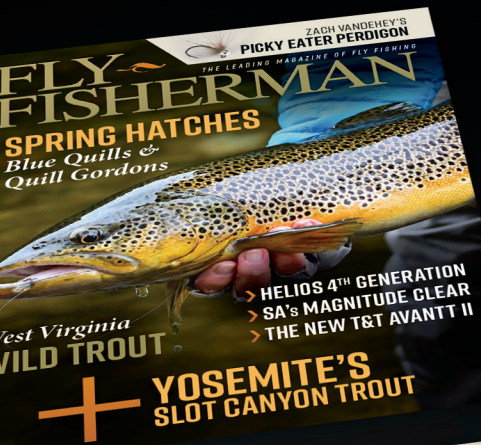


FLY FISHERMAN

THE LEADING MAGAZINE OF FLY FISHING

2025 MEDIA KIT





MISSION STATEMENT

FLY FISHERMAN HAS BEEN THE LEADING MAGAZINE OF FLY FISHING SINCE 1969. EIGHT TIMES PER YEAR WE PROVIDE 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 VALUABLE FISHERIES.

THE AUTHORITATIVE SOURCE

Our regular contributors include internationally recognized guides and fly tiers like Hilary Hutcheson, George Daniel, Blane Chocklett, Landon Mayer, Michael Wier, and Charlie Craven. This new generation is following in the footsteps of FLY FISHERMAN writers like Lefty Kreh, Gary LaFontaine, and Ernest Schwiebert. Our author/experts are constantly 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 of fly fishing, and help you get more out of the sport whether you're swinging for winter steelhead, or tying flies for a dream trip to Montana.



FLY FISHERMAN's documentary film *One Path: The Race to Save Mongolia's Giant Salmonids* won "Best Freshwater Fishing Film" at *The Drake* magazine's 2019 Flyfishing Video Awards. Editor and publisher Ross Purnell received the "2019 President's Choice Award" presented by the Outdoor Writers Association of America in their annual "Excellence in Craft Contest," as well as first place in the "TV/Video Contest Fishing Category," and second place in the "TV/Video Contest Conservation or Nature Category."



The 90-minute documentary film *Blood Run: Fly Fishing with Amazon Warriors* highlighted the incredible fishing in the clear headwaters of the Amazon River, and detailed the conservation efforts of the Kayapo people in preserving their land and their pristine rivers from encroaching fires, clear-cutting, and mining. *Blood Run* premiered in prime time twice on Outdoor Channel on the opening night in August of 2020, and it aired multiple times in the months after on Outdoor Channel, Sportsman Channel, and World Fishing Network. In October 2020, the film enjoyed digital premieres on Facebook, Instagram, and YouTube with a total audience of more than 1.3 million combined on cable TV networks and social media.

OSG NETWORK GENERATED IMPRESSIONS 2.8 MILLION+



In the post-covid era, popular rivers are often crowded, foreign travel is complicated or overbooked, and boat launches can be a zoo. FLY FISHERMAN's newest short film *Over the Guardrail* is a story of two distant relatives who share a close bond due to their love for the outdoors. Together, they find untapped rivers just off or actually under the freeway—places that are in plain sight, but provide solitude and other hidden secrets like smallmouth bass and wild brown trout. Join FLY FISHERMAN editor/publisher Ross Purnell and his nephew Josh Burnham as they escape to a suburban wilderness in a 2-man raft to find after-dark mayfly hatches, death-defying rope swings, big trout in small places, and unexpected friends in strange places.

Sponsored by NRS Fishing, Troegs Brewing, Abel Reels, Scientific Anglers, Orvis, Flymen Fishing Company, Tornado Anchors, the film debuted on-line through FLY FISHERMAN digital channels in January 2023.

FLYFISHERMAN.COM

FILM & EDITORIAL MENTIONS

TOTAL PAGEVIEWS: 57,521

TOTAL UNIQUES: 52,292

AVG. TIME SPENT ON PAGE: 8:09

SOCIAL MEDIA

FILM & PROMOTION

TOTAL REACH/IMPRESSIONS: 172,163

TOTAL ENGAGEMENT/CLICKS/LIKES: 4,979

AVG. AUDIENCE ENGAGEMENT: 5.13%

SOCIAL MEDIA FILM VIEWS: 30,606

PRINT

MULTIPLE MENTIONS - GEAR GUIDE 2023

FULL-PAGE AD - FEB/MAR '23

EDITORIAL MENTION - APR/MAY '23

TOTAL REACH/IMPRESSIONS: 2,551,791

EXTERNAL DIGITAL MEDIA COVERAGE

- Orvis, Midcurrent, The Venturing Angler, and The Ozark Fly Fisher Journal shared the film their digital networks.
- TCO Fly Shop (largest shop in the East) shared posts and emailed 75,000 subscribers promoting the film.
- Doc Fritchey Trout Unlimited and Flylords Magazine shared the trailer and premiere event information on their websites.
- **USA TODAY NETWORK**
The USA Today network ran a story on *Over the Guardrail* that appeared in 14 different markets, both print and online.



