



**LIVE TARGET®**

THE NATURE OF COMPETITION

2020 PRODUCT





## WHO WE ARE

All anglers thrive in the arena of conflict, whether it is man vs. man, man vs. nature, or man vs. predator. LIVETARGET is a brand that lives in the primal space of competition.

Our connection and commitment to the primal spirit of competition drives us to create and build lures that give anglers a distinct competitive edge. Our baits are designed to trigger more bites on any given water. Their realism helps you crack the code on ever-changing patterns. They give you the confidence to endure any situation that tests one's commitment to the hunt, ultimately helping you outthink and outfish your opponent with the expectation to win. With LIVETARGET lures, you will be the boat everyone else is watching.

## WHAT WE ARE

LIVETARGET baits are designed and engineered to build unwavering confidence through measurable success: catching fish. Through a highly evolved research and development process, no detail is overlooked and no shortcuts are taken to achieve perfection.

Expect nothing less than anatomically precise profiles, ultra-realistic details and meticulously tuned, species-specific actions. By creating baits that look and act like natural forage, they are no longer baits. They become real.

## WHY WE ARE

The livewell doesn't lie. It has always been about the numbers; it always will be. Better baits catch more fish, period.

We crave the win, whether we're competing against the fish, ourselves, the conditions, or our opponents. That's LIVETARGET; the Nature of Competition.

# WE ARE LIVETARGET



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# INJECTED CORE TECHNOLOGY™

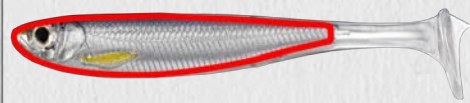
The next generation of lure innovation is upon us: Injected Core Technology (ICT) - hard and soft lures made the LIVETARGET way. Recognizing that traditional manufacturing techniques lack realism and detail, LIVETARGET has developed a specialized injection process that merges realism and function like never before. The life-like Inner-Core is constructed with realistic forage profiles and vibrant colors. The core is then encapsulated in a clear, durable Exo-Skin, which generates the bait's signature action. ICT separates LIVETARGET from the competition, making this innovation a game changer in the world of artificial lures.

## TRADITIONAL INJECTION EXAMPLE



The paddletail in this traditional injection process is necessary to create the action but is unnatural in profile, making game fish wary.

## INJECTED CORE TECHNOLOGY



The paddletail in ICT baits disappears under water. Game fish only see the natural profile of the forage.

*\*Slow-Roll Shiner Shown*



### PROFILE

#### INNER-CORE

The life-like Inner-Core represents the profile of natural forage.



### ACTION

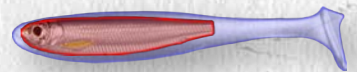
#### EXO-SKIN

The transparent Exo-Skin generates the signature action.



### **LIVETARGET** INJECTED CORE TECHNOLOGY™

LIVETARGET's Injected Core Technology matches the hatch in profile and action.



## MATCH-THE-HATCH™ WITH LIVETARGET'S NEW ICT





# NEW FREESTYLE FROG



500 Green / Yellow



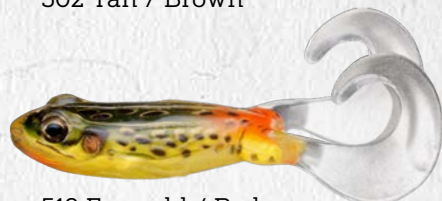
514 Emerald / Brown



502 Tan / Brown



523 Pearlescent / Bronze



519 Emerald / Red



512 Floro Green / Yellow



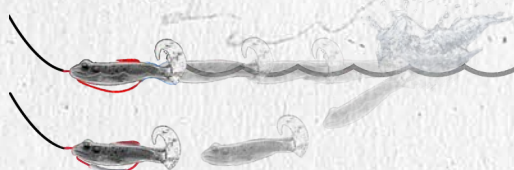
517 Black / Black



516 Albino / White

LIVETARGET's patent pending Injected Core Technology (ICT) creates an extremely versatile soft lure that is just as effective on the surface as it is below. The Inner-Core; presents a life-like profile, while the Exo-Skin, with its upright V-shaped legs, gives the Frog it's tantalizing action to attract topwater predators.

## HOW TO FISH



MODEL	SIZE in / mm	STYLE	DEPTH
FSF75T	3" / 75 mm	Slow-Sink	Topwater
FSF90T	3 ½" / 90 mm	Slow-Sink	Topwater
FSF100T	4" / 100 mm	Slow-Sink	Topwater

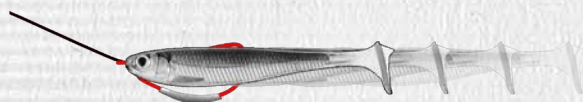


# NEW SLOW-ROLL SHINER SWIMBAIT



LIVETARGET's Injected Core Technology (ICT) has produced the ideal paddletail swimbait for realistic action and appearance. The Inner-Core perfectly matches the appearance of a thin profiled Shiner, while the Exo-Skin generates a hard-thumping action that moves the whole body. The result is a life-like lure that creates a subtle yet enticing rolling action.

## HOW TO FISH



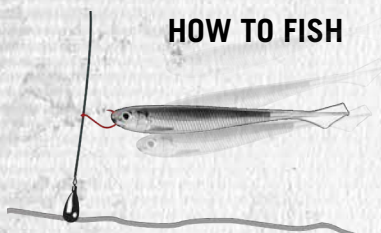
MODEL	SIZE in / mm	STYLE	DEPTH
SRS85SK	3" / 85 mm	Slow-Sink	Variable
SRS100SK	4" / 100 mm	Slow-Sink	Variable
SRS125SK	5" / 125 mm	Slow-Sink	Variable

# NEW GHOST TAIL MINNOW DROP SHOT



The Ghost Tail Minnow uses LIVETARGET's Injected Core Technology (ICT) to create a ultra-realistic dropshot bait. The Inner-Core is anatomically precise and produces a vibrant metallic flash, while the Exo-Skin generates a finesse quivering action. The unique tail design creates action that emulates the movement of a small minnow, while helping the bait track straight while swimming or in current.

## HOW TO FISH



MODEL	SIZE in / mm	STYLE	DEPTH
GTM95SK	3 3/4" / 95 mm	Slow-Sink	Variable
GTM115SK	4 1/2" / 115 mm	Slow-Sink	Variable
GTM130SK	5" / 130 mm	Slow-Sink	Variable



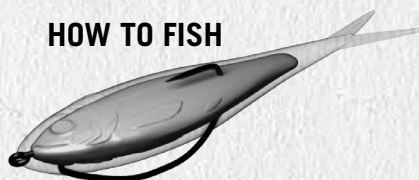
# SKIP SHAD SOFT JERKBAIT



Created using patent pending Injected Core Technology (ICT), this extremely life-like soft plastic bait has an outstanding level of detail. ICT creates a better-balanced, more durable bait with a vibrant metallic flash. The strategically designed curved outer profile makes it ideal for skipping under docks and overhang cover. With endless rigging possibilities, it can be customized for a variety of fishing techniques. Use it in freshwater for Bass, Walleye and Pike and in saltwater for Snook, Redfish, and Sea Trout.



## HOW TO FISH



MODEL	SIZE in / mm	STYLE	DEPTH
SSD90S	3 1/2" / 90 mm	Slow-Sink	Variable
SSD110S	4 1/4" / 110 mm	Slow-Sink	Variable
SSD135S	5 1/4" / 135 mm	Slow-Sink	Variable

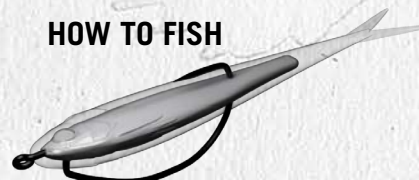
# TWITCH MINNOW SOFT JERKBAIT



By replicating an injured Minnow, Shiner or Herring, in both appearance and action, the LIVETARGET Twitch Minnow possesses exceptional versatility. This soft plastic bait comes unrigged; anglers can customize it themselves to align with their preferred techniques: twitch, drop shot, Wacky Rig, Jiko and Neko, all offer tantalizing actions. The patent pending Injected Core Technology (ICT) creates a dynamic bait with better versatility, excellent durability, and an intense metallic flash.



## HOW TO FISH



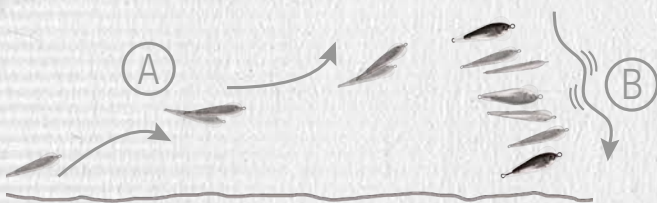
MODEL	SIZE in / mm	STYLE	DEPTH
SSR100S	3 3/4" / 100 mm	Slow-Sink	Variable
SSR115S	4 1/2" / 115 mm	Slow-Sink	Variable
SSR130S	5 1/4" / 130 mm	Slow-Sink	Variable



# NEW FLUTTER SHAD FRESHWATER JIGGING SPOON



## HOW TO FISH



MODEL	SIZE in / mm	WEIGHT oz / g	STYLE	DEPTH
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FSJ50SK	1 3/4" / 50 mm	3/8 oz / 11 g	Sinking	Variable
FSJ55SK	2" / 55 mm	1/2 oz / 14 g	Sinking	Variable
FSJ60SK	2 1/2" / 60 mm	3/4 oz / 21 g	Sinking	Variable
FSJ70SK	2 5/8" / 70 mm	1 oz / 28 g	Sinking	Variable
FSJ80SK	3" / 80 mm	1 1/2 oz / 42 g	Sinking	Variable

# NEW FLUTTER SARDINE SALTWATER JIGGING SPOON



The Flutter Shad and Flutter Sardine mimics a Shad, Sardine or Shiner fluttering in distress. The Inner-Core produces a vibrant flash, the feather hook creates drag and holds the hook in the ideal strike position when falling. Lift and drop to create a falling shimmy action or snap the rod tip to impart an erratic twitch action. The result is a strobing flash, that triggers predatory gamefish in both fresh and saltwater.

