hosting 1,400 anglers in 2021. *WON* charters and trip-of-a-lifetime-caliber angling experiences are also very popular outdoor opportunities for both anglers and supporting sponsors.

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# FRESHWATER EVENTS & TOURNAMENTS



## 39TH ANNUAL LAKE HAVASU STRIPER DERBY

The largest striped bass tournament of its kind in the western United States, WON Lake Havasu Stripper Derby has drawn nearly 20,000 teams during its 38-year tenure. This 2-day team tournament is ideally suited for families and grassroots-level anglers. Prizes are presented to top teams, but high-end items also go out in the popular drawing and via the "Blind Bogey" element of the Derby. The tournament concludes with the awards ceremony and Grand Prize Raffle for a boat & motor package going to one lucky participant.

## 16TH ANNUAL BIG BEAR LAKE TROUTFEST

By far the largest trout-fishing event held at Big Bear Lake. Anglers from all over Southern California to fish this 2-day family-friendly event catering to trout anglers of all ages. Thousands in cash and prizes including the boat-and-motor Grand Raffle prize are awarded at this event. Since 2003, the Troutfest has given back over \$120,000 to the Big Bear Municipal Water District specifically for fisheries enhancement on Big Bear Lake. As many as 140 boats and 700 anglers are expected to take part in this annual fall classic that quickly became one of the most popular events on the WON calendar.

## WINTER TROUTCAST

WON's newest freshwater event draws from the construction and success of Big Bear TroutfesT and applies it to the incredibly scenic Lake Cuyamaca in the mountains of San Diego County. Family friendly, prizes, giveaways, local food and entertainment and another boat-and-motor package as the Grand Raffle prize.



## WON BASS

Home of the nation's original big money bass tournament and the most respected tournament organization in the United States. WON BASS has served as a breeding ground for competitive angling talent on both a local and national level since the late '70s. Additionally, WON BASS is supported by its own monthly publication within *Western Outdoor News* and its own specific social media channels and website.



## U.S. OPEN

The grand-daddy event in West Coast bass fishing. Created in 1981, the U.S. Open is recognized as the original big-money bass tournament. Now entering its 39th year, the 3-day event is widely regarded as the toughest competition in all of professional bass fishing. With an overall payback worth hundreds of thousands of dollars, the U.S. Open attracts anglers from Japan, Australia, Mexico, and all over the United States to compete for a first place prize worth over \$164,000. The WON BASS U.S. Open routinely fills to capacity months ahead of time, and some of the biggest names in bass fishing are always in the mix.



## ARIZONA OPEN

The third installment of the newest WON BASS tournament will be held in 2021. The Arizona Open takes full advantage of Lake Havasu's thriving bass fishery at an optimal time of year. As with all WON Bass open events, the Arizona Open will award its champion a new Bass Cat/Mercury package.



## CALIFORNIA OPEN

Entering its ninth year, the Cal Open is recognized as the premier bass tournament in California . Held on Clear Lake, the state's world-reckoned big-bass fishery, this event will field some 200 boats in 2021.

# SALTWATER EVENTS & TOURNAMENTS

## 22ND ANNUAL LOS CABOS TUNA JACKPOT



The *Western Outdoor News* Los Cabos Tuna Jackpot is the largest fishing tournament in Cabo and the richest tuna tournament in the world. This “fish hard, party harder” event has awarded millions of dollars in cash and prizes to thousands of participants. The early November event boasts more than 150 teams of up to four anglers on the hunt for tuna, wahoo, and dorado over the course of a two-day tournament. Optional jackpots added by popular demand increased the event’s payout to more than \$1 million in 2019 for the first time in the event’s history, and the Los Cabos Tuna Jackpot is also the most generous tournament in Mexico as it has raised and donated over \$50,000 annually to local charities.

## MERCURY SALTWATER BASS SERIES



The SBS has undergone a ton of growth over the last few years and while it still stands as the ultimate tournament circuit for the state’s top saltwater bass anglers, it also currently features Rookie and Family divisions. That level of accessibility is also reflected in the fact everything from small aluminum boats to decked-out center consoles are now well-represented in the series. In 2021, WON will co-host and promote no fewer than six SBS events.

