

FLY FISHERMAN



2016 Media Kit

FLY FISHERMAN has been the leading magazine of fly fishing for more than 45 years. Five times per year we bring you the best information on local and exotic destinations, tactics and techniques to help fly fishers of all skill levels catch more fish, new fly patterns from the world's best tiers, and the latest news on how we are preserving and restoring our precious fisheries.





The Authoritative Source

Our contributors include internationally recognized authorities like Lefty Kreh, René Harrop, and Dave Whitlock, as well as a young generation of guides and fly tiers like April Vokey, Blane Chocklett, Charlie Craven, and Oliver White who are exploring new frontiers, and along the way finding better ways of solving old problems. Together, they'll give you a deeper understanding of the challenges and the rewards, and help you get more out of the sport whether you're swinging for winter steelhead, or trying flies in your man cave.



FLY FISHERMAN

Our Readers Participate

FLY FISHERMAN is clearly the leader in the fly-fishing marketplace. Advertise in FLY FISHERMAN and reach your target market—hardcore, equipment-hungry fly fishers...

FLY FISHERMAN'S readership:

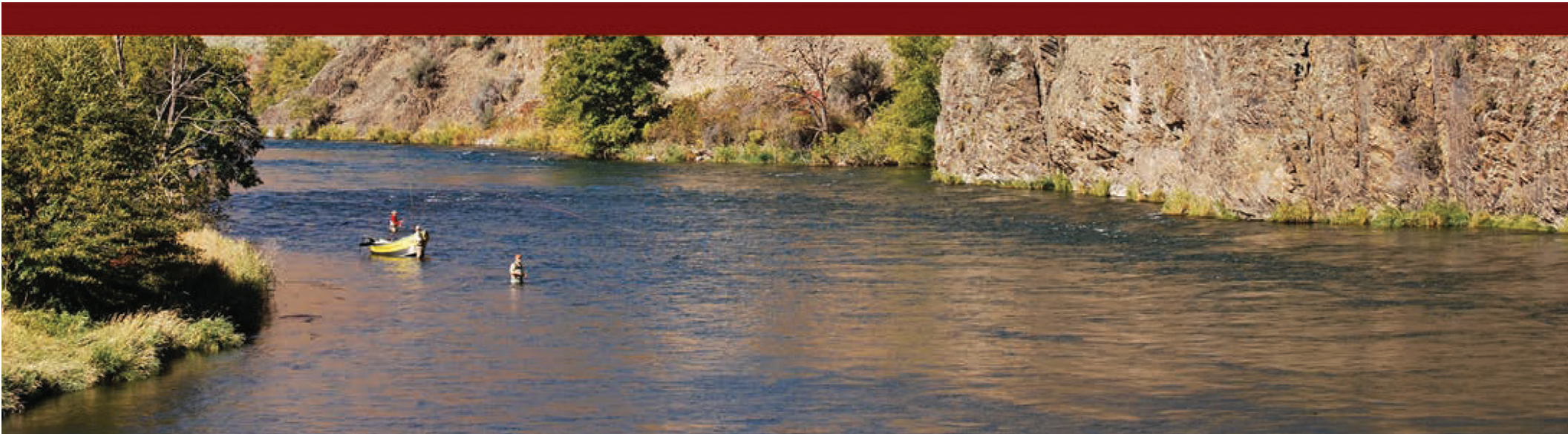
- ▶ 45% have an income in excess of \$100,000*
23% in excess of \$150,000*
- ▶ 73% took a fly-fishing related trip in the past 12 months*
- ▶ 64% have been fly fishing for over 10 years*
- ▶ 69% fly fish more than 21 days each year*
48% more than 31 days each year*
- ▶ 89% rate their skill level at intermediate or better*
47% advanced or expert*

FLY 
FISHERMAN

Annual purchases:

- Fly Rod(s) – 59% or over 45,000 readers*
- Fly Reel(s) – 55% or over 42,000 readers*
- Fly Line(s) – 73% or over 55,000 readers*
- Waders – 35% or over 26,000 readers*
- Wading Boots – 42% or over 32,000 readers*