MODEL	SIZE in / mm	WEIGHT oz / g	STYLE	DEPTH
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FSDJ50SK	1 3/4" / 50 mm	3/8 oz / 11 g	Sinking	Variable
FSDJ55SK	2" / 55 mm	1/2 oz / 14 g	Sinking	Variable
FSDJ60SK	2 1/2" / 60 mm	3/4 oz / 21 g	Sinking	Variable
FSDJ70SK	2 5/8" / 70 mm	1 oz / 28 g	Sinking	Variable
FSDJ80SK	3" / 80 mm	1 1/2 oz / 42 g	Sinking	Variable



# NEW ERRATIC SHINER CASTING SPOON



## HOW TO FISH



LIVETARGET has bridged the tradition of old spoon craftsmanship with a new generation of tech-savvy production to create the first-ever anatomically precise spoon; The Erratic Shiner. The lure has a life-like Inner-Core with a pulsating vibrant flash, an Exo-Skin that produces an erratic wide-wobble, darting effect imitating an injured baitfish. Designed for long casts; also excellent for trolling.

MODEL	SIZE in / mm	WEIGHT oz / g	STYLE	DEPTH
ESS50SK	2" / 50 mm	1/4 oz / 7 g	Sinking	Variable
ESS55SK	2 1/4" / 55 mm	3/8 oz / 11 g	Sinking	Variable
ESS60SK	2 1/2" / 60 mm	1/2 oz / 14 g	Sinking	Variable
ESS70SK	2 3/4" / 70 mm	3/4 oz / 21 g	Sinking	Variable



# BAITBALL SPINNER RIG

**BaitBall**  
Series

## Small

1/4 oz  
3/8 oz



## Medium

3/8 oz  
1/2 oz



## Large

1/2 oz  
3/4 oz



## Interchange Teaser



855 Pearl White / Silver



850 Smoke / Silver



152 Gold Perch



857 Chartreuse / Silver



149 Crystal Mylar



851 Purple Pearl / Silver



853 Dark Amber / Gold



856 Lime Chartreuse / Gold



151 Smoke Mylar Minnow



852 Green Pumpkin / Silver



854 Blue / Silver



150 Blood Red Minnow



## Interchange Target



855 Pearl White / Silver



850 Smoke / Silver



152 Gold Perch



857 Chartreuse / Silver



149 Crystal Mylar



851 Purple Pearl / Silver



853 Dark Amber / Gold



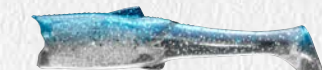
856 Lime Chartreuse / Gold



151 Smoke Mylar Minnow



852 Green Pumpkin / Silver



854 Blue / Silver



150 Blood Red Minnow

The BaitBall Spinner Rig mimics a small cluster of fleeing baitfish. The three Teaser bodies and willow blade at the top of the lure roll side-to-side, creating vibration and a flicker-like flash, calling in nearby game fish. When the predators see the BaitBall, they will strike the Target body that is strategically segregated away from the main cluster of Teaser bodies in the BaitBall. The wire-frame design allows the lure to be pulled through hard cover such as trees, laydowns, and dock pilings, while penetrating deeper into the predator's ambush territory.

MODEL	SIZE	STYLE	DEPTH	WEIGHT oz / g
MNSR7SM	Small	Sinking	Variable	1/4 oz / 7 g
MNSR11SM	Small	Sinking	Variable	3/8 oz / 11 g
MNSR11MD	Medium	Sinking	Variable	3/8 oz / 11 g
MNSR14MD	Medium	Sinking	Variable	1/2 oz / 14 g
MNSR14LG	Large	Sinking	Variable	1/2 oz / 14 g
MNSR21LG	Large	Sinking	Variable	3/4 oz / 21 g



# INTERCHANGE PACKS

BaitBall  
Series

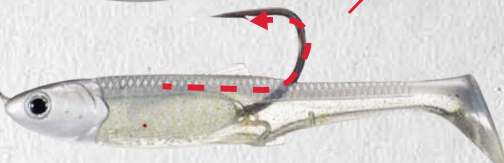


## INTERCHANGE SYSTEM

### INTERCHANGE TEASERS



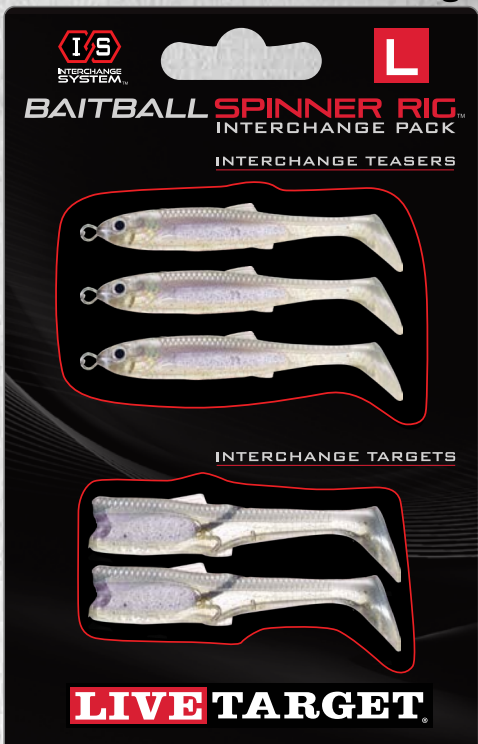
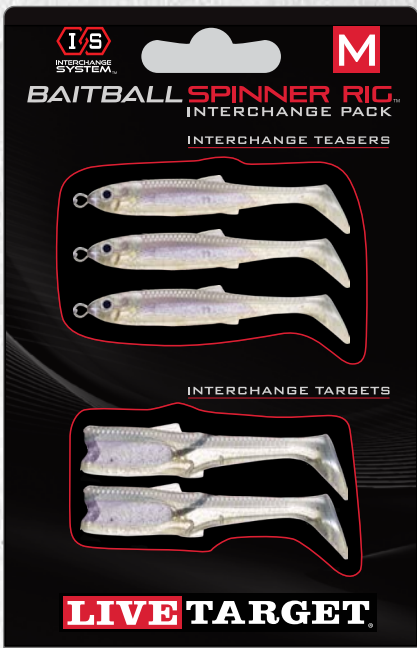
### INTERCHANGE TARGET



Small

Medium

Large



FRESHWATER SPINNER RIG

Customize or refresh your LIVETARGET BaitBall Spinner Rig with the LIVETARGET BaitBall Spinner Rig Interchange Pack. The Interchange system makes it convenient to create your own color patterns and replace bodies. Each Interchange Pack contains three Teasers and two Targets. Select the Interchange System that matches your Spinner Rig frame size as noted by the red square size symbol: S, M, L on the package. This assures the replacement fish match the original frame.

MODEL	SIZE
SRIP01SM	Small
SRIP02MD	Medium
SRIP03LG	Large



# HOLLOW BODY CRAW

Hollow Body  
SERIES

FRESHWATER HOLLOW BODY

ICAST 2018  
New Product Showcase WINNER



Form meets function in the LIVETARGET Hollow Body Craw. By strategically aligning two distinct lure families (hollow bodies and jigs), this lure sets a new standard in Craw imitations. The hollow carapace offers more than just a snag resistant design; anglers can squeeze scent paste inside the hollow cavity for a long lasting trail. The hollow body emits tiny bubbles when the lure lands on bottom. Excellent to use as a football jig or cover jig. Comes with replacement pincers.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
CHB40S	1 1/2" / 40 mm	Sinking	Variable	3/8 oz / 11 g
CHB45S	1 3/4" / 45 mm	Sinking	Variable	1/2 oz / 14 g
CHB50S	2" / 50 mm	Sinking	Variable	3/4 oz / 21 g



# HOLLOW BODY SUNFISH

Hollow Body  
S E R I E S

**ICAST 2015**  
New Product Showcase WINNER



554 Natural / Green Bluegill



550 Natural / Olive Bluegill



551 Natural / Blue Pumpkinseed



558 Copper Pumpkinseed



557 Green / Bronze Pumpkinseed



556 Bronze Pumpkinseed



560 Olive / Metallic Bluegill



561 Midnight / Metallic Bluegill



555 Blue / Yellow Pumpkinseed



552 Florescent Pumpkinseed

Replicates a juvenile Sunfish, pushed to the surface by predatory fish. Ideal for Largemouth Bass and Northern Pike. Custom double hook (SFH75T/SFH90T models). Weedless design makes it ideal for the thick slop. Easy to walk slow with a 180° swing, or walk it fast to create a bubble trail. High hook up ratios.

MODEL	SIZE in / mm	STYLE	WEIGHT oz / g
SFH75T	3" / 75 mm	Floating	7/16 oz / 12 g
SFH90T	3 ½" / 90 mm	Floating	5/8 oz / 18 g
SFH100T	4" / 100 mm	Floating	3/4 oz / 21 g

FRESHWATER HOLLOW BODY



# HOLLOW BODY FROG

Hollow Body  
SERIES

FRESHWATER HOLLOW BODY



500 Green / Yellow



501 Yellow / Black



502 Tan / Brown



503 Brown / Black



508 Green / Brown



513 Bright / Green



514 Emerald / Brown



512 Floro Green / Yellow



519 Emerald / Red



517 Black / Black



518 Brown / Maroon



516 Albino / White

The Hollow Body Frog has all the attributes to catch big fish; anatomy, detailed color, and effortless action elevating the thrill of topwater fishing to a whole new level. On the strike, the soft body collapses easily and the custom double hook translates to higher hook up ratios. Ideally used around grass and lily pads, the weedless design enables anglers to cast into thick bush or super heavy cover for unique applications. Go where traditional topwaters can't.

MODEL	SIZE in / mm	STYLE	WEIGHT oz / g
FGH45T	1 3/4" / 45 mm	Floating	1/4 oz / 7 g
FGH55T	2 1/4" / 55 mm	Floating	5/8 oz / 18 g
FGH65T	2 5/8" / 65 mm	Floating	3/4 oz / 21 g



# HOLLOW BODY FROG POPPER

Hollow Body  
S E R I E S



**SCOTT MARTIN**  
FLW Touring Pro



2 1/2"

2"

FRESHWATER HOLLOW BODY



500 Green / Yellow      501 Yellow / Black      502 Tan / Brown      503 Brown / Black      514 Emerald / Brown



512 Floro Green / Yellow      519 Emerald / Red      517 Black / Black      518 Brown / Maroon      516 Albino / White

Personally designed as a "Signature Series" product by LIVETARGET Pro Angler and TV personality Scott Martin, the Hollow Body Frog Popper has become a favorite to the seasoned top water angler. The narrow profile and cupped face make this bait easy to walk across the surface, creating a tantalizing sound and unique splash. The extra strong foraged hook and soft collapsible body ensures fast penetration and solid hook ups.