## WON CHARTERS



The WON charter schedule grew to 26 sold-out trips in 2020, and that will swell to 40 in 2021. These outings are hosted by a WON staffer, and most include top-shelf prizes for big fish and giveaways consisting of sponsor products that can be immediately put into use on the water. WON charters cater to all levels of anglers with everything from one-day trips to the local islands, boat vs boat competitions, multi-day jaunts offshore and full-service destination adventures to Baja, mainland Mexico and Alaska.



## WON BIG FISH CHALLENGE

Ten-week saltwater event in which anglers fish when and as often as they want while competing for cash and prizes. The WON Big Fish Challenge presented by Mercury spans Southern California’s prime saltwater fishing season, and a very attractive \$10 entry allows anglers to compete for both weekly and grand prize packages totaling well over \$30,000. This user-friendly event was designed to work around the hectic lifestyle of California’s anglers and put private boaters, sportboat anglers and kayak fishers on a level playing field.



## CALIFORNIA TUNA JACKPOT

New in 2020, this tournament was created for all manner of private boaters with major sponsor prizes and cash up for grabs paired with a modest entry fee for teams of 2 to 4 anglers. Its debut in July of 2020 was a huge success, and it’s on its way to being scaled up to the point it’s considered the California version of the WON Los Cabos Tuna Jackpot.



## CALIFORNIA YELLOWTAIL JACKPOT

The newest tournament on the WON schedule will follow the successful makeup of the California Tuna Jackpot. A private boat tournament based around SoCal’s signature gamefish will stand as the next step in what could become a circuit of coastal fishing events with participants spilling out of one competition right into the next.



## 7TH ANNUAL SAN DIEGO OFFSHORE JACKPOT

San Diego is home to the the world’s largest commercial sportfishing fleet and the largest saltwater fishing tournament on the West Coast. Anglers on each participating sportboat compete for cash and prizes totaling in excess of \$10,000. The crew of each boat as well as the individual landings are also competing for bragging rights, and it creates quite the scene on the waterfront.

# 2021 EDITORIAL SCHEDULE



## JANUARY

- 1/1/21 WON Bass Arizona Open Preview
- 1/8/21 ISE North / CA Guns and Hunt
- 1/15/21 2021 Outboard Preview
- 1/22/21 Trout Tactics
- 1/29/21 AZ Open Program

## FEBRUARY

- 2/5/21 CA Guns and Hunting
- 2/12/21 Spring Bass & Mercury Saltwater Bass Series
- 2/19/21 Rockfish
- 2/26/21 Fred Hall Long Beach Preview

## MARCH

- 3/5/21 Fred Hall Long Beach Program
- CA Guns and Hunting
- 3/12/21 CA Open Preview
- 3/19/21 Fred Hall Preview
- 3/26/21 Fred Hall Program
- Striper Derby Preview

## APRIL

- 4/2/21 WON Bass
- CA Guns and Hunting
- 4/9/21 Catalina Island Jackpot / White Seabass Techniques
- 4/16/21 Eastern Sierra Preview
- 4/23/21 WON Bass
- 4/30/21 Surf, Bay Techniques

## MAY

- 5/7/21 SD Offshore Jackpot
- CA Guns and Hunting
- 5/14/21 Yellowtail Primer / Island Fishing
- 5/21/21 Big Fish Challenge
- 5/28/21 WON BASS
- 6/4/21 Sportboat and Landing Guide
- CA Guns and Hunting
- 6/11/21 CA Tuna Jackpot Preview
- 6/18/21 CA Tuna Jackpot Preview
- 6/25/21

## JULY

- 7/2/21 CA Guns and Hunting
- WON Bass
- 7/9/21 Swordfish
- 7/16/21 Cabo Tuna Jackpot Preview
- 7/23/21
- 7/30/21 WON Bass