*2011 Zoomerang Readership Survey

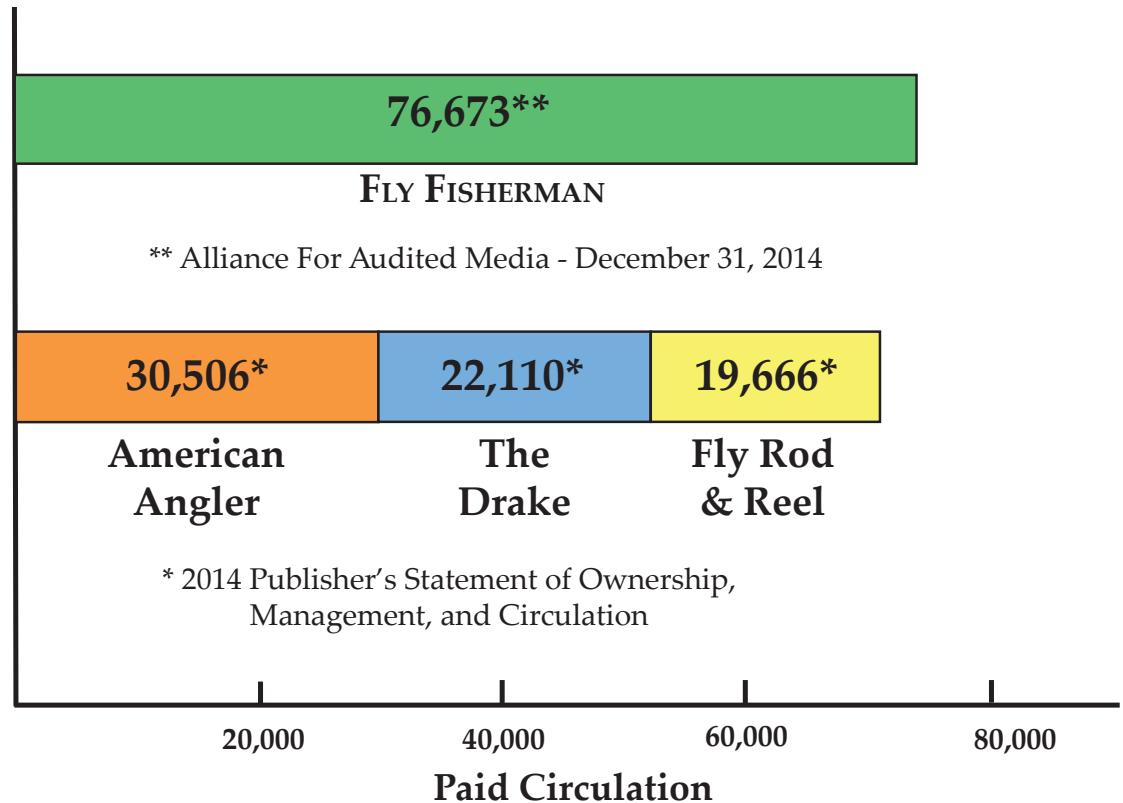




The Leader in Circulation

FLY FISHERMAN magazine is committed to providing advertisers with true, accurate circulation numbers verified by the Alliance for Audited Media—the oldest and largest independent magazine auditing organization.

FLY FISHERMAN has a paid, audited circulation greater than the combined paid, unaudited circulations of *Fly Rod & Reel*, *The Drake* and *American Angler*.



Fly Fisherman 2016 Display Ad Rates

AD SIZE		1X	3X	5X	8X	10X	13X
Full Page	Color	\$9,800	\$8,785	\$7,800	\$7,400	\$6,955	\$6,605
	B&W	\$7,150	\$6,415	\$5,700	\$5,405	\$5,080	\$4,825
2/3 Page	Color	\$7,980	\$7,155	\$6,190	\$6,055	\$5,675	\$5,385
	B&W	\$5,270	\$4,730	\$4,200	\$3,990	\$3,745	\$3,555
1/2 Page	Color	\$6,380	\$5,730	\$5,090	\$4,835	\$4,525	\$4,300
	B&W	\$4,180	\$3,755	\$3,335	\$3,165	\$2,965	\$2,815
1/3 Page	Color	\$4,865	\$4,355	\$3,860	\$3,670	\$3,440	\$3,270
	B&W	\$2,835	\$2,545	\$2,270	\$2,155	\$2,015	\$1,915
1/6 Page	Color	\$2,655	\$2,395	\$2,125	\$2,015	\$1,880	\$1,785
	B&W	\$1,510	\$1,360	\$1,210	\$1,150	\$1,065	\$1,015
Two Page Spread	Color	\$17,570	\$15,815	\$14,050	\$13,345	\$12,515	\$11,895
	B&W	\$12,875	\$11,550	\$10,255	\$9,745	\$9,140	\$8,680
Cover 2		\$10,680	\$9,565	\$8,430	\$7,995	\$7,585	\$7,200
Cover 3		\$10,480	\$9,395	\$8,265	\$7,850	\$7,440	\$7,065
Cover 4		\$11,075	\$9,910	\$8,725	\$8,285	\$7,850	\$7,455