MODEL	SIZE in / mm	STYLE	WEIGHT oz / g
FHP55T	2" / 55 mm	Floating	3/8 oz / 11 g
FHP65T	2 1/2" / 65 mm	Floating	1/2 oz / 14 g



# HOLLOW BODY MOUSE

Hollow Body  
S E R I E S

FRESHWATER HOLLOW BODY



400 Brown / White



401 Grey / White



402 White / White



403 Black / White



404 Black / Black

The Hollow Body Field Mouse is perfect for Bass and Pike stalking in heavy cover waiting to ambush their next meal. This weedless lure is most effective when worked across the tops of pads and grass mats. The intricate life-like details make this rodent so realistic, it appears alive.

MODEL	SIZE in / mm	STYLE	WEIGHT oz / g
MHB60T	2 ¼" / 60 mm	Floating	3/8 oz / 11 g
MHB70T	2 ¾" / 70 mm	Floating	1/2 oz / 14 g
MHB90T	3 ½" / 90 mm	Floating	1 oz / 28 g



# COMMOTION SHAD HOLLOW BODY

Hollow Body  
S E R I E S



This life-like hollow body bait generates a tremendous splash and noise that is inviting to surface feeding Bass and Northern Pike. With its realistic profile and attention to detail, this bait replicates a juvenile Shad with remarkable accuracy. The custom extra sharp wide gap double hook was designed specifically to maximize hookups. The rear-spinning blade is custom designed to generate powerful splashing, a broad bubble trail and a deep penetrating "blooping" sound that will call fish in from a distance.

MODEL	SIZE in / mm	STYLE	WEIGHT oz / g
SCH70T	2 1/2" / 70 mm	Floating	1/2 oz / 14 g
SCH90T	3 1/2" / 90 mm	Floating	3/4 oz / 21 g



154 Pearl Ghost



155 Silver Flake



158 Pearl Blue Shad



156 Glitter Blue Shad



157 Metallic Moss



159 Metallic Violet Shad

# HOLLOW BODY SHINER

Hollow Body  
S E R I E S



This unique top water bait has all the attributes to catch big fish. LIVETARGET has combined the realistic Shiner profile with a weedless hollow body design to create a precisely engineered replica of one of the most common freshwater forages. Confidently fish it in open water, through cover and under docks. The snag resistant design allows it to be fished over floating grass and other surface vegetation. It is extremely easy to 'walk-the-dog'. Expect big hook up power. Equipped with an extra strong forged single hook and accessory belly pin to enable anglers to add a double or treble hook for open water situations.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
SHB95T	3 3/4" / 95 mm	Floating	Topwater	3/8 oz / 11 g
SHB115T	4 1/2" / 115 mm	Floating	Topwater	1/2 oz / 14 g
SHB135T	5 3/8" / 135 mm	Floating	Topwater	3/4 oz / 21 g



154 Pearl Ghost



155 Silver Flake



162 Metallic Blue Shiner



161 Violet Ghost Shiner



160 Amber / Silver Flake



163 Metallic Lemon Lime

FRESHWATER HOLLOW BODY



# THREADFIN SHAD SWIMBAIT

*Swimbait*  
S E R I E S ®



Threadfin Shad are one of the most abundant and widely dispersed forage species and are a prime target of most freshwater game fish. Fish the LIVETARGET Threadfin Shad Swimbait during the spring shad-spawn, in the summer when Shad school up, or during the fall, back in the creeks.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
TFS95MS	3 1/2" / 95 mm	Medium-slow	1/2 oz / 14 g
TFS115MS	4 1/2" / 115 mm	Medium-slow	1 oz / 28 g

# GIZZARD SHAD SWIMBAIT

*Swimbait*  
S E R I E S ®



When Bass get dialed in to a big Shad bite, the LIVETARGET Gizzard Shad Swimbait is an ideal match. With a wide and deep body, anglers now have a big profiled swimbait to target shallow to deep ranges. The Oscillator generates a moderate wobble action.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
GZS112MS	4 1/2" / 112 mm	Medium-slow	1 oz / 28 g
GZS125MS	5" / 125 mm	Medium-slow	1 1/2 oz / 42 g
GZS139MS	5 1/2" / 139 mm	Medium-slow	2 oz / 56 g

# HERRING SWIMBAIT

*Swimbait*  
S E R I E S ®



"Blueback lakes" are notoriously challenging to catch fickle Bass and Stripers. But make no mistake; anglers who can hone in on a Herring bite are often the tournament winners. LIVETARGET is delivering a Herring Swimbait that looks like it just jumped out of the bait well.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
BBS116MS	4 1/2" / 116 mm	Medium-slow	3/4 oz / 21 g
BBS140MS	5 1/2" / 140 mm	Medium-slow	1 1/2 oz / 42 g
BBS163MS	6 1/2" / 163 mm	Medium-slow	2 oz / 56 g





563 Natural Bluegill



562 Bronze Bluegill



551 Natural / Blue Pumpkinseed



555 Blue / Yellow Pumpkinseed

Sunfish represent one of the most prolific forage species found in nearly all waterways throughout the USA and Canada; from lakes and rivers to ponds and reservoirs. Fish this lure anywhere Bluegills and Pumpkinseed live; around docks, through grass and weeds, over rock piles and into timber. The protected hook makes this bait easy to penetrate the jungle. The Oscillator creates an incredibly life-like swimming action.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
SFS90MS	3 1/2" / 90 mm	Medium-slow	1/2 oz / 14 g
SFS110MS	4 3/8" / 110 mm	Medium-slow	7/8 oz / 25 g
SFS130MS	5" / 130 mm	Medium-slow	1 1/2 oz / 38 g



# TROUT PARR SWIMBAIT

*Swimbait*  
S E R I E S ®

## Parr



712 Silver / Olive



713 Gold / Olive

LIVETARGET offers two variations of the Trout Swimbait. This smaller size has the juvenile features of a Parr Trout. The color patterns reflect the light and dark appearances commonly found with this species. The Parr has a tight wiggle action.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
TRS109MS	4" / 109 mm	Medium-slow	3/4 oz / 21 g
TRS131MS	5" / 131 mm	Medium-slow	1 ¼ oz / 35 g

# TROUT SWIMBAIT

*Swimbait*  
S E R I E S ®

## Adult



718 Silver / Violet



715 Olive / Red

The Adult sized Trout is larger than its younger counter part, the Parr. It has a more developed profile and mature characteristics. The color patterns reflect the light and dark phases commonly found with Rainbow Trout. The Adult has a wide wobble action.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
TRS168MS	6 ½" / 168 mm	Medium-slow	2 ½ oz / 71 g
TRS190MS	7 ½" / 190 mm	Medium-slow	3 ¼ oz / 92 g



# COMMON SHINER SWIMBAIT

*Swimbait*  
S E R I E S



201 Silver / Blue



205 Silver / Bronze

Common Shiners are a widely distributed species that are generally found in most regions across the United States and Canada. This swimbait will entice a broad range of game fish; from Bass and Walleye, to the largest Pike and Muskie. Retrieve fast in open water or wind it slow through cover. This Shiner is factory rigged to run true at a variety of retrieve speeds.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
CSS100MS	4" / 100 mm	Medium-slow	3/4 oz / 21 g
CSS125MS	5" / 125 mm	Medium-slow	1 1/2 oz / 42 g
CSS150MS	6" / 150 mm	Medium-slow	2 1/4 oz / 56 g

# HITCH SWIMBAIT

*Swimbait*  
S E R I E S



255 Natural / Green



601 Natural / Bronze

West Coast anglers will be impressed with the anatomically detailed LIVETARGET Hitch swimbait and thrilled with the super realistic swimming action. The Oscillator generates a moderate wobble action. Never before has a Hitch been this accurately represented. Factory rigged with an ultra-durable hook.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
HTS150MS	5 3/4" / 150 mm	Medium-slow	1 1/2 oz / 43 g
HTS170MS	6 5/8" / 170 mm	Medium-slow	2 oz / 56 g

FRESHWATER SWIMBAITS



# GOLDEN SHINER SWIMBAIT

*Swimbait*  
S E R I E S ®



701 Silver / Blue



704 Gold / Black

From shallow pencil reeds and eelgrass to deeper hydrilla lines, the Golden Shiner Swimbait is designed for the shallow water fisheries where giant Bass often chase this elusive baitfish. These swimbait will make even a veteran "Shiner fisherman" take a second look.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
GSS140MS	5 ½" / 140 mm	Medium-slow	1 ¾ oz / 50 g
GSS159MS	6 ½" / 159 mm	Medium-slow	2 ½ oz / 71 g
GSS200MS	8" / 200 mm	Medium-slow	5 oz / 140 g

# YELLOW PERCH SWIMBAIT

*Swimbait*  
S E R I E S ®



714 Yellow / Green



713 Gold / Olive

One of the most common forages in mid-west and northern waters, the Yellow Perch Swimbait is a hit with Bass and Walleye anglers. With a tight wiggle and medium-slow sink speed, it is ideally fished over weed tops and around structure. Drift, cast or slow troll it over shallow ambush points.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
YPS113MS	4 ½" / 113 mm	Medium-slow	3/4 oz / 21 g
YPS134MS	5 ½" / 134 mm	Medium-slow	1 ¼ oz / 35 g
YPS200MS	8" / 200 mm	Medium-slow	4 ¾ oz / 135 g



# RUDD SWIMBAIT

Swimbait  
S E R I E S



219 Natural / Pearl



220 Metallic / Gold

The LIVETARGET Rudd Swimbait is strategically engineered to host a natural deep body profile with a great swimming action. Factory rigging makes it convenient to use with better balance and less need to re-tune. The Oscillator generates a Rudd specific life-like swimming action that Muskie and Pike cannot resist. Equipped with twin extra strong double hooks that can be turned up or down to maximize hook up ratios. The hooks are held in the optimal location using magnetic hook holders.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
RDS190MS	7 1/2" / 190 mm	Medium-slow	4 1/4 oz / 120 g

# JUVENILE PIKE SWIMBAIT

Swimbait  
S E R I E S



807 Metallic / Green



809 Matte / Gold

The adolescent body profile and anatomical details combined with the signature Oscillator creates the incredibly life-like Juvenile Pike. The Oscillator generates the natural swimming action of a young Pike, making it irresistible to adult Pike, Muskie and Largemouth Bass. Factory rigged with twin extra strong double hooks to maximize hook up ratios and provide better balance without having to re-tune frequently.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
BPS200MS	8" / 200 mm	Medium-slow	3 1/8 oz / 90 g
BPS300MS	11 1/4" / 300 mm	Medium-slow	8 5/8 oz / 245 g

