

LIVE TARGET[®]

2023 PRODUCT CATALOG

MATCH-THE-HATCH[®]



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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NEW ULTIMATE FROG

NEW PRODUCT

Finesse



Popper



500 Green / Yellow



514 Emerald / Brown



502 Tan / Brown



516 Albino / White



503 Brown / Black



517 Black / Black



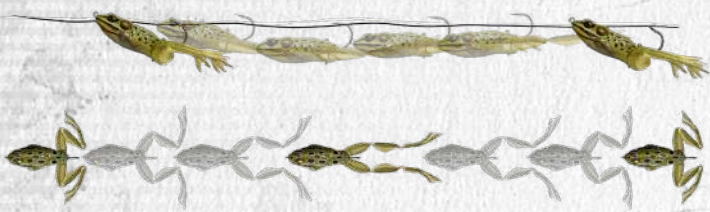
512 Floro Green / Yellow



519 Emerald / Red

The LIVETARGET Ultimate Frog mimics a vulnerable frog exposed in open water, ready to fight. Pull it to replicate the stride of a fleeing frog. Designed to sit in the water like a resting frog, angle specific. When twitched or pulled, the lure strides forward and the legs stretch just like a frog thrusting forward. The legs hinge at the hips, creating an anatomical stride-like action. The body is made from ABS and the legs are made from TPE. Pulls through cover with ease. The Finesse Model is stealthy in open runs, or throw it in small holes around heavy mat cover. The Popper Model is ideal when surface commotion is required and it has a dense rattle to call in fish from a distance. Sold with one set of replacement legs to ensure lure longevity. Ideal for targeting Bass, Pike and other surface feeding predators.

HOW TO FISH



MODEL	SIZE in / mm	STYLE	WEIGHT oz / g
TUF50T	2" / 50 mm	Floating	3/4 oz / 21 g
TUF60T	2 1/2" / 60 mm	Floating	1 oz / 28 g
TUP50T	2" / 50 mm	Floating	3/4 oz / 21 g
TUP60T	2 1/2" / 60 mm	Floating	1 oz / 28 g