SOMETIMES A MONUMENTAL JOURNEY CAN BE CLOSE TO HOME

WELCOME



#OVERTHEGUARDRAIL

THANK YOU FOR YOUR SUPPORT!



2024 EXCELLENCE IN CRAFT AWARD

THE AWARD FOR OVER THE GUARDRAIL WAS FIRST PLACE IN THE TV/VIDEO/WEBCAST CATEGORY

LIVE PREMIERE EVENT

JAN. 21, 2023 AT TRÖEGS INDEPENDENT BREWING WITH 100+ PAYING ATTENDEES.

POSTERS PLACED THROUGHOUT THE BREWERY FOR ONE MONTH IN ADVANCE (REACHING THOUSANDS AT THE LARGEST BREWERY IN THE REGION). TRÖEGS ALSO PROMOTED THE FILM THROUGH THEIR SOCIAL MEDIA.

TCO FLY SHOP WAS A LOCAL SPONSOR AND PROMOTED THE FILM THROUGH THEIR SOCIAL MEDIA AND EMAIL LIST, REACHING OVER 75,000 CUSTOMERS.

\$9,000+ WAS RAISED FOR THE LOCAL DOC FRITCHEY CHAPTER OF TROUT UNLIMITED THROUGH RAFFLES, AND A SILENT AUCTION. TCO FLY SHOP, ALONG WITH OTHER SPONSORS, DONATED GREAT PRIZES SUCH AS ABEL REELS, ORVIS H3 FLY RODS, NRS KAYAK, FLY LINES FROM SCIENTIFIC ANGLERS, ARTWORK, GUIDE TRIPS, AND MORE!



ADDITIONAL LIVE SCREENINGS

THERE WAS A LIVE VIEWING HELD AT THE ANNUAL LIMESTONER BANQUET OF CUMBERLAND VALLEY TROUT UNLIMITED, AND THERE WAS A LIVE VIEWING FRIDAY, APRIL 14, 2023 AT THE HARRISBURG ANGLER'S CLUB.



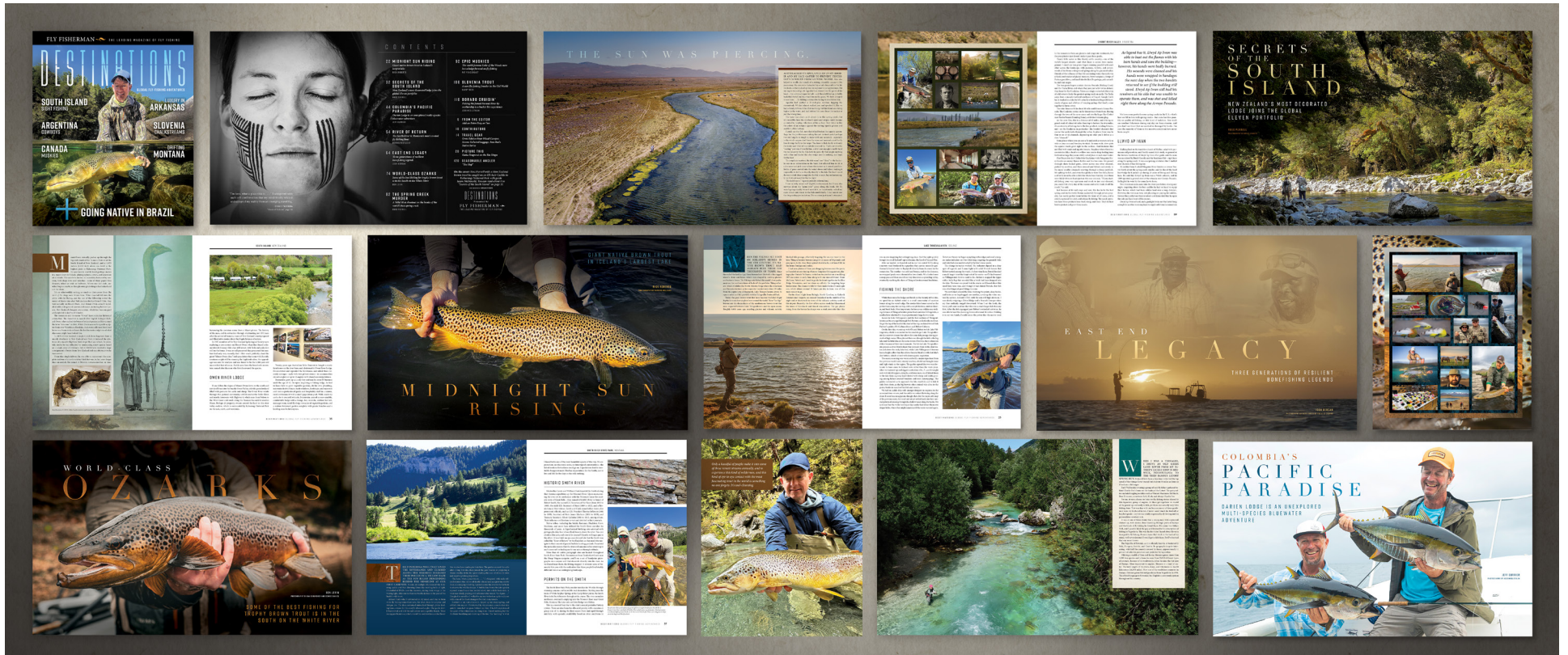
The fly-fishing-travel market is strong. There are large numbers of hardcore fly fishers who are 55 to 65 years old who are top income earners in their professional fields, and in this post-covid era there is a strong motivation among this group to travel now, while they still have their health, and restrictions are limited or non-existent. They just need to hear about the opportunities. There is also a smaller group of younger professionals who don't yet have kids, and they are also seizing the opportunity right now to use that freedom for fly-fishing travel.