FRESHWATER SWIMBAITS



# SUCKER SWIMBAIT

*Swimbait*  
S E R I E S ®



5 1/2"

4 1/2"



131 White / Natural



130 Redhorse Natural / Olive

Suckers may not be the most attractive schooling baitfish, but they are one of the tastiest. This common forage swims in streams, rivers, tail races, and lakes, where Bass Walleye and Muskie live. The elongated body shape and soft dorsal fin make them easy to catch and even easier to swallow; difficult for predators to resist.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
SKS120MS	4 1/2" / 120 mm	Medium-slow	7/8 oz / 25 g
SKS140MS	5 1/2" / 140 mm	Medium-slow	1 1/3 oz / 38 g

## GOBY PADDLE TAIL



4"

3 5/8"

3 1/4"

Gobies are an invasive species found in the Great Lakes and Northern Regions. Ideal for Smallmouth Bass, Walleye, and Northern Pike. Cast and retrieve or slow drift on bottom. Soft plastic. Three baits per package, each with built-in weight and premium hook.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
GOB80PT	3 1/4" / 80 mm	Sinking	Variable	1/2 oz / 14 g
GOB90PT	3 5/8" / 90 mm	Sinking	Variable	3/4 oz / 21 g
GOB100PT	4" / 100 mm	Sinking	Variable	1 oz / 28 g



603 Smoke



602 Violet / Smoke



605 Natural



601 Natural / Bronze



606 Natural / Gold



607 Brown / Pumpkin



600 Green



# YEARLING BAITBALL SQUAREBILL

**BaitBall**  
Series



Double down and match-the-hatch with the LIVETARGET Yearling Squarebill. The YSB-50 is ideal for situations where quality bass get 'dirt-shallow' and are feeding on tiny baitfish. The YSB-60 is a go-to bait for broad range applications. The 3-D Yearling pattern produces multiple flash profiles, designed to replicate the hatch of a yearling baitfish chased into a compact baitball. The YSB comes to life when deflected off underwater cover. The assortment of colors are selected specifically for a variety of water color conditions from clear to dirty.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
YSB50S	1 7/8" / 50 mm	Floating	3'- 4'	1/4 oz / 7 g
YSB60S	2 3/8" / 60 mm	Floating	4'- 5'	1/2 oz / 14 g



812 Pearl / Violet Shad



815 Pearl / Olive Shad



814 Gold / Black



817 Blue / Chartreuse Shad



818 Chartreuse / Black

# YEARLING BAITBALL CRANKBAIT

**BaitBall**  
Series



The LIVETARGET Yearling Crankbait collection incorporates the innovative Yearling BaitBall design into a small crankbait profile covering mid-range water depths. The hybrid bill design delivers a tantalizing body flash and deflects well off of cover to trigger key reaction bites. Each lure incorporates a different number of 3-D hatchlings, all of which are the same size, strategically grouped to create a different mass. YCB-60 and YCB-45 are silent; YCB-50 has a weight transfer and rattle.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
YCB45M	1 3/4" / 45 mm	Floating	4'- 5'	1/4 oz / 7 g
YCB50M	2" / 50 mm	Floating	6'- 7'	3/8 oz / 11 g
YCB60M	2 3/8" / 60 mm	Floating	7'- 8'	1/2 oz / 14 g



812 Pearl / Violet Shad



815 Pearl / Olive Shad



814 Gold / Black



817 Blue / Chartreuse Shad



818 Chartreuse / Black

FRESHWATER HARDBAITS



# SHAD BAITBALL SQUAREBILL

**BaitBall**  
Series



804 Pearl / Grey



812 Pearl / Violet Shad



806 Pearl / Blue / Chartreuse



807 Metallic / Green



805 Pearl / Bronze



818 Chartreuse / Black

The Threadfin Shad BaitBall Squarebill unleashes the ingenuity of LIVETARGET's lure design to deliver a unique crankbait. It is ideal to use when Junvenile Shad are shallow and using rocks and wood as ambush cover, especially when spawning. This lure is silent, has excellent deflection properties, and is a fine choice to use around docks and other shallow cover.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
TSB60S	2 3/8" / 60 mm	Floating	3'- 4'	1/2 oz / 14 g

# SHAD BAITBALL CRANKBAIT

**BaitBall**  
Series



804 Pearl / Grey



812 Pearl / Violet Shad



806 Pearl / Blue / Chartreuse



807 Metallic / Green



805 Pearl / Bronze



818 Chartreuse / Black

**ICAST 2013**  
New Product Showcase WINNER

The Threadfin Shad BaitBall Crankbait is the right tool when Junvenile Shad move out to mid-range depths. The high flash characteristics are delivered with a mix of hot foil and soft paint patterns to create a competitive advantage of unmatched LIVETARGET realism.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
TSB65M	2 1/2" / 65 mm	Floating	6'- 8'	5/8 oz / 18 g



# SHAD MAGNUM BAITBALL SQUAREBILL

**BaitBall**  
Series



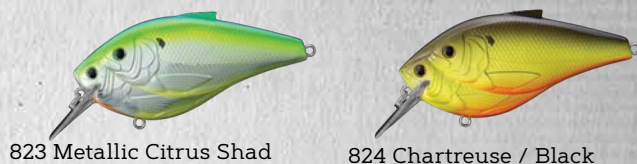
Magnum series. Replicates several adult Shad chased into a compact baitball cluster. Ideal when Shad are shallow and use rock and wood as cover. Excellent deflection properties. High impact resistant polycarbonate lip. Silent. Available in a range of color patterns for varying water clarity.



826 Ghost / Pearlescent Shad 822 Metallic Pearl / Blue Shad



828 Metallic Olive / Copper 827 Chartreuse / Pearl / Blue Shad



823 Metallic Citrus Shad 824 Chartreuse / Black

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
TBB75S	3" / 75 mm	Floating	4'- 5'	5/8 oz / 18 g
TBB85S	3 1/2" / 85 mm	Floating	5'- 6'	7/8 oz / 25 g

# SHAD MAGNUM BAITBALL CRANKBAIT

**BaitBall**  
Series



826 Ghost / Pearlescent Shad 821 Green / Ghost



820 Metallic Pearl / Lavender 822 Metallic Pearl / Blue Shad



825 Metallic Pearl / Olive Shad 827 Chartreuse / Pearl / Blue Shad



823 Metallic Citrus Shad 824 Chartreuse / Black

Deep Dive magnum series for the avid ledge angler. Dives quickly and hangs in the strike zone longer. Excellent deflection properties with an accurate recovery. Blend of metallic foils and soft paint patterns. Available in a range of colors for varying water clarity. One-knock rattle. Weight transfer.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
TDD70D	2 3/4" / 70 mm	Floating	12'	5/8 oz / 18 g
TDD80D	3" / 80 mm	Floating	16'	1 oz / 28 g
TDD90D	3 1/2" / 90 mm	Floating	20'	1 3/8 oz / 39 g

FRESHWATER HARDBAITS



# YEARLING BAITBALL JERKBAIT

**BaitBall**  
*Series*



3 3/4"



4 1/4"



816 Pearl / Natural



813 Silver / Black



812 Pearl / Violet Shad



815 Pearl / Olive Shad



814 Gold / Black



817 Blue / Chartreuse Shad



816 Pearl / Natural



813 Silver / Black



812 Pearl / Violet Shad



815 Pearl / Olive Shad



814 Gold / Black



817 Blue / Chartreuse Shad

Never have jerkbaits looked this real. The LIVETARGET Yearling Jerkbait is ultra-realistic to game fish when feeding on yearling forage. The in-line grouping of baby baitfish create a multitude of flash profiles for unmatched simulation of a stretched out baitfish school. The YJB-110 has a narrow body profile while the YJB-95 has a deeper body profile for a broader side flash. Both lures suspend and feature ultra-realistic colors for variable water conditions.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
YJB95S	3 3/4" / 95 mm	Suspending	3'- 4'	3/8 oz / 11 g
YJB110S	4 1/4" / 110 mm	Suspending	4'- 5'	1/2 oz / 14 g

FRESHWATER HARBITS



# EMERALD SHINER BAITBALL JERKBAIT

**BaitBall**  
*Series*



The Emerald Shiner BaitBall Jerkbait is ideal for situations in which predators are targeting smaller forage. This suspending jerkbait mimics a small group of Shiners erratically searching for security. The super fine detail and assortment of colors give anglers the extra advantage, especially in ultra clear water conditions.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
EBB90S	3 1/2" / 90 mm	Suspending	3'- 4'	5/16 oz / 9 g
EBB115S	4 1/2" / 115 mm	Suspending	3'- 4'	5/8 oz / 18 g



# GLASS MINNOW BAITBALL JERKBAIT

**BaitBall**  
*Series*



The Glass Minnow BaitBall Jerkbait is designed to mimic an in-line cluster of minnows that have been isolated from the sanctuary of their baitball. The sleek and flashy profile has an aggressive action and is an excellent choice when game fish are selectively feeding on smaller profiled baitfish. This lure hosts a weight transfer and suspends nose down. Also available with saltwater hooks.

MODEL	HOOK	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
GFB110S	Freshwater	4 1/4" / 110 mm	Suspend	3'- 4'	1/2 oz / 14 g
GFB120S	Freshwater	4 3/4" / 120 mm	Suspend	4'	5/8 oz / 18 g



FRESHWATER HARDBAITS



# YEARLING BAITBALL RATTLEBAIT

**BaitBall**  
*Series*



813 Silver / Black



813 Silver / Black



812 Pearl / Violet Shad



812 Pearl / Violet Shad



815 Pearl / Olive Shad



815 Pearl / Olive Shad



814 Gold / Black



814 Gold / Black



817 Blue / Chartreuse Shad



817 Blue / Chartreuse Shad

The LIVETARGET Yearling Rattlebait offers the benefits of a loud rattle call with a young hatch of baitfish clustered into a fleeing baitball. With two distinctly different profiles, running attitudes, and fall actions, the YRB will provide anglers with options for varied water and cover conditions. Game fish find these two rattlebaits hard to resist.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
YRB65SK	2 1/2" / 65 mm	Sinking	Variable	1/2 oz / 14 g
YRB75SK	3" / 75 mm	Sinking	Variable	5/8 oz / 18 g



# GLASS MINNOW BAITBALL POPPER

**BaitBall**  
Series



The Glass Minnow BaitBall Popper is built on the foundation of Mother Nature's own balance of predatory feeding behavior and baitfish survival. The realistic pattern mimics tiny distressed minnows and is ideal when game fish feed near the surface. It features excellent castability and on the retrieve, the popper makes a deep 'blooping' sound, generating a subtle surface commotion to attract predators. Also available with saltwater hooks.