NEW LIVE CRAW



375 Natural Craw



377 Blue Craw



372 Moss Craw



376 Orange Pumpkin



301 Orange / Brown Craw



824 Chartreuse Black



378 Chartreuse Pumpkin



373 Red Craw

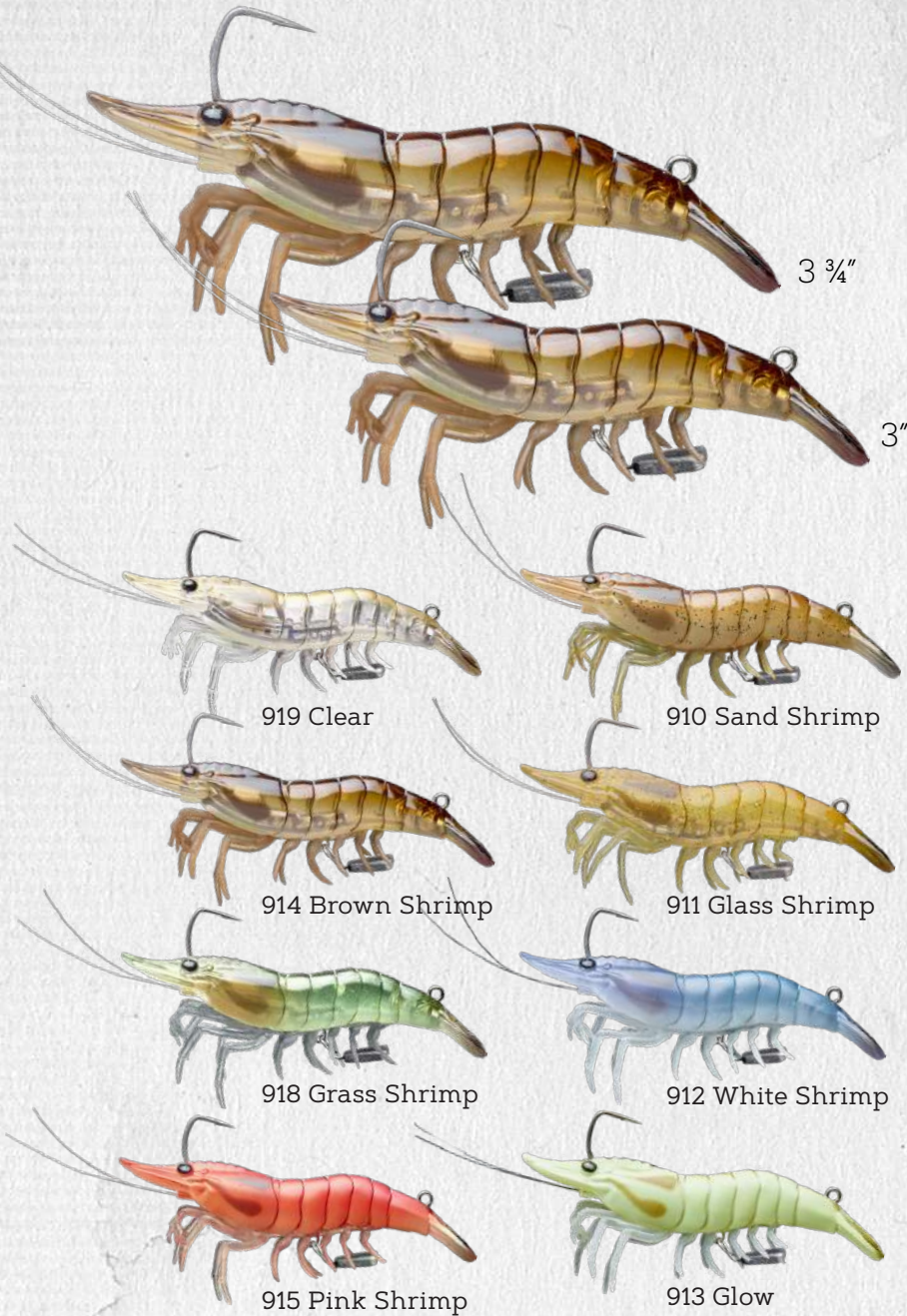
Mimics a vulnerable Craw exposed in open water, falling to the security of bottom cover. Twitch it to create an erratic action or wind it slow to generate a thumping pulse. The body is made from ABS plastic and is buoyant. The legs are made from TPE soft plastic. The durable and buoyant material enables the legs to shimmy and flicker as the bait falls. The swing weight is strategically designed to throw the bait off balance, which creates a wobble action as the lure settles after a twitch or pull. The position of the swing weight is aligned on the body enabling a balanced fall, just like a real Craw when exposed in open water. The lure comes with two weights, to adjust the falling action. Equipped with a stout Mustad strong-hook. Ideal for targeting Bass, Walleye, Pike and other bottom freshwater feeding predators.

MODEL	SIZE in / mm	STYLE	WEIGHT oz / g
LCR60SK	2 1/2" / 63 mm	Slow Sinking	3/8 oz / 11 g
LCR75SK	3" / 76 mm	Slow Sinking	1/2 oz / 14 g

NEW PRODUCT

NEW LIVE SHRIMP

NEW PRODUCT



Mimics a vulnerable Shrimp exposed in open water, falling to the security of bottom cover. Twitch it to create an erratic action or wind it slowly to generate a thumping pulse. The body is made from ABS plastic and is buoyant. Inside the body cavity is a round weight that generates a light clicking sound when the bait is in motion. The legs and swimmerets are made from TPE soft plastic. The swing weight is strategically designed to rock the bait off balance, which creates a wobble action as the lure settles after a twitch or pull. The position of the swing weight is positioned on the body, enabling a balanced fall, just like a real Shrimp when exposed in open water. The lure comes with two weights, to adjust the falling action. Ideal for targeting Snook, Redfish, Trout and other nearshore saltwater feeding predators.