15% agency discount applicable on display ads
when camera-ready material is provided

FLY FISHERMAN 2016 AD CLOSING DATES

ISSUE	CLOSING	ON-SALE
FEB/MAR	OCT 21, 2015	JAN 5, 2016
APR/MAY	DEC 15, 2015	MAR 1, 2016
JUNE/JULY	FEB 24, 2016	MAY 3, 2016
AUG/SEP	APR 26, 2016	JULY 5, 2016
OCT/NOV/DEC	JULY 26, 2016	OCT 4, 2016

FLY 
FISHERMAN

Fly Fisherman Digital Advertising Opportunities

Fly Fisherman online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on fly fishing, presented with engaging video content, gear reviews, fishing strategies and access to this avid community of anglers.

Fly Fisherman Online: Vital Statistics

Monthly Avg.

Unique Visitors	44,000
Pageviews	193,000
Traffic from Mobile Device	25%
Traffic from Tablet	15%

Fly Fisherman e-Newsletter

Subscribers

2x/month Distribution	55,000
-----------------------	--------

Source: Google Analytics, September 1, 2014 - August 31, 2015.

Site Skin

728 x 90 Leaderboard

300 x 250 Rectangle

Fly Fisherman e-Newsletter

The collage illustrates the digital advertising opportunities across different platforms:

- Desktop Website:** Shows the main navigation menu (FORUMS, NEWS, GEAR, FLY TYING, DESTINATIONS, EDITOR'S NOTEBOOK, BEGINNERS) and various content tiles like 'New Zealand is...', 'Slip-and-Grasp Landing Technique', and 'New Zealand Fly'. A search bar and social media icons are also visible.
- Mobile Website:** Shows the responsive design of the website on a smartphone, highlighting the 'Slip-and-Grasp Landing Technique' article.
- Tablet Website:** Shows the website layout on a tablet, featuring a 'Fly Fishing Tackle Checklist' article.
- Advertising Spots:** Includes a 728 x 90 Leaderboard ad for 'New Zealand is...' and a 300 x 250 Rectangle ad for 'New Zealand Fly'.
- Newsletter Sign-up:** A 'Fly Fisherman e-Newsletter' sign-up form is shown on the right side.
- Content Targeted Ads:** A 'Fly Fisherman Mobile' ad is shown at the bottom, featuring a 'WIN' banner.

Fly Fisherman Digital Advertising Rates



Outdoor Sportsman Group Digital

Network offers marketers the ability to develop highly-targeted campaigns that are fully integrated with any combination of multimedia assets – including OSG magazines, television programming, mobile and events.

These advertising opportunities give your products and services high-profile exposure to 80+million American Sportsmen – and drive results!

Display Advertising Units: The OSG network utilizes the Internet Advertising Bureau's (www.iab.net) standard display units as well as several custom creative options.

Streaming Video: Delivers your brand's video messaging (or TV spot) to a captive audience via:

- :15 or :30 pre-roll

- Embedded in custom Superheader ad

E-Mail Newsletters: Sent directly to opt-in subscribers, with advertisements appearing within the most current information and content on Sportsmen's preferred passion – whether it is hunting, fishing or shooting.

- Custom e-blasts (with exclusive content about your brand) are also available.

Custom Creative: High-profile and engaging ad units that best position your brand and surround the most relevant content across OSG websites.

Targeting: Increase your hyper-focused marketing efforts by targeting consumers most likely to purchase - we deliver potential buyers to your home page, specific product pages, e-commerce site or retail location.

- Available with geographic, contextual or section targeting.

- Sponsorships available for specific sections of content and specific stories – please inquire.

Online Ad Specs: Comprehensive technical advertising creative specifications are available by clicking [here](#).

OSG Online Properties Complement and Support the Most Effective Multi-Media Marketing Programs

Online User Demographics

Male: (%)	76.7	Unique Visitors per Month (MM)	6.6
Median Age:	43.0	Page Views per Month (MM)	35.1
Age 18-49: (%)	45.4	Average Time Spent (minutes)	10.2
Age 35-64: (%)	55.0	Average Page Views/Visit	5.3
Average HHI:	\$77,000	Researched Product Online (%)	85.1
Fish (Index)	254	Brought Product Online (%)	85.0
Hunt (Index)	425	Camp (Index)	157

Sources: Google Analytics Sept-Aug 2015 monthly average; Digital User Survey, TouchPoint Research June 2014 (demographics, activities); ComScore July 2014 (median age).

Advertising Rates & Positions

All online advertising is sold on a cost-per-thousand (CPM) basis, unless otherwise noted.