955 Pearl / Natural



951 Silver / Smoke



950 Silver / Natural



954 Gold / Bronze



952 Silver / Green



953 Silver / Blue / Green

MODEL	HOOK	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
GFP65T	Freshwater	2 1/2" / 65 mm	Floating	Topwater	1/4 oz / 7 g
GFP75T	Freshwater	3" / 75 mm	Floating	Topwater	3/8 oz / 11 g

# YEARLING BAITBALL WALKING BAIT

**BaitBall**  
Series



Imagine two small clusters of tiny baitfish trying to reconnect after a predatory baitball assault. That visual comes to life with the LIVETARGET Yearling Walking Bait. Both the YWB-90 and YWB-115 generate a traditional walk-the-dog action with a balance enhancement, making this lure easy to retrieve. A concave dimple under the nose of the lure creates a spitting action with a 'blooping' sound. The in-line arrangement of yearling baitfish offers the right balance of flash for clear water conditions.



816 Pearl / Natural



813 Silver / Black



812 Pearl / Violet Shad



817 Blue / Chartreuse Shad

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
YWB90T	3 1/2" / 90 mm	Floating	Topwater	3/8 oz / 11 g
YWB115T	4 1/2" / 115 mm	Floating	Topwater	5/8 oz / 18 g

FRESHWATER HARDBAITS

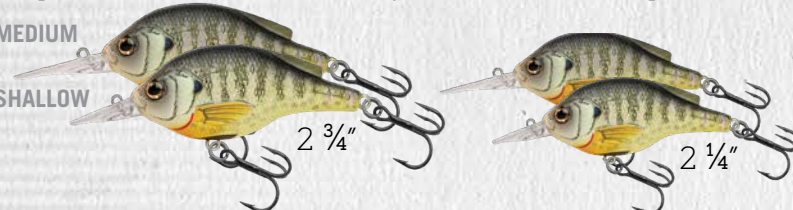


# SUNFISH CRANKBAIT

The Sunfish family of baits was developed for anglers with a passion for cranking. The natural shape and profile, color schemes, and swimming action are designed to mimic an isolated Sunfish frantically fleeing from its predator. Available in four different models; the crankbait, flat-side squarebill, flat-side squarebill, rattlebait, and jointed wakebait; perfect for catching fish from shallow to deep.

MEDIUM

SHALLOW



BLUEGILL (BG)

PUMPKINSEED (PS)



100 Natural / Matte

100 Natural / Matte



102 Metallic / Gloss

102 Metallic / Gloss

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
BG57S/PS57S	2 1/4" / 57 mm	Floating	3' - 4'	1/4 oz / 7 g
BG57M/PS57M	2 1/4" / 57 mm	Floating	5' - 6'	1/4 oz / 7 g
BG70S/PS70S	2 3/4" / 70 mm	Floating	3' - 4'	1/2 oz / 14 g
BG70M/PS70M	2 3/4" / 70 mm	Floating	5' - 6'	1/2 oz / 14 g

# SUNFISH FLAT-SIDE SQUAREBILL



BLUEGILL (BG)

PUMPKINSEED (PS)



100 Natural / Matte

100 Natural / Matte



102 Metallic / Gloss

102 Metallic / Gloss

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
BGS60S/PSS60S	2 3/8" / 60 mm	Floating	3' - 4'	1/4 oz / 7 g
BGS70S/PSS70S	2 3/4" / 70 mm	Floating	3' - 4'	1/2 oz / 14 g

# SUNFISH RATTLEBAIT



BLUEGILL (BG)

PUMPKINSEED (PS)



100 Natural / Matte

100 Natural / Matte



102 Metallic / Gloss

102 Metallic / Gloss

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
BGV55SK/PSV55SK	2 1/8" / 55 mm	Sinking	Variable	1/4 oz / 7 g
BGV65SK/PSV65SK	2 1/2" / 65 mm	Sinking	Variable	1/2 oz / 14 g

# SUNFISH JOINTED WAKEBAIT



BLUEGILL (BG)

PUMPKINSEED (PS)



100 Natural / Matte

100 Natural / Matte



102 Metallic / Gloss

102 Metallic / Gloss

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
BGW75T/PSW75T	3" / 75 mm	Floating	0' - 1'	1/2 oz / 14 g
BGW95T/PSW95T	3 3/4" / 95 mm	Floating	0' - 1'	1 oz / 28 g



# RAINBOW SMELT JERKBAIT



\*colors available in select models only

Rainbow Smelt are common forage to Northern game fish such as Walleye, Salmon, Trout, and Smallmouth Bass. Smelt are mostly found in Northern reservoirs and in and around the Great Lakes. The Jerkbait hosts a weight transfer, suspends and has a deep 'knock' sound. The Jerkbait is available in shallow and deep dive models and is ideal for casting or trolling.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
RS70S	2 3/4" / 70 mm	Suspend	3' - 4'	1/8 oz / 3 g
RS70D	2 3/4" / 70 mm	Suspend	5' - 6'	1/8 oz / 3 g
RS91S	3 5/8" / 91 mm	Suspend	3' - 4'	5/16 oz / 9 g
RS91D	3 5/8" / 91 mm	Suspend	5' - 7'	5/16 oz / 9 g
RS115S	4 1/2" / 115 mm	Suspend	3' - 5'	5/8 oz / 18 g
RS115D	4 1/2" / 115 mm	Suspend	7' - 9'	5/8 oz / 18 g

# RAINBOW SMELT BANANA BAIT



The Banana Bait has a weight transfer for anglers wanting to cast long distances from shore. With shallow and deep lip designs, this collection of banana baits is very effective while trolling.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
RSB91S	3 5/8" / 91 mm	Suspend	3' - 4'	5/16 oz / 9 g
RSB91D	3 5/8" / 91 mm	Suspend	5' - 7'	5/16 oz / 9 g
RSB115S	4 1/2" / 115 mm	Suspend	3' - 5'	5/8 oz / 18 g
RSB115D	4 1/2" / 115 mm	Suspend	7' - 9'	5/8 oz / 18 g

# RAINBOW SMELT JOINTED BAIT



The Jointed Bait produces a unique 'S' like swimming action that is deadly when flat-line trolled or when using down riggers, side planners or lead core.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
RSJ90M	3 5/8" / 90 mm	Floating	3' - 5'	5/16 oz / 9 g
RSJ115M	4 1/2" / 115 mm	Floating	6' - 8'	5/8 oz / 18 g



# YELLOW PERCH JERKBAIT

The LIVETARGET Yellow Perch collection has become a staple to all hardcore Northern anglers. Whether targeting Bass, Pike or Walleye, the jerkbait is a must have for casting or trolling. This speed versatile bait is designed with an internal weight transfer that also acts as an attractive low frequency rattle. The shallow model is an erratic jerkbait with suspending capabilities and is deadly for Bass and Pike. The jointed bait has an aggressive rolling action and is especially effective when trolled. The banana bait is ideal to slow troll for suspended fish or cast overtop submerged rocks. Tungsten weight transfer.



MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
YP73S	2 7/8" / 73 mm	Suspend	1' - 2'	3/8 oz / 11 g
YP73M	2 7/8" / 73 mm	Floating	3' - 5'	3/8 oz / 11 g
YP73D	2 7/8" / 73 mm	Floating	6' - 8'	3/8 oz / 11 g
YP98S	3 5/8" / 98 mm	Suspend	1' - 2'	9/16 oz / 16 g
YP98M	3 5/8" / 98 mm	Floating	3' - 5'	9/16 oz / 16 g
YP98D	3 5/8" / 98 mm	Floating	7' - 10'	11/16 oz / 19 g
YP115S	4 3/4" / 115 mm	Suspend	1' - 2'	1 1/4 oz / 14 g
YP115M	4 3/4" / 115 mm	Floating	6' - 8'	1 1/4 oz / 35 g
YP115D	4 3/4" / 115 mm	Floating	10' - 12'	1 3/8 oz / 39 g
YPS158S	6 1/4" / 158 mm	Suspend	1' - 2'	3 oz / 85 g
YP158M	6 1/4" / 158 mm	Floating	8' - 10'	3 1/4 oz / 92 g
YP158D	6 1/4" / 158 mm	Floating	13' - 15'	3 1/2 oz / 99 g



100 Natural / Matte



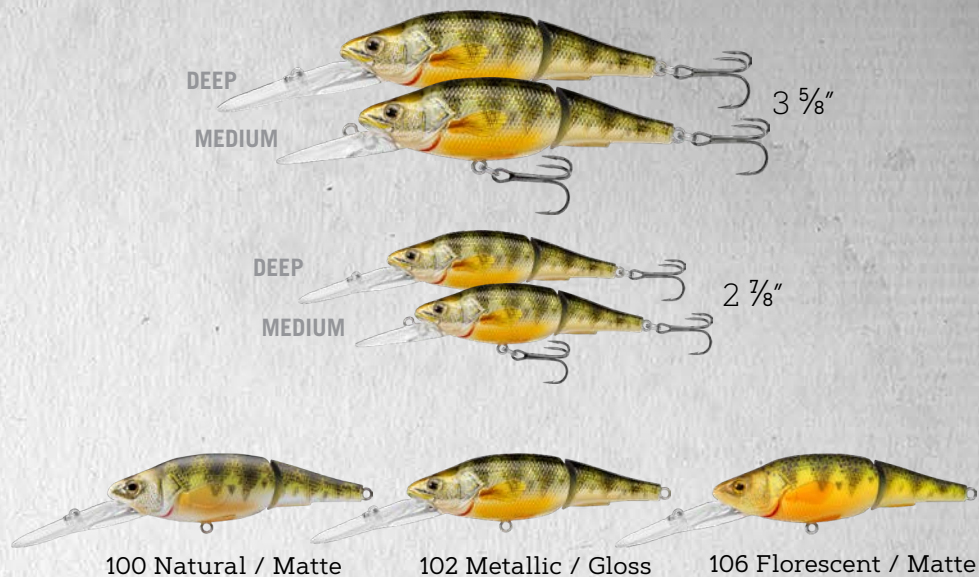
102 Metallic / Gloss



106 Florescent / Matte



# YELLOW PERCH JOINTED BAIT



MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
YPJ73M	2 <sup>7</sup> / <sub>8</sub> " / 73 mm	Floating	3' - 5'	3/8 oz / 11 g
YPJ73D	2 <sup>7</sup> / <sub>8</sub> " / 73 mm	Floating	6' - 8'	3/8 oz / 11 g
YPJ98M	3 <sup>5</sup> / <sub>8</sub> " / 98 mm	Floating	3' - 5'	9/16 oz / 16 g
YPJ98D	3 <sup>5</sup> / <sub>8</sub> " / 98 mm	Floating	7' - 10'	11/16 oz / 19 g