MODEL	SIZE in / mm	STYLE	WEIGHT oz / g
LSH75SK	3" / 76 mm	Slow Sinking	1/4 oz / 9 g
LSH95SK	3 3/4" / 95 mm	Slow Sinking	3/8 oz / 11 g

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



524 Fire Tip Orange



525 Fire Tip Chartreuse

FRESHWATER SOFTBAITS

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

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.



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

HOW TO FISH



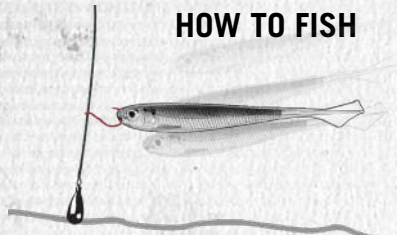
GHOST TAIL MINNOW DROP SHOT



The Ghost Tail Minnow uses LIVETARGET's Injected Core Technology (ICT) to create an 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

FRESHWATER SOFIBAILS

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, Juka 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

FRESHWATER SOFT BAITS

FLUTTER SHAD JIGGING SPOON



FRESHWATER HARDBAIS



HOW TO FISH



The Flutter Shad mimics a Shad 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 game fish in freshwater.

MODEL	SIZE in / mm	WEIGHT oz / g	STYLE	DEPTH
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

ERRATIC SHINER CASTING SPOON



ICAST 2019
New Product Showcase WINNER



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 ¼" / 55 mm	3/8 oz / 11 g	Sinking	Variable
ESS60SK	2 ½" / 60 mm	1/2 oz / 14 g	Sinking	Variable
ESS70SK	2 ¾" / 70 mm	3/4 oz / 21 g	Sinking	Variable

FRESHWATER HARDBAITS

BAITBALL SPINNER RIG

Small

3/8 oz



Medium

3/8 oz

1/2 oz



Interchange Teaser



855 Pearl White / Silver



850 Smoke / Silver



851 Purple Pearl / Silver



852 Green Pumpkin / Silver



853 Dark Amber / Gold



854 Blue / Silver



857 Chartreuse / Silver



856 Lime Chartreuse / Gold



Interchange Target



855 Pearl White / Silver



850 Smoke / Silver



851 Purple Pearl / Silver



852 Green Pumpkin / Silver



853 Dark Amber / Gold



854 Blue / Silver



857 Chartreuse / Silver



856 Lime Chartreuse / Gold

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
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