Site Placement	Advertising Unit	Net CPM
Leaderboard	728 x 90	\$10
Medium Rectangle	300 x 250	12
Sticky-Medium Rectangle	300 x 250	10
Half-Page	300 x 600	14
Roadblock	300 x 250; 728 x 90	20
Targeting	Geographic, Section, Contextual	CPM plus \$2
Mobile	320 x 50 / 300 x 50	5

Custom Creative

Site Placement	Advertising Unit	Net CPM
Video Pre-Roll: 15 / 30 Seconds	640 x 480	\$20/30
Superheader	1020 x 90 > 1020 x 415	35 with video/25
Site Skin	1400 x 800	25
Interstitial (pre-)	600 x 400	25
E-Commerce Widget	Custom, with product integration	25

E-Mail Newsletters & Custom E-Blasts

Site Placement	Advertising Unit	Net CPM
E-Mail Newsletter (by brand)	728 x 90, 300 x 250	Flat fee; see p. 5
Custom E-Blast	600 x 800	50

Outdoors Sportsman Group Digital Network also offers customized packages, beyond standard sizes and placements, that satisfy the specific needs and objectives of our clients. For more information, please contact your local sales rep or email: david.grant@outdoorsg.com.

Terms : **ROS:** Run-of-site (on a specific website). **ROC:** Run-of-category (hunt, fish, shoot). **RON:** Run-of-network (all OSG websites).



Fly Fisherman Special Advertising Sections

Classified Rates

1X \$5.35 per word	3X \$5.00 per word	5X \$4.65 per word
------------------------------	------------------------------	------------------------------



ONSTREAM

AD SIZE		1X	3X	5X
1½"	Color	\$365	\$335	\$275
	B&W	\$340	\$310	\$250
3"	Color	\$685	\$605	\$500
	B&W	\$635	\$555	\$445
4½"	Color	\$1,030	\$910	\$750
	B&W	\$955	\$835	\$670

Column width is 2¾"



FLY TIER'S SHOWCASE

Fly Tier's Showcase follows the Fly Tier's Bench in each issue of Fly Fisherman

AD SIZE		1X	3X	5X
1/8 page	Color	\$650	\$600	\$550
	B&W	\$550	\$500	\$450
1/4 page	Color	\$1,300	\$1,200	\$1,100
	B&W	\$1,100	\$1,000	\$900



MARKET PLACE

Market Place display ads will appear at the beginning of the Market Place section in each issue of Fly Fisherman

AD SIZE		1X	3X	5X
1/8 page	Color	\$650	\$600	\$550
	B&W	\$550	\$500	\$450
1/4 page	Color	\$1,300	\$1,200	\$1,100
	B&W	\$1,100	\$1,000	\$900





2016 Annual Publications

Fly Fishing Made Easy

2016 Fly Fishing Made Easy will explain what gear you need to get started and how to make smart purchasing decisions; demonstrate basic knots; teach casting and presentation skills; promote proper catch-and-release fishing; and explain how fly fishing is a four-season sport not just for trout but a variety of warmwater and saltwater species.

Gear Guide

2016 Gear Guide highlights the best fly-fishing tackle on the market today. Novice and expert anglers all have similar questions. What rods, reels, lines, and waders are best for my type of fishing? What are the best values out there? What specific products do the experts recommend? We'll share the results of our extensive testing and recommend the best fly fishing tackle in the world.

2017 GEAR GUIDE

AD CLOSE SEPTEMBER 6, 2016
ON SALE NOVEMBER 9, 2016

AD SIZE		1X	3X	5X
Full Page	Color	\$2,500	\$2,350	\$2,080
	B&W	\$1,850	\$1,735	\$1,630
2/3	Color	\$1,925	\$1,810	\$1,700
	B&W	\$1,425	\$1,345	\$1,255
1/2	Color	\$1,675	\$1,570	\$1,470
	B&W	\$1,245	\$1,160	\$1,095
1/3	Color	\$1,175	\$1,120	\$1,050
	B&W	\$870	\$810	\$760
1/4	Color	\$925	\$870	\$810
	B&W	\$685	\$640	\$595
1/6	Color	\$675	\$640	\$590
	B&W	\$500	\$470	\$435
Spread	Color	\$5,000	\$4,700	\$4,125
	B&W	\$3,700	\$3,475	\$3,260
Cover 2		\$3,035	\$2,855	\$2,625
Cover 3		\$2,905	\$2,730	\$2,510
Cover 4		\$3,170	\$2,980	\$2,735