# YELLOW PERCH BANANA BAIT



MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
YPB73D	2 <sup>7</sup> / <sub>8</sub> " / 73 mm	Floating	6' - 8'	3/8 oz / 11 g
YPB98D	3 <sup>5</sup> / <sub>8</sub> " / 98 mm	Floating	8' - 10'	9/16 oz / 16 g

FRESHWATER HARDBAITS



# YELLOW PERCH RATTLEBAIT



100 Natural / Matte



102 Metallic / Gloss



221 Florescent / UV



222 Glow / UV

The LIVETARGET Yellow Perch Rattlebait is the ultimate searching tool. Its loud, harmonic rattle can be heard chiming from well below the surface, attracting all freshwater game fish. It's strategically designed to have a realistic Yellow Perch profile with a precisely balanced internal composition for yo-yo style retrieve. A recognized favorite for the winter Walleye bite when used with the vertical drop through the ice.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
YPR50SK	2" / 50 mm	Sinking	Variable	1/4 oz / 7 g
YPR60SK	2 3/8" / 60 mm	Sinking	Variable	3/8 oz / 11 g
YPR70SK	2 7/8" / 70 mm	Sinking	Variable	5/8 oz / 18 g

# GOLDEN SHINER RATTLEBAIT



201 Silver / Blue



202 Silver / Black



205 Silver / Bronze



208 Gold / Black



203 Silver / Green



210 Glow / Blue



211 Glow / Black



212 Glow / Gold



213 Glow / White

The Golden Shiner Rattlebait is a must have for every tackle box. The internal composition generates a loud rattle and is perfectly balanced for a yo-yo style retrieve. Virtually all freshwater game fish, including Bass, Pike, Trout, and Panfish will eat this lure. For a winter Walleye bite, use this bait with a vertical drop through the ice.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
GS50SK	2" / 50 mm	Sinking	Variable	1/4 oz / 7 g
GS60SK	2 3/8" / 60 mm	Sinking	Variable	1/4 oz / 7 g
GS70SK	2 7/8" / 70 mm	Sinking	Variable	1/2 oz / 14 g



# TROUT JERKBAIT



Young-of-the-year Trout are popular forages to many game fish in small lakes, reservoirs, streams or rivers. The LIVETARGET Trout was designed for cold-water angling opportunities that include Trout populations. Slow sinking.



900 Rainbow Trout



901 Brown Trout



903 Brook Trout

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
TF50S	2" / 50 mm	Sinking	Variable	1/8 oz / 3 g
TF70S	2 3/4" / 70 mm	Sinking	Variable	5/16 oz / 9 g

# DACE JERKBAIT



A small Dace replica designed to attract various game fish found in small lakes, reservoirs, streams, and rivers. Ideal for Trout, Bass, and Walleye. High impact polycarbonate inserted lip. Slow sinking. Weight transfer.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
DJB60S	2 1/2" / 60 mm	Slow Sinking	3' - 4'	1/8 oz / 3 g
DJB75S	3" / 75 mm	Slow Sinking	4' - 5'	1/4 oz / 7 g



256 Natural / Ghost Rosyside



253 Natural / Chartreuse Redbelly



250 Natural / Pearl Rosyside



254 Silver / Blue Rosyside



255 Natural / Green



252 Chartreuse Rosyside



251 Natural / Black Redbelly

# SUCKER TROLLING BAIT



For the savvy Muskie hunter, the Sucker series offers a soft rolling action that creates high flash energy, attracting nearby predators. Designed with wire-thru construction, the avid and seasonal angler will quickly gain confidence in its iron clad durability.



129 White Natural / Metallic



128 White Natural / Smoke



126 Redhorse Metallic / Olive



125 Torrent Metallic / Red

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
SKT160S	6 1/4" / 160 mm	Floating	3' - 5'	2 1/2 oz / 71 g
SKT210S	8 1/4" / 210 mm	Floating	3' - 5'	3 oz / 85 g



# HUNT-FOR-CENTER CRAW CRANKBAIT



The HFC (hunt-for-center) Craw brings profile, action, and color spectrum to compliment the Crankbait line-up. The HFC is designed with an off-centre tracking action that causes the lure to randomly dart left or right, mimicking a fleeing Craw in an evasive retreat. The erratic action triggers bites, especially in cold water.



358 Phantom Green



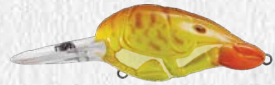
359 Root Beer



360 Chartreuse Root Beer



361 Copper Root Beer



357 Spring Craw



362 Red

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
HFC50M	2" / 50 mm	Floating	6' - 8'	3/8 oz / 11 g

## SHAD FLAT-SIDE CRANKBAIT



The Shad Crankbait is especially productive in cold water. This lure has a tight wiggle, suspends, and casts like a dream when compared to other flat-side crankbaits. Great Lakes anglers have found this bait especially effective when trolling with lead core.



201 Silver / Blue



205 Silver / Bronze

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
S65M	2 1/2" / 65 mm	Suspend	5' - 7'	5/16 oz / 9 g
S75M	3" / 75 mm	Suspend	5' - 7'	1/2 oz / 14 g

## CRAPPIE FLAT-SIDE CRANKBAIT



It is well known that young Crappie are a favorite forage to larger freshwater game fish. LIVETARGET has designed a flat-side crankbait that features a circuit board lip to generate a unique vibration. This model matches the profile and color variations of both White and Black Crappie.



100 Natural / Matte



102 Metallic / Gloss

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
CPF55S	2 1/4" / 55 mm	Floating	3' - 4'	1/4 oz / 7 g
CPF65S	2 1/2" / 65 mm	Floating	4' - 5'	3/8 oz / 11 g



# FROG POPPER



The Frog Popper is making waves, literally. Spitting and popping across the surface, the sound and surface commotion calls fish in from a distance. Seasoned anglers report an exceptional reaction when using the walk-the-dog technique. Fish it slow or fish it aggressively.



500 Green / Yellow



502 Tan / Brown



503 Brown / Black



512 Floro Green / Yellow

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
FGP65T	2 1/2" / 65 mm	Floating	Topwater	1/4 oz / 7 g
FGP75T	3" / 75 mm	Floating	Topwater	1/2 oz / 14 g

# FROG WALKING BAIT



500 Green / Yellow



502 Tan / Brown



503 Brown / Black

The Walking Frog is undisputedly a big fish bait. The slim profile makes this bait easy to walk. The soft 'knock' sound and side-to-side action attracts nearby fish on the hunt to come in for a closer look. This bait is especially effective when used over submerged grass beds.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
FGW105T	4 1/8" / 105 mm	Floating	Topwater	5/8 oz / 18 g
FGW118T	4 5/8" / 118 mm	Floating	Topwater	7/8 oz / 25 g

FRESHWATER HARDBAITS



# FLEEING SHRIMP

## SOFT PLASTIC JIG

**ICAST 2018**  
New Product Showcase WINNER



2 <sup>3</sup>/<sub>4</sub>"



919 Clear



912 White Shrimp



914 Brown Shrimp



910 Sand Shrimp



911 Glass Shrimp



918 Grass Shrimp



913 Glow



915 Pink

The LIVETARGET Fleeing Shrimp soft lure, bristling with three-dimensional anatomical features, is rigged on a custom jig head and armed with a strong, corrosion-resistant hook. The Shrimp's silicone skirt animates the lure's appearance by mimicking the action of a live shrimp's front legs while in motion and at rest. The Fleeing Shrimp combines realistic anatomy, profile, colors, sound, scent, and action to provoke aggressive feeding responses from inshore predators. Glass rattle. Shrimp scented. Comes with one replacement body.

MODEL	SIZE in / mm	SINK SPEED	DEPTH	WEIGHT oz / g
SSJ70SK	2 <sup>3</sup> / <sub>4</sub> " / 70 mm	1' per sec.	Variable	1/4 oz / 7 g
SSJ85SK	3 <sup>1</sup> / <sub>2</sub> " / 85 mm	1.5' per sec.	Variable	3/8 oz / 11 g



# RIGGED SHRIMP



919 Clear

912 White Shrimp

914 Brown Shrimp

910 Sand Shrimp

911 Glass Shrimp

918 Grass Shrimp

913 Glow

921 Natural Molt

920 Hot Pink

915 Pink

922 Black Tiger

The LIVETARGET soft plastic Rigged Shrimp has taken the US saltwater market by storm. Shrimp are the single most common forage for all saltwater game fish including Trout, Redfish, Flounder, Snook, and Tarpon. The Rigged Shrimp is designed to mimic a live Shrimp swimming in a forward motion. It can be cast and retrieved or fished under a popping cork. A built in rattle generates the 'clicking' sound Shrimp make while swimming. Four per package.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
SSF75SK	3" / 75 mm	Sinking	Variable	1/4 oz / 7 g
SSF100SK	4" / 100 mm	Sinking	Variable	1/2 oz / 14 g



# HOLLOW BODY MULLET

Hollow Body  
S E R I E S

**ICAST 2017**  
New Product Showcase WINNER



721 Natural / Black



716 Silver



723 Natural / Brown

The LIVETARGET Hollow Body Mullet features a realistic profile and life-like color patterns. It's versatile swimming action makes it exceptionally easy to use. Walk-the-dog with ease or simply twitch across the surface to generate a tantalizing bubble trail. The hollow body snag resistant design enables it to be fished through mangrove cover, skipped under docks and fished through floating grass. It is equipped with an extra-strong forged hook for powerful penetration and durability. Add a treble hook to the belly pin to enhance hookups in open water.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
MUH95T	3 3/4" / 95 mm	Floating	Topwater	3/8 oz / 11 g
MUH115T	4 1/2" / 115 mm	Floating	Topwater	1/2 oz / 14 g
MUH135T	5 3/8" / 135 mm	Floating	Topwater	5/8 oz / 18 g