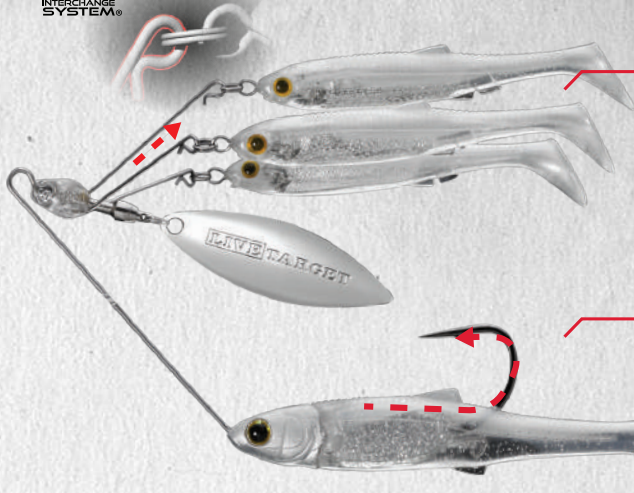
FRESHWATER SPINNER RIG

INTERCHANGE PACKS

BaitBall[®]
Series



INTERCHANGE SYSTEM



INTERCHANGE TEASERS



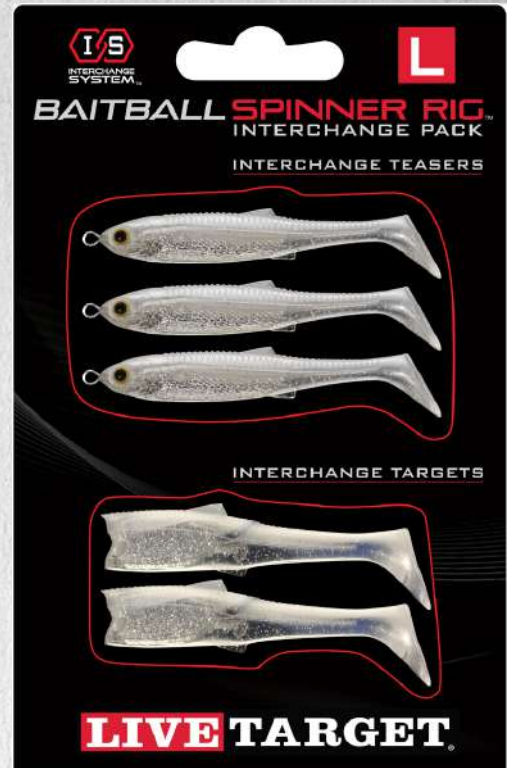
INTERCHANGE TARGET



Small

Medium

Large



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

FRESHWATER SPINNER RIG

HOLLOW BODY CRAW

Hollow Body
S E R I E S

FRESHWATER HOLLOW BODY



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



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

FRESHWATER HOLLOW BODY

HOLLOW BODY FROG

Hollow Body
S E R I E S

FRESHWATER HOLLOW BODY



500 Green / Yellow



501 Yellow / Black



502 Tan / Brown



503 Brown / Black



508 Green / Brown



514 Emerald / Brown



512 Floro Green / Yellow



519 Emerald / Red



517 Black / Black



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



500 Green / Yellow



502 Tan / Brown



503 Brown / Black



514 Emerald / Brown



512 Floro Green / Yellow



519 Emerald / Red



517 Black / Black



516 Albino / White

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 forged 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

FRESHWATER HOLLOW BODY

HOLLOW BODY MOUSE

Hollow Body
S E R I E S

FRESHWATER HOLLOW BODY



3 1/2"

2 3/4"

2 1/4"



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 1/4" / 60 mm	Floating	3/8 oz / 11 g
MHB70T	2 3/4" / 70 mm	Floating	1/2 oz / 14 g
MHB90T	3 1/2" / 90 mm	Floating	1 oz / 28 g

HOLLOW BODY SHINER

Hollow Body
S E R I E S



154 Pearl Ghost



155 Silver Flake



162 Metallic Blue Shiner



161 Violet Ghost Shiner



160 Amber / Silver Flake



163 Metallic Lemon Lime

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
SHB115T	4 1/2" / 115 mm	Floating	Topwater	1/2 oz / 14 g

FRESHWATER HOLLOW BODY

THREADFIN SHAD SWIMBAIT

Swimbait
SERIES®



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
SERIES®



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
SERIES®



"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

FRESHWATER SWIMBAITS

SUNFISH SWIMBAIT

Swimbait
S E R I E S



563 Natural Bluegill



562 Bronze Bluegill



551 Natural / Blue 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 3/8 oz / 38 g

FRESHWATER SWIMBAITS

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 1/4 oz / 35 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

FRESHWATER SWIMBAITS

TROUT SWIMBAIT

Swimbait
S E R I E S

Adult



7 ½"



6 ½"



715 Olive / Red



718 Silver / Violet

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

FRESHWATER SWIMBAITS

GOLDEN SHINER SWIMBAIT

Swimbait
SERIES®



8"



6 1/2"



5 1/2"



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 1/2" / 140 mm	Medium-slow	1 3/4 oz / 50 g
GSS159MS	6 1/2" / 159 mm	Medium-slow	2 1/2 oz / 71 g
GSS200MS	8" / 200 mm	Medium-slow	5 oz / 140 g