## AUGUST

- 8/6/21
- 8/13/21 Troutfest Preview
- 8/13/21 CA Guns and Hunting
- 8/20/21 Dove Opener
- 8/27/21 WON BASS US Open Preview

## SEPTEMBER

- 9/3/21 CA Guns and Hunting
- 9/10/21 PV Yellowfin
- 9/17/21 Lobster Preview
- 9/24/21 Waterfowl Preview

## OCTOBER

- 10/1/21 CA Guns and Hunting
- 10/8/21 WON BASS US Open Program
- 10/15/21 Colorado River Destination Guide
- 10/22/21 Long Range Preview
- 10/29/21 WON BASS US Open Review

## NOVEMBER

- 11/5/21 CA Guns and Hunting (Upland game birds)
- 11/12/21 SoCal Trout and Tackle Tips
- 11/19/21 Holiday theme / Tackle Shop Guide
- 11/26/21 Stripers / Big Swimbait

## DECEMBER

- 12/3/21 WON Los Cabos Tuna Jackpot Review
- 12/10/21 CA Guns and Hunting
- 12/17/21 WON Bass
- 12/24/21
- 12/31/21 Year in Review

## DISCLAIMER

Western Outdoor Publications, Inc. is the Publisher of Western Outdoor News and the term Publisher as used in this document refers to the company and not a specific person or title.

## FREQUENCY DISCOUNTS

Frequency discounts are applied as earned on basis of total numbers of issues used within 12 months of first insertion. Space billed on contract basis; otherwise discounts given on an as-earned basis.

Note: All discounts void and/or short-rated if advertising on which the discount is based is cancelled or reduced.

## RATE POLICY

Publisher reserves the right to change rates at any time. Rates established by contract will be protected for term of contract. Advertising in issues following contract expiration billed at rates then prevailing.

## CONTRACTS & COPY REGULATIONS

Contracts or insertion orders must be bona fide and must specify a contract year and the number of issues to be used. Two or more advertisers are not permitted to use space under the same contract, except when advertisers are wholly-owned or controlled subsidiaries or affiliates of a parent company.

All advertisements are accepted and published by Publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or advertising agency will indemnify and save the Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of publication of such advertisements. Publisher will not be bound by conditions printed or appearing on insertion orders or copy instructions which conflict with provisions of the rate card. All verbal instructions regarding contracts or insertions must be confirmed in writing.

## COMMISSION & CREDIT POLICIES

1. Terms: 2% 10 days, Net 30. 18% interest per year may be charged on any past due balance.
2. Payment may be made by cash, check, VISA, MasterCard or Discover Card.
3. Cash with copy except those with established credit.
4. All remittances must be made in U.S. currency.

5. Classified Advertising must be paid for on a cash/credit card with order basis except for those with established credit.

6. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher for advertising which advertiser or its agent order and which advertising was published and also for claims arising from contents of advertising.

## GENERAL CONDITIONS

1. All advertising content is subject to Publisher's approval. Publisher Reserves the right to cancel or reject any insertion order, space reservation, position commitment or advertisement at any time.
2. Publisher is not responsible for insertion of incorrect advertisement or omission of any advertisement.
3. Changes or cancellations may not be made by advertiser or its agency after closing date.
4. Publisher reserves the right to issue space credits in lieu of rebates.
5. All material not called for after six months will be destroyed.
6. Insertion orders are accepted subject to the provisions of our current rate card. Rates and conditions are subject to change upon notice from Publisher.
7. Advertisers holding franchise cover positions may be asked to relinquish the position for one year when another (noncompetitive) advertiser wishes to use that cover as part of a larger-unit ad, e.g. gatefold cover. This does not apply to competitive advertising.
8. This is the entire agreement between the parties hereto and no modification of the agreement is valid except in writing signed by the parties hereto.
9. This agreement shall be interpreted and construed under the laws of the State of California applicable to contracts wholly to be performed therein.
10. If any action is initiated to enforce the terms of this agreement the prevailing party shall be entitled to reasonable attorney fees and costs.
11. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, any action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of Publisher affecting production or delivery in any manner.