# COMMOTION MULLET

HOLLOW BODY

Hollow Body  
S E R I E S



721 Natural / Black



716 Silver



723 Natural / Brown

Designed with a realistic mullet profile, the LIVETARGET Commotion Mullet is an easy to use top water bait that casts far with excellent accuracy. Retrieve it fast or slow. This open water bait triggers big fish bites with its spinning Colorado blade. In motion, the blade generates a big splash, creates a bubble trail and emits a loud dense sound. Equipped with an extra strong carbon steel double hook.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
MCH90T	3 ½" / 90 mm	Floating	Topwater	5/8 oz / 18 g
MCH100T	4" / 100 mm	Floating	Topwater	3/4 oz / 21 g

SALTWATER HOLLOW BODY



# SCALED SARDINE SWIMBAIT

*Swimbait*  
S E R I E S



719 Silver / Green



720 Silver / Bronze

The Scaled Sardine Swimbait is a must for every saltwater angler. The profile is an exact match to use when the Whitebait arrive at their in-shore spawning grounds. The Oscillator is dialed to a tight flicker action. Put away the cast net and tie on a LIVETARGET Scaled Sardine Swimbait.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
SDS95MS	3 1/2" / 95 mm	Medium-slow	1/2 oz / 14 g
SDS115MS	4 1/2" / 115 mm	Medium-slow	1 oz / 28 g

# HERRING SWIMBAIT

*Swimbait*  
S E R I E S



700 Blue / Black



703 Green / Bronze

Anglers who can hone in on a Herring bite are often the tournament winners. This LIVETARGET swimbait is the ideal Herring replica. With three sizes and a medium-slow sink speed, LIVETARGET is delivering a lure that looks like it just jumped out of the bait well.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
BBS116MS	4 1/2" / 116 mm	Medium-slow	3/4 oz / 21 g
BBS140MS	5 1/2" / 140 mm	Medium-slow	1 1/2 oz / 42 g
BBS163MS	6 1/2" / 163 mm	Medium-slow	2 oz / 56 g



# MENHADEN SWIMBAIT

Swimbait  
S E R I E S



605 Natural



630 Bronze

The LIVETARGET Menhaden Swimbait represents one of the most prolific saltwater schooling baitfish in the United States and world-wide. Available in two forage patterns. The Atlantic Menhaden and the Gulf Menhaden exactly match-the-hatch to the finest detail. Seasoned saltwater anglers will now have a great tool to fish for inshore species where a stout hook, integrated weighting, and life-like action is an absolute must.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
MHS90MS	3 1/2" / 90 mm	Medium-slow	1/2 oz / 14 g
MHS110MS	4 1/2" / 110 mm	Medium-slow	3/4 oz / 21 g

# MULLET SWIMBAIT

Swimbait  
S E R I E S



716 Silver



717 Silver / Black

The Mullet Swimbait is perfect for exciting in-shore action. This soft plastic life-like Mullet can be used in skinny water, over grass and shallows or for fishing in current. The tight tail action brings the Mullet to life. The Mullet Swimbait is the ideal live bait alternative.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
MUS120MS	4 1/2" / 120 mm	Medium-slow	1 oz / 28 g
MUS141MS	5 1/2" / 141 mm	Medium-slow	1 1/2 oz / 42 g

SALTWATER SWIMBAITS



# CROAKER SWIMBAIT

*Swimbait*  
S E R I E S ®



908 Atlantic Croaker



909 Yellowfin Croaker

Croakers are a common forage in most saltwater environments. The LIVETARGET Croaker is designed to catch everything from Stripers in the Northeast to Redfish and Sea Trout in the Gulf Coast regions. Cast and retrieve in open areas or pitch it under docks and mangroves to pull out stalking game fish. Swim the bait close to bottom to provoke big bites from Redfish and Sea Trout.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
CRS100MS	4" / 100 mm	Medium-slow	1 oz / 28 g
CRS130MS	5" / 130 mm	Medium-slow	1 ¾ oz / 50 g

# SPANISH SARDINE SWIMBAIT

*Swimbait*  
S E R I E S ®



201 Silver / Blue



203 Silver / Green

The Spanish Sardine is a favorite for near shore anglers casting for a wide variety of saltwater game fish. The realistic body profile, tail and action create the ideal Sardine replica that will fool most saltwater predators. Whether casting and retrieving from a boat or shore, or trolling slowly, the Oscillator generates a life-like swimming action that can be deadly effective everywhere big fish hunt. The extra wide-gap hook has a low profile position with big hook up power while the dorsal fin shields it from hang-ups and collecting grass.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
SSS115MS	4 ½" / 115 mm	Medium-slow	3/4 oz / 21 g
SSS140MS	5 ½" / 140 mm	Medium-slow	1 ⅜ oz / 39 g
SSS165MS	6 ½" / 165 mm	Medium-slow	2 ¼ oz / 64 g



# PINFISH SWIMBAIT

Swimbait  
S E R I E S



718 Silver / Violet



719 Silver / Green

Fish the LIVETARGET Pinfish Swimbait near pilings, rocks, mangroves, docks, grass flats or other structure where fish hide. This swimbait is factory rigged with a heavy-duty hook; be ready to heave big fish out of cover with confidence.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
PFS93MS	3 1/2" / 93 mm	Medium-slow	3/4 oz / 21 g
PFS105MS	4" / 105 mm	Medium-slow	1 oz / 28 g

# ATLANTIC MACKEREL SWIMBAIT

Swimbait  
S E R I E S



201 Silver / Blue



953 Silver / Blue / Green

The LIVETARGET Atlantic Mackerel Swimbait combines precise anatomical features and color patterns with a species specific action to create a new standard in artificial saltwater lures. Cast or troll these baits to trigger bites in the Northeast Coastal regions. These factory rigged 'Tinkers' are ready to use, achieving better balance without the need for frequent tuning. The extra wide-gap low profile hook is protected by the dorsal fin to minimize hang ups and maximize hook up power. Features a belly accessory pin to customize with additional hooks or a willow blade.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
AMS150MS	6" / 150 mm	Medium-slow	1 3/8 oz / 39 g
AMS175MS	7" / 175 mm	Medium-slow	2 3/8 oz / 64 g

SALTWATER SWIMBAITS



# SCALED SARDINE TWITCHBAIT



902 Natural / Metallic



933 Silver / Green



946 Ghost / Amber



948 Ghost / Natural

The Scaled Sardine Twitchbait is the perfect match for cruising predators in search of this prolific baitfish. Rapidly gaining attention by seasoned saltwater anglers, this bait has an erratic action whether twitched with a slow or an aggressive retrieve. It has a quick start and stop action that is proven to trigger big bites.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
SST75F	3" / 75 mm	Floating	0 - 4"	7/16 oz / 12 g
SST75S	3" / 75 mm	Suspend	0 - 1'	7/16 oz / 12 g
SST90F	3 1/2" / 90 mm	Floating	0 - 4"	5/8 oz / 18 g
SST90S	3 1/2" / 90 mm	Suspend	0 - 1'	11/16 oz / 19 g

# GLASS MINNOW BAITBALL TWITCHBAIT

**BaitBall**  
Series



955 Pearl / Natural



951 Silver / Smoke



950 Silver / Natural



952 Silver / Green



953 Silver / Blue / Green



954 Gold / Bronze

Replicates several Glass Minnows chased into a compact baitball. Ideal for all inshore species and Striped Bass. Extreme erratic action. Twitch with a slow cadence or an aggressive retrieve. Wire-thru construction. Floating.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
GBT75F	3" / 75 mm	Floating	0 - 1'	7/16 oz / 12 g
GBT90F	3 1/2" / 90 mm	Floating	0 - 1"	5/8 oz / 18 g



# GLASS MINNOW BAITBALL JERKBAIT

**BaitBall**  
Series



The Glass Minnow BaitBall Jerkbait is designed to mimic an in-line cluster of minnows that have been isolated from the sanctuary of their baitball. The sleek and flashy profile has an aggressive action and is an excellent choice when game fish are selectively feeding on smaller profiled baitfish. This saltwater lure hosts a weight transfer and suspends nose down. Also available with freshwater hooks.

MODEL	HOOK	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
GBB110S	Saltwater	4 1/4" / 110 mm	Suspend	3'- 4'	1/2 oz / 14 g
GBB120S	Saltwater	4 3/4" / 120 mm	Suspend	4'	5/8 oz / 18 g



955 Pearl / Natural



951 Silver / Smoke



950 Silver / Natural



952 Silver / Green



953 Silver / Blue / Green



954 Gold / Bronze

# GLASS MINNOW BAITBALL POPPER

**BaitBall**  
Series



The Glass Minnow BaitBall Popper is built on the foundation of Mother Nature's own balance of predatory feeding behavior and baitfish survival. The realistic pattern mimics tiny distressed minnows and is ideal when saltwater game fish feed near the surface. It features excellent castability and on the retrieve the popper makes a deep 'blooping' sound, generating a subtle surface commotion to attract predators. Also available with freshwater hooks.