YELLOW PERCH SWIMBAIT

Swimbait
SERIES®



8"



5 1/2"



4 1/2"



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 1/2" / 113 mm	Medium-slow	3/4 oz / 21 g
YPS134MS	5 1/2" / 134 mm	Medium-slow	1 1/4 oz / 35 g
YPS200MS	8" / 200 mm	Medium-slow	4 3/4 oz / 135 g

FRESHWATER SWIMBAITS

JUVENILE PIKE SWIMBAIT

Swimbait
SERIES®



11 1/4"



807 Metallic / Green



8"



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

GOBY PADDLE TAIL



3 5/8"



3 1/4"



605 Natural



601 Natural / Bronze



606 Natural / Gold



607 Brown / Pumpkin

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

FRESHWATER SWIMBAITS

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, rattlebait, and jointed wakebait; perfect for catching fish from shallow to deep.



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
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
BGV65SK/PSV65SK	2 1/2" / 65 mm	Sinking	Variable	1/2 oz / 14 g

SUNFISH JOINTED WAKEBAIT



3 3/4"

BLUEGILL (BG)

PUMPKINSEED



100 Natural / Matte



100 Natural / Matte



102 Metallic / Gloss



102 Metallic / Gloss

MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
BGW95T/PSW95T	3 3/4" / 95 mm	Floating	0' - 1'	1 oz / 28 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. Tungsten weight transfer.



3 5/8"



2 7/8"



100 Natural / Matte



102 Metallic / Gloss



106 Florescent / Matte

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

FRESHWATER HARDBAITS

RAINBOW SMELT JERKBAIT

FRESHWATER HARDBAIS



201 Silver / Blue



202 Silver / Black



208 Gold / Black



*222 Pearl



*221 Silver / Orange



*224 Gold / Purple



*223 Blue / Chartreuse



*220 Gold / Orange

*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

MINNOW JERKBAIT



134 Silver / Pearl



241 Silver Pumpkin



240 Violet / Black Back



243 Gold / Perch



201 Silver / Blue



244 Emerald Shiner



202 Silver / Black



245 Chartreuse Belly

The LIVETARGET Minnow finesse jerkbait is a one-of-kind Minnow replica. The high-impact polycarbonate lip is installed separately from the main body fuselage. This unique design feature enables the lure to behave erratically when twitched, which perfectly represents the movement of a distressed minnow. The lip is extremely durable and has excellent deflection properties making it a great option for anglers targeting fish around cover, such as rock or wood. The bait sinks approximately 1' every 3 seconds and falls parallel. Equipped with a weight transfer, which generates a dense knock sound. Ultra-realistic paint finishes make this Minnow imitation ideal for targeting fresh and saltwater game fish.

MODEL	SIZE in / mm	WEIGHT oz / g	STYLE	DEPTH
MJB60SK	2 ½" / 60 mm	1/8 oz / 3 g	Slow Sinking	3' - 4'
MJB75SK	3" / 75 mm	1/4 oz / 7 g	Slow Sinking	4' - 5'

SONIC SHAD BLADE BAIT



FRESHWATER HARDBAITS



134 Silver / Pearl



242 Gold / Pumpkin



240 Violet / Black Back



243 Gold / Perch



201 Silver / Blue



224 Glow / Pearl



202 Silver / Black



211 Glow / Black



241 Silver / Pumpkin



210 Glow / Blue

The LIVETARGET Sonic Shad mimics a young shad fluttering in distress. The profile of the inner-core produces a life-like strobing flash, attracting game fish from a distance. (A) Snap the rod tip to impart an erratic darting action. (B) Drop the rod tip to generate a tantalizing falling shimmy and cradle action. The hook creates drag and holds it in the ideal striking position.

MODEL	SIZE in / mm	WEIGHT oz / g	STYLE	DEPTH
SNS50SK	2" / 50 mm	3/8 oz / 3 g	Sinking	Variable
SNS55SK	2 1/4" / 55 mm	1/2 oz / 7 g	Sinking	Variable

YELLOW PERCH RATTLEBAIT



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.