These groups are just two of the reasons why we publish *Destinations* magazine to help guide consumers toward the best lodges and outfitters in the world. *Destinations* goes on sale in early September 2025 and is on sale nationwide for 90 days.

This glossy, coffee-table magazine is targeted at traveling fly fishers who annually spend \$10,000 to \$20,000 on fly-fishing travel, and are looking for a quality experience tailored for their unique appetites for wild environments, rewarding fishing, and at the end of the day, comfortable accommodations and fine dining.

Destinations magazine is a stunning visual guide to these places. It is 120 pages printed on 50-pound #3 Somerset Gloss paper, perfect scored and hinged, with a cover printed on 150-pound paper and a soft touch gloss finish. It's a media experience that is cherished, saved, and read over and over again in living rooms, fly shops, and fine fishing lodges around the world.

Destinations is a handbook and a field guide, not just for future adventures, exotic species, giant trout, and great adventures, but for the best rods, reels, and outerwear they'll need to make it successful.



2024 FLY FISHERMAN AT A GLANCE

- ▶ PAID CIRCULATION 69,399
- ▶ FREQUENCY 5X/YEAR
- ▶ TOTAL AUDIENCE 755,183
- ▶ AVG. HOUSEHOLD INCOME \$137,000

FLY FISHERMAN REACHES THE LARGEST PAID, AUDITED CIRCULATION IN THE WORLD OF FLY FISHING, AND IS COMMITTED TO PROVIDING ADVERTISERS WITH TRUE, ACCURATE CIRCULATION NUMBERS VERIFIED BY THE ALLIANCE FOR AUDITED MEDIA. NO OTHER MEDIA COMPANY IN THIS SPACE IS THIRD-PARTY VERIFIED.

OUR READERS ARE REAL CONSUMERS. THEY ARE SELF-IDENTIFIED FLY FISHERS WHO ARE WILLING TO PAY FOR THE BEST CONTENT AND THE BEST GOODS AND SERVICES OUR SPORT HAS TO OFFER. THEY SIT, THEY READ, AND THEY THUMB THROUGH EVERY PAGE OF *FLY FISHERMAN*, SAVORING THE EXPERIENCE AS THEY WOULD A DAY ON THE STREAM. THE MOST COMMON COMMENT WE HEAR IS "I LOVE LOOKING AT THE ADS."

OUR READERS PARTICIPATE

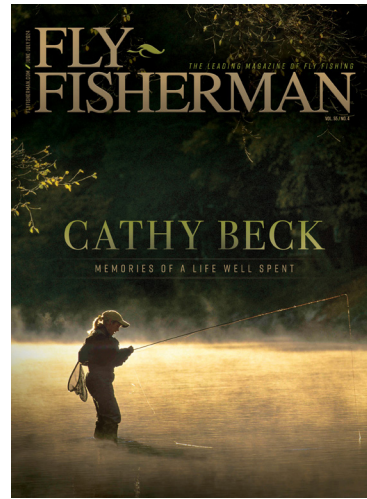
FLY FISHERMAN IS CLEARLY THE LEADER IN THE FLY-FISHING MARKETPLACE. ADVERTISE IN *FLY FISHERMAN* AND REACH YOUR TARGET MARKET—HARDCORE, EQUIPMENT-HUNGRY FLY FISHERS, WHO TRAVEL FREQUENTLY TO FLY FISH.