MODEL	HOOK	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
GBP65T	Saltwater	2 1/2" / 65 mm	Floating	Topwater	1/4 oz / 7 g
GBP75T	Saltwater	3" / 75 mm	Floating	Topwater	3/8 oz / 11 g



955 Pearl / Natural



951 Silver / Smoke



950 Silver / Natural



952 Silver / Green



953 Silver / Blue / Green



954 Gold / Bronze

SALTWATER HARDBAITS



# SPANISH MACKEREL TROLLING BAIT



933 Silver / Green

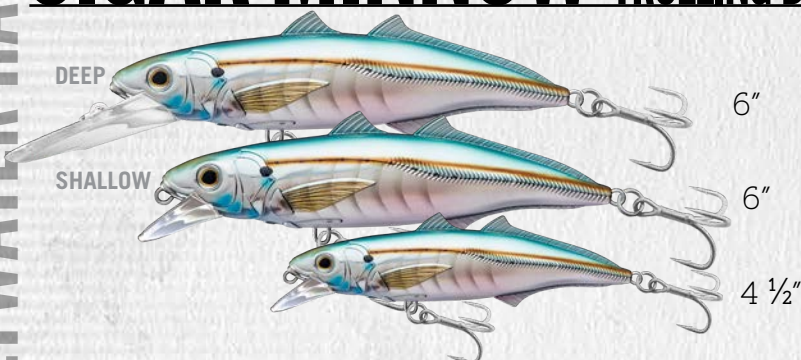


981 Silver / Blue / Green

Saltwater game fish everywhere love to prey on Mackerel. Fishing the LIVETARGET Spanish Mackerel is as close to using live bait as it gets. The elongated body and deep profile lip design, generates a wide wobble action and gets down deep. This lure is ideal to troll at fast speeds near shore, when targeting Grouper and Kingfish.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
SMK110D	4 1/4" / 110 mm	Slow Floating	0 - 10'	1 oz / 28 g
SMK120D	4 3/4" / 120 mm	Slow Floating	0 - 15'	1 7/8 oz / 53 g
SMK140D	5 1/2" / 140 mm	Slow Floating	0 - 20'	2 oz / 57 g
SMK160D	6" / 160 mm	Slow Floating	0 - 25'	3 oz / 85 g

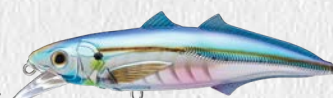
## CIGAR MINNOW TROLLING BAIT/JERKBAIT



960 Pearl / Aqua



961 Pearl / Gold



962 Pearl / Blue



963 Pearl / Green

Cigar Minnows are found throughout the Gulf of Mexico and along the Atlantic Seaboard. The CMJ-115 is ideal for Snook, Redfish, and Trout, while the CMJ-152 is perfect for targeting Kingfish and Grouper. Cast & retrieve or fast troll. Electroplated metallic finish. Wire-thru construction.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
CMJ115S	4 1/2" / 115 mm	Floating	2' - 4'	7/8 oz / 25 g
CMJ152S	6" / 152 mm	Floating	2' - 6'	2 oz / 57 g
CMJ152D	6" / 152 mm	Floating	15' - 20'	2 1/2 oz / 71 g

## PINFISH RATTLEBAIT



901 Natural / Matte



902 Natural / Metallic

The Pinfish Rattlebait is a must have for all inshore and coastal anglers. The ultra-tight vibration and loud rattle sound attract the attention of nearby predators on the hunt. During their annual migration when Pinfish roam grass flats, this lure is the perfect choice to target Ladyfish, Tarpon, and Redfish.

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
PF65SK	2 1/2" / 65 mm	Sinking	Variable	7/8 oz / 25 g
PF75SK	3" / 75 mm	Sinking	Variable	1 oz / 28 g
PF95SK	3 3/4" / 95 mm	Sinking	Variable	1 1/8 oz / 32 g



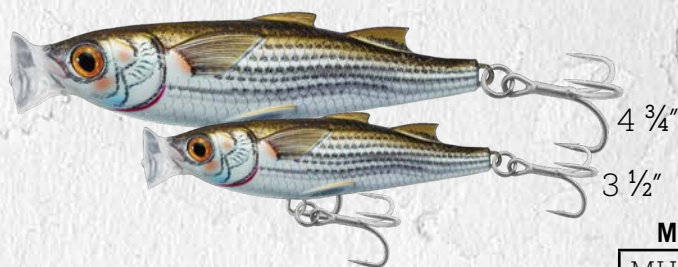
# MULLET TWITCHBAIT

The ultimate inshore and near shore lure, the Mullet collection offers the perfect mix of enticing action and incredible life-like detail for exciting coastal fishing. The Mullet is available in four different models to target Sea Trout, Redfish, Snook, Flounder, and Striped Bass. The twitchbait darts and flashes just below the surface while the jointed wakebait and walking bait produce a subtle surface commotion. The popper spits and pops on the surface, calling in predators from a distance.



MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
MUT90FT	3 1/2" / 90 mm	Floating	0 - 6"	1/2 oz / 14 g
MUT115FT	4 1/2" / 115 mm	Floating	0 - 6"	5/8 oz / 18 g

# MULLET POPPER



MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
MUP90T	3 1/2" / 90 mm	Floating	Topwater	3/4 oz / 21 g
MUP120T	4 3/4" / 120 mm	Floating	Topwater	1 1/4 oz / 35 g

# MULLET JOINTED WAKEBAIT



MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
MWK90T	3 1/2" / 90 mm	Floating	0 - 1'	5/8 oz / 18 g
MWK115T	4 1/2" / 115 mm	Floating	0 - 1'	11/16 oz / 19 g

# MULLET WALKING BAIT



MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
MUW100T	4" / 100 mm	Floating	Topwater	1 1/8 oz / 32 g
MUW120T	4 3/4" / 115 mm	Floating	Topwater	1 3/16 oz / 34 g



# PERCH SWIMBAIT

*Swimbait*  
S E R I E S ®



8"



255 Natural / Green



6"



723 Natural / Brown

One of the most common forages in European waters, the Perch Swimbait is going to be a hit with Zander and Pike anglers. With a tight wiggle and medium-slow sink speed, it is ideally fished over weed tops and around structure. Drift, cast or slow troll it over shallow ambush points.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
EPS150MS	6" / 150 mm	Medium-slow	2 ¼ oz / 64 g
EPS200MS	8" / 200 mm	Medium-slow	4 ¾ oz / 135 g

# JUVENILE PIKE SWIMBAIT

*Swimbait*  
S E R I E S ®



11 ¼"



807 Metallic / Green



8"



809 Matte / Gold

The realistic body profile combined with the anatomically accurate tail creates the incredibly life-like Juvenile Pike. The Oscillator generates the natural swimming action of a young Pike, making it irresistible to predatory Pike and Zander. Factory rigged with twin extra strong double hooks to maximize hook-up ratios and provide better balance without having to re-tune frequently. Hooks can be turned upward or downward at the angler's discretion. Designed with magnetic hook holders.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz / g
BPS200MS	8" / 200 mm	Medium-slow	3 ½ oz / 90 g
BPS300MS	11 ¼" / 300 mm	Medium-slow	8 ⅝ oz / 245 g



# RUDD SWIMBAIT

Swimbait  
S E R I E S



219 Natural / Pearl



220 Metallic / Gold

The LIVETARGET Rudd Swimbait is strategically engineered to have an incredibly natural body profile. Factory rigging makes it convenient to use with better balance and less need to re-tune. The Oscillator tail generates a species specific life like swimming action that will attract gamefish. The twin extra strong double hooks can be turned upward or downward to maximize hook up ratios. Equipped with magnetic hook holders.

MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz/ g
RDS130MS	4 3/4" / 130 mm	Medium-slow	1 1/4 oz / 36 g
RDS150MS	6" / 150 mm	Medium-slow	2 1/4 oz / 64 g
RDS190MS	7 1/2" / 190 mm	Medium-slow	4 1/4 oz / 118 g

# ROACH SWIMBAIT

Swimbait  
S E R I E S



201 Silver / Blue



202 Silver / Black

The Roach Swimbait is designed for the shallow water fisheries, where giant Pike often chase this elusive baitfish. Ideally fished around eelgrass. With three sizes and a medium-slow sink rate, these swimbait will make even a veteran "Roach fisherman" take a second look.

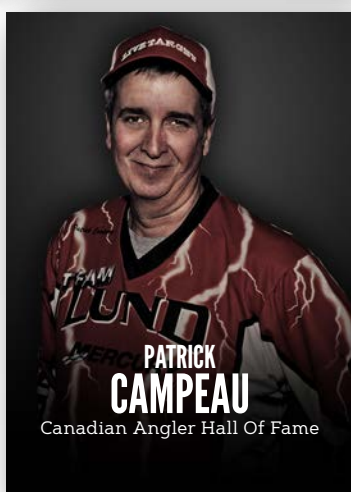
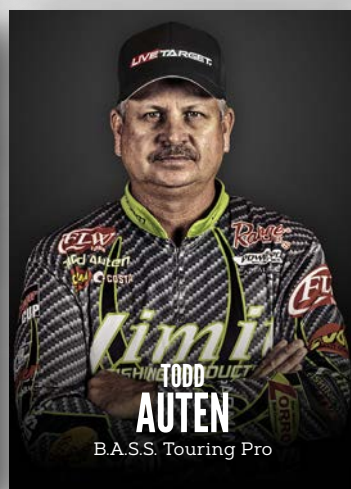
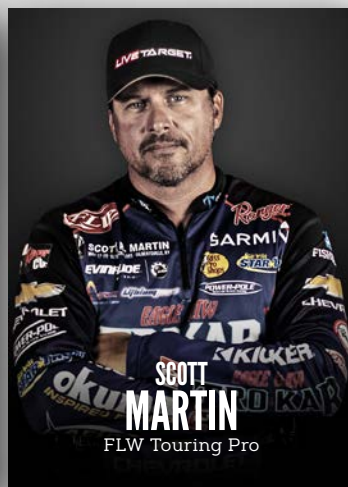
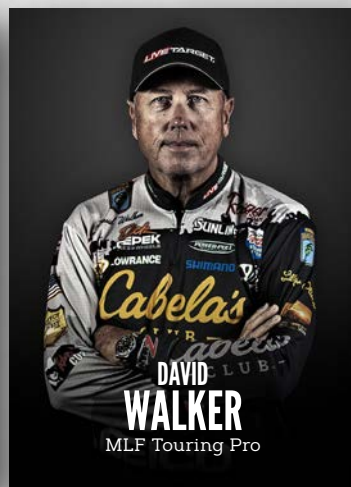
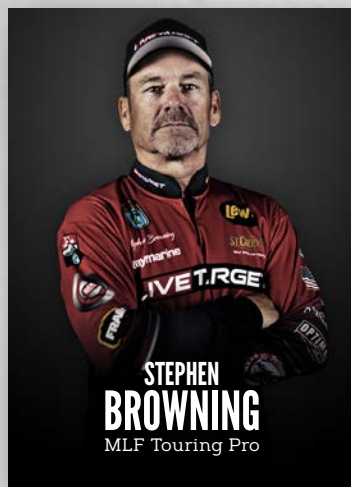
MODEL	SIZE in / mm	SINK SPEED	WEIGHT oz/ g
RHS140MS	5 1/2" / 140 mm	Medium-slow	1 1/2 oz / 50 g
RHS160MS	6 1/4" / 160 mm	Medium-slow	2 1/4 oz / 71 g
RHS200MS	8" / 200 mm	Medium-slow	5 oz / 142 g

INTERNATIONAL SWIMBAITS



# LIVETARGET

## AMBASSADORS





# THE LIVEWELL DOESN'T LIE



**LIVE TARGET®**

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THE NATURE OF COMPETITION

342 Townline Road, SS#4, Unit 102  
Niagara-on-the-Lake, ON, Canada L0S 1J0  
Phone 905.704.4448 • Fax 905.704.4445  
Toll Free 1.888.231.4448  
info@livetargetlures.com

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