100 Natural / Matte



102 Metallic / Gloss



221 Florescent / UV



222 Glow / UV

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



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.



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

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

FRESHWATER HARDBAITS

TROUT JERKBAIT



900 Rainbow Trout



901 Brown Trout



903 Brook Trout

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.

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

FRESHWATER HARDBAIS

FROG POPPER



500 Green / Yellow



502 Tan / Brown



503 Brown / Black



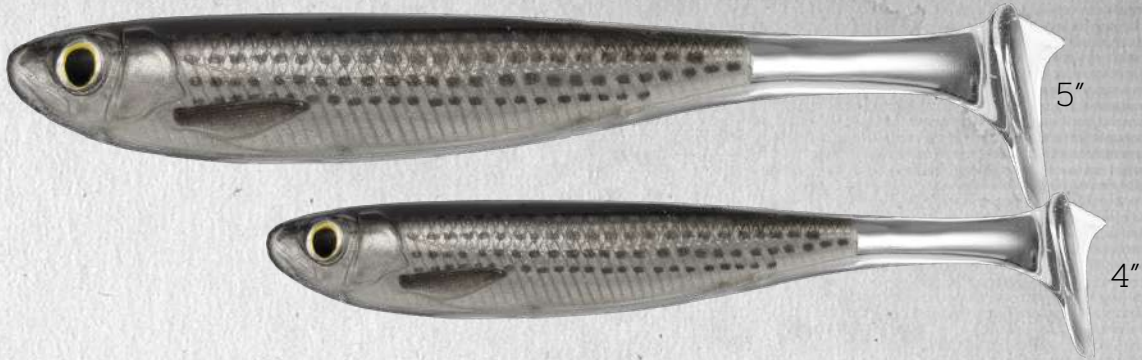
512 Floro Green / Yellow



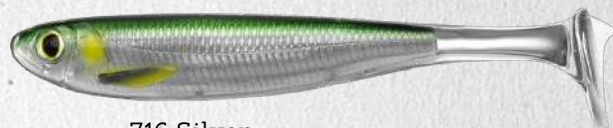
The Frog Popper is making waves, literally. Spitting and popping across the surface, the sound and surface commotion calls fish in from a distance. Seasoned anglers report an exceptional reaction when using the walk-the-dog technique. Fish it slow or fish it aggressively.

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

NEW SLOW-ROLL MULLET SWIMBAIT



721 Natural / Black



716 Silver

SALTWATER SOFTBAITS

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 Mullet, 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. Ideal for saltwater.

HOW TO FISH



MODEL	SIZE in / mm	STYLE	DEPTH
SRM100SK	4" / 100 mm	Slow-Sink	Variable
SRM125SK	5" / 125 mm	Slow-Sink	Variable

FLEEING SHRIMP SOFT PLASTIC JIG

SALI WATER JIGS



3 1/2"



2 3/4"



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 3/4" / 70 mm	1' per sec.	Variable	1/4 oz / 7 g
SSJ85SK	3 1/2" / 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

915 Pink

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

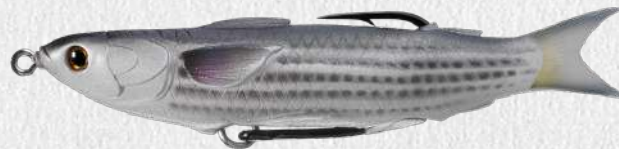
SALTWATER JIGS

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.