# MEET THE EDITORS & WRITERS

## PAUL LEBOWITZ

Executive Editor Paul Lebowitz is an avid angler who came to *Western Outdoor News* via an unconventional method — a kayak paddle. He began his career with *WON* in 2004, first as a kayak fishing columnist and then as a general contributor on all things fishing. Along the way he edited two national glossy fishing magazines and served a stint in the marketing department of the leading fishing kayak manufacturer. Lebowitz is an active freedom-to-fish campaigner, who led the effort to defend Southern California kayak fishing access during California's Marine Life Protection Act initiative. A longtime member of the Outdoor Writers Association of California, he is a proud Army veteran and lives with his wife and daughter in San Diego.



## STEVE COMUS

Steve Comus has been a life-long gun aficionado, and hunter since 1949. He has shot competitively since mid-1950s, and competed locally, nationally and internationally variously in air rifle, air pistol, smallbore rifle, pistol, shotgun and archery. Steve has written two books in the shooting sports, and has hunted on three continents for a wide variety of big game and birds. Following a photo-journalistic career in more than 40 countries, he entered the shooting sports industry in the very early 1980s, and has written for most major publications in this industry since. Also, he has been with *Western Outdoors Publications*, editor of Gun World magazine, as well as editor-in-chief and publisher of Safari Club International publications.



## PAT McDONELL

Formerly the editorial director of *Western Outdoors Publications* for 34 years, McDonell has fished and hunted all over the world, from Brazil's famed peacock bass waters to Alaska's steelhead and salmon fisheries. An avid wing-shooter, he rarely misses a dove opener and has hunted the West for deer, wild boar and waterfowl. A graduate of San Diego State University in Journalism, he's an avid skiff fisherman, and he was a founding member of United Anglers of SoCal. Pat also directs the Cabo Tuna Jackpot and is chartermaster on several of *WON* fishing travel trips. These days, Pat contributes weekly Baja reports and special features, and is still involved with special *WON* events. McDonell is married with two daughters and resides in Carlsbad.



## DAVE HURLEY

Dave Hurley is a lifelong northern California angler with deep roots in the California Delta. His great grandfather, Giuseppe Busalacchi was a commercial striped bass, salmon, and sturgeon fisherman in the Delta and a partner in the P. Busalacchi and Sons Fish Market in Stockton. He grew up at the right hand of his grandfather, Frank Busalacchi, who instilled the love of fishing, the outdoors, and the California Delta. His close relationship with the Delta was enhanced by his relationship with the late Jay Sorenson, founder of the California Striped Bass Association and longtime outdoor writer. Hurley has been writing stories on outdoor adventures for the past twenty years, and he is a strong advocate for water issues as a board member of the California Sport Fishing Protection Association, Water4Fish, and the California Inland Fisheries Foundation, Inc. As a native of Stockton, he covers his beloved California Delta along with Mother Lode and Central California regions for *WON*.



## BLAKE WARREN

*Western Outdoor News'* editor Blake Warren is an avid fishing enthusiast with a passion for all things outdoors. A native Southern Californian, Blake has had the angling bug since first pulling a rainbow trout from the waters of the East Walker River, traveling as far as northern British Columbia and southern Argentina — and countless places in between — all in pursuit of fish. A proud Navy veteran and San Diego State alum (Journalism), Warren enjoys fishing for any finned creature in just about any body of water, fresh or salt, and has a passion for storytelling via fishing. Warren currently resides in Capistrano Beach.



## CAPTAIN MERIT McCREA

Captain Merit McCrea is our Saltwater Editor. He covers the Southern California beat for *Western Outdoor News*. McCrea has been an active USCG licensed captain since 1978. For more than two decades he owned and operated partyboats. He served as a Sportfishing Association of California Board Member and is well-connected within the industry.