2016 FLY FISHING MADE EASY

AD CLOSE MARCH 9, 2016
ON SALE MAY 17, 2016

AD SIZE		1X	3X	5X
Full Page	Color	\$2,000	\$1,880	\$1,665
	B&W	\$1,480	\$1,390	\$1,305
2/3	Color	\$1,540	\$1,450	\$1,360
	B&W	\$1,140	\$1,075	\$1,005
1/2	Color	\$1,340	\$1,255	\$1,175
	B&W	\$995	\$930	\$875
1/3	Color	\$940	\$895	\$840
	B&W	\$695	\$650	\$610
1/4	Color	\$740	\$695	\$650
	B&W	\$550	\$510	\$475
1/6	Color	\$540	\$510	\$470
	B&W	\$400	\$375	\$350
Spread	Color	\$4,000	\$3,760	\$3,300
	B&W	\$2,960	\$2,780	\$2,610
Cover 2		\$2,430	\$2,285	\$2,100
Cover 3		\$2,325	\$2,185	\$2,010
Cover 4		\$2,535	\$2,385	\$2,190

DISCOUNT/ADVERTISE BOTH

AD SIZE		1X	3X	5X
Full Page	Color	\$3,825	\$3,595	\$3,185
	B&W	\$2,830	\$2,655	\$2,495
2/3	Color	\$2,945	\$2,770	\$2,600
	B&W	\$2,180	\$2,055	\$1,920
1/2	Color	\$2,560	\$2,400	\$2,250
	B&W	\$1,905	\$1,775	\$1,675
1/3	Color	\$1,795	\$1,710	\$1,605
	B&W	\$1,330	\$1,240	\$1,165
1/4	Color	\$1,415	\$1,330	\$1,240
	B&W	\$1,050	\$975	\$910
1/6	Color	\$1,030	\$975	\$900
	B&W	\$765	\$720	\$665
Spread	Color	\$7,650	\$7,190	\$6,310
	B&W	\$5,660	\$5,315	\$4,990
Cover 2		\$4,645	\$4,370	\$4,015
Cover 3		\$4,445	\$4,175	\$3,840
Cover 4		\$4,850	\$4,560	\$4,185

Mechanical Requirements

Unit	Width	Depth
2 page spread bleed	15 ³ / ₄ "	10 ³ / ₄ "
Full page bleed	8"	10 ³ / ₄ "
Full page no bleed	6 ³ / ₄ "	9 ¹ / ₂ "
2/3 page vertical	4 ³ / ₈ "	9 ¹ / ₂ "
1/2 page vertical	4 ³ / ₈ "	7 ¹ / ₄ "
1/2 page horizontal	6 ³ / ₄ "	4 ³ / ₄ "
1/3 page square	4 ³ / ₈ "	4 ³ / ₄ "
1/3 page vertical	2 ¹ / ₈ "	9 ¹ / ₂ "
1/3 page horizontal	6 ³ / ₄ "	3 ³ / ₈ "
1/4 page vertical	3 ³ / ₈ "	4 ³ / ₄ "
1/6 page vertical	2 ¹ / ₈ "	4 ³ / ₄ "
1/8 page horizontal	3 ³ / ₈ "	2 ¹ / ₈ "

Trim Size: 7³/₄" x 10¹/₂".

Bleed Size: 8" X 10³/₄"

Printed: Web Offset

Binding: Saddle Stitched — Annual Guides
Saddle Stitched — Fly Fisherman

Contact Info

Steve Hoffman
Publisher
(218) 824-2554 • FAX (218) 829-3091
steve.hoffman@imoutdoors.com

Ben Hoffman
Fly Fisherman Advertising Manager
(717) 695-8075 • FAX (717) 545-2527
benh@flyfisherman.com

Ross Purnell
Editorial Director
(717) 695-8073 • FAX (717) 545-2527
ross@flyfisherman.com

Digital Requirements

InterMedia Outdoors (IMO) has launched their new Web Based Ad Portal. The ad portal is a new and convenient way to submit digital ad materials, perform preflight checking and get confirmation of your ads. It is fast, easy and a free service to all advertisers. Copy and paste this link to get started: <http://imo.sendmyad.com>

Log onto <http://imoutdoorsmedia.com/IM3/>
to download detailed production specifications.

Advertising Mailing Instructions

Send insertion orders and/or printing materials to:

Mike Bentler
Fly Fisherman
7819 Highland Scenic Rd, Baxter, MN, 56425
PH (218) 824-2533 • FAX (218) 829-3091
Michael.Bentler@imoutdoors.com

Contact your sales representative for shipping
address for magazine inserts.

**OUTDOOR
SPORTSMAN**
GROUP