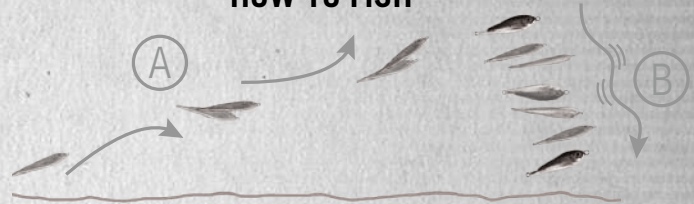
MODEL	SIZE in / mm	STYLE	DEPTH	WEIGHT oz / g
MUH95T	3 3/4" / 95 mm	Floating	Topwater	3/8 oz / 11 g
MUH115T	4 1/2" / 115 mm	Floating	Topwater	1/2 oz / 14 g
MUH135T	5 3/8" / 135 mm	Floating	Topwater	5/8 oz / 18 g

SALI WATER HOLLOW BODY

FLUTTER SARDINE JIGGING SPOON



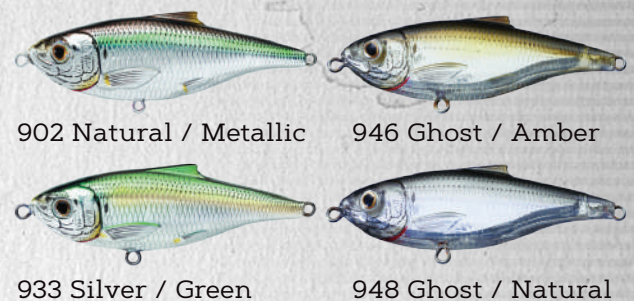
HOW TO FISH



The Flutter Sardine mimics a 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 game fish in saltwater.

MODEL	SIZE in / mm	WEIGHT oz / g	STYLE	DEPTH
FSDJ50SK	1 1/4" / 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

SCALED SARDINE TWITCHBAIT



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
SST75S	3" / 75 mm	Suspend	0 - 1'	7/16 oz / 12 g
SST90S	3 1/2" / 90 mm	Suspend	0 - 1'	11/16 oz / 19 g

SALTWATER HARDBAITS

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

SALTWATER SWIMBAITS

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
SERIES®



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
SERIES®



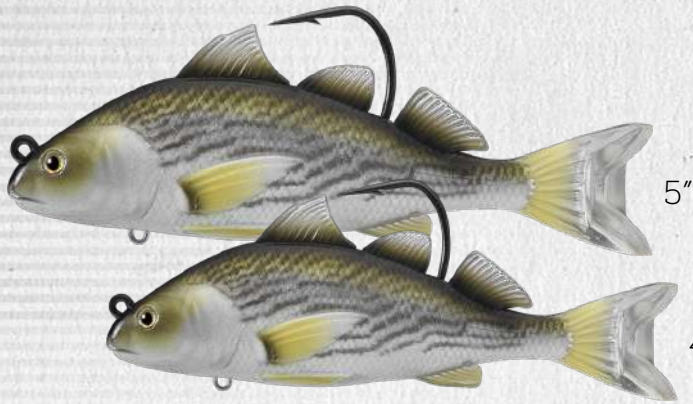
The Mullet Swimbait is perfect for exciting in-shore action. This soft plastic life-like Mullet can be used in skinny water, over grass and shallows or for fishing in current. The tight tail action brings the Mullet to life. The Mullet Swimbait is the ideal live bait alternative.

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



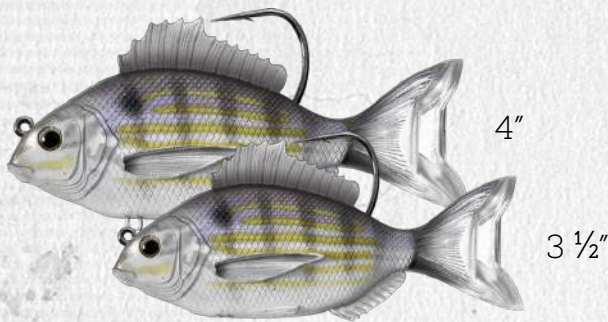
909 Yellowfin Croaker

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 3/4 oz / 50 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

SALTWATER SWIMBAITS

THE LIVEWELL DOESN'T LIE



LIVE TARGET®

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