## BOB SEMERAU

Bob Semerau is never in the office and we wouldn't want him there. He belongs on the water where he's happiest, flyfishing and taking photos as a Field Reporter. He spins his stories of trout, tuna, bass and croaker from a uniquely human perspective. Semerau can often be found in the field hosting and reporting on *WON* charters, covering tournaments or flyfishing freshwater or saltwater hotspots in the West with friends and *WON* readers.



## CAPTAIN DAVID BACON

Dave Bacon is the owner/operator of Wave-Walker Charters in Santa Barbara and owner of Hook, Line & Sinker fishing center in Santa Barbara. Bacon, with his trademark black hat, is really a good guy and our NorCal edition saltwater editor. He brings a wealth of experience on the water to his writings. On the political end, he is a member of the Channel Islands National Marine Sanctuary (CINMS) Advisory Council. On top of all that, he is a popular seminar speaker for the Fred Hall Fishing Shows and lecturer for fishing clubs and civic organizations.



## TIM HOVEY

Tim is a lifelong outdoorsman. His interest in fishing and hunting started at the age of five. This early passion convinced him to pursue a career in California fisheries. After college, Tim worked as a marine biologist for a consulting firm in San Diego and then for the California Department of Fish and Wildlife as a fisheries field biologist. At the Department, he began to write research papers and outreach articles for the public in 2000. Combining his love for writing with his outdoor interest, Tim began submitting articles to close to a dozen different outdoor magazines shortly after that. He has authored two books; one on his field biology training, and the other, a how-to text on how he taught his two daughters how to hunt. He also runs a website that sells dermestid beetles and instructional DVDs for taxidermy purposes all over the globe. Besides writing and the outdoors, Tim's real passion is his beautiful wife, Cheryl and his daughter's Alyssa and Jessica.



## MIKE STEVENS

*WON* Staff Editor Mike Stevens set his sights on becoming a *Western Outdoor News* staffer at age 17, and his two-decade path to *WON* included working in tackle shops, a stint at the Hubbs Sea-World Research Institute (white seabass hatchery) and as a social media manager for several well-known outdoor brands all while contributing to *WON* as a freelance writer. His area of expertise is the Eastern Sierra, but he feels right at home fishing and writing about local inshore and offshore waters, and he's added public land and conservation issues to his areas of personal interest. Stevens is a member of Backcountry Hunters and Anglers, a die-hard Dodgers fan and he lives in San Marcos with his wife and three kids.



## JONATHAN ROLDAN

Our Baja editor and columnist, Jonathan Roldan is owner and founder of Tailhunter International Fishing fleet in La Paz, Baja Mexico since 1996 where he lives with his wife, Jillene, and also operates the Tailhunter Restaurant Bar on the La Paz waterfront. Roldan has his degree in journalism as well as his law degree from Loyola University. He has been writing for over 31 years and has published thousands of articles and columns on fishing and the outdoors.



## ERNIE COWAN

Ernie Cowan has been an outdoor writer for more than 30 years, covering everything from bass fishing in the everglades to chasing the Northern Lights or ice fishing in the arctic winters of Alaska. His stories have taken readers on javelina hunts in Arizona, deer hunts in Colorado and bear and elk adventures in Idaho and Montana. His passion, however, is the Sierra Nevada where he has gained intimate knowledge from years of hiking to wilderness locations to fish for golden trout or bag the Sierra Slam in waters around Yosemite. As *WON*'s Eastern Sierra reporter, he stays closely connected with resorts, landings, lake operators and tackle shops from Lone Pine to Bridgeport so he can provide the latest and most accurate information to readers. He knows the waters, and he knows the seasons and is not afraid to share that information with readers.



## MIKE JONES

A native southern California, Mike began his outdoor writing career nearly four decades ago at *Western Outdoor News*. As a young man, he split his time between wingshooting, fly fishing and local saltwater action before eventually becoming a national voice in professional bass fishing - as well as a pioneer in finesse and swimbait tactics. Along with a couple of books, Mike's articles and photographs have appeared in nearly every major outdoor publication including BassMaster, BASS Times, Outdoor Life and In-Fisherman. His experience in the fishing industry spans the gamut from writer/photographer to consultant to sport show promoter.