FLY FISHERMAN'S READERSHIP:

- Average household net worth - \$896,360
- 30% have net worth > \$1,000,000
- Have been subscribing to *FLY FISHERMAN* an average of 6 years
- Fly fish an average of 38 days/year
- Spends \$70,000,000+ annually on fly fishing gear and equipment
- 95% rate their skill level at intermediate or better
- 60% rate their skill level at advanced or expert
- 74% take an overnight fly fishing trip annually, averaging a total of 14 days and spending over \$115,000,000+ on overnight fly fishing travel
- 31% fly fish in saltwater
- 36% plan to buy a new fly rod – 24,000+ fly rods



2023 ISSUE COVERS FEATURING THE INDUSTRY'S TOP FLY ANGLERS



FEB/MAR

- Conservationist of the Year
- Annual Gear Guide Awards
- Belize DIY
- The Death of a Fly Shop
- Ed Jaworowski: The Critical One Second

CLOSING DATE*
10/24/24
ON NEWSSTAND*
1/7/25

APR/MAY

- Small Stream Fishing with George Daniel
- Popper Styles and Function
- Mobile Fly Shops
- Ed Jaworowski: Leveraging your Cast
- Tips for Highly Pressed Western Waters

CLOSING DATE*
12/19/24
ON NEWSSTAND*
3/4/25

JUNE/JULY

- Ed Jaworowski Casting Clinic
- Father/son B.C. Steelhead
- Bahamas Bonefish
- Night Game: Fishing the Midwest Hex Hatch
- Ed Jaworowski: Casting Angles

CLOSING DATE*
2/26/25
ON NEWSSTAND*
5/6/25

AUG/SEPT

- Chasing Cobia with Blane Chocklett
- Yuba River Steelhead
- Backpacking West Virginia
- Colorado's Grand Mesa
- Ed Jaworowski: Perfecting Your Backcast

CLOSING DATE*
4/21/25
ON NEWSSTAND*
7/1/25

OCT/NOV/DEC

- Great Lakes Tributaries
- Exploring the Sierra High Country
- Sixth Level Streamer Fishing
- Ed Jaworowski: Curve Casts & Roll Casts

CLOSING DATE*
7/29/25
ON NEWSSTAND*
10/7/25

FLY FISHING MADE EASY | AD CLOSE 3/5/25 | ON SALE 5/13/25



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.

4-Color	1x	3x	5x
Full Page	\$2,205	\$2,070	\$1,835
2/3 Page	1,700	1,600	1,500
1/2 Page	1,475	1,385	1,295
1/3 Page	1,035	985	925
1/4 Page	815	765	715
1/6 Page	595	560	515
Spread	4,410	4,145	3,640

B&W	1x	3x	5x
Full	\$1,630	\$1,530	\$1,435
2/3	1,255	1,185	1,105
1/2	1,095	1,025	965
1/3	765	715	670
1/4	605	560	520
1/6	440	410	385
Spread	3,265	3,065	2,875

Covers	1x	3x	5x
Cover 2	\$2,680	\$2,520	\$2,315
Cover 3	2,565	2,410	2,215
Cover 4	2,795	2,630	2,415

2026 GEAR GUIDE | AD CLOSE 8/26/25 | ON SALE 11/4/25



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.

4-Color	1x	3x	5x
Full Page	\$2,755	\$2,590	\$2,290
2/3 Page	2,120	1,995	1,875
1/2 Page	1,845	1,730	1,620
1/3 Page	1,295	1,235	1,155
1/4 Page	1,020	960	890
1/6 Page	745	705	650
Spread	5,515	5,185	4,550

B&W	1x	3x	5x
Full	\$2,040	\$1,915	\$1,800
2/3	1,570	1,480	1,385
1/2	1,370	1,280	1,210
1/3	960	890	835
1/4	755	705	655
1/6	550	520	480
Spread	4,080	3,835	3,595

Covers	1x	3x	5x
Cover 2	\$3,350	\$3,150	\$2,895
Cover 3	3,205	3,010	2,770
Cover 4	3,495	3,285	3,015

DESTINATIONS | AD CLOSE 6/23/25 | ON SALE 9/2/25



DESTINATIONS is an insider look at the finest fishing opportunities on the planet. This 120-page, square-bound fly-fishing travel guide is printed on 50-pound Somerset Gloss paper. It's a book that will be cherished, saved, and read over and over again in living rooms, fly shops, and fine fishing lodges around the world.

4-Color	
Full Page	\$1,645
Spread	\$2,755



MARKETPLACE

AD SIZE		1x	3x	5x
1/8 page	Color	\$715	\$660	\$605
	B&W	605	550	495
1/4 page	Color	1,430	1,320	1,210
	B&W	1,210	1,100	990

Market Place display ads will appear at the beginning of the Market Place section in each issue of FLY FISHERMAN

ONSTREAM

AD SIZE		1x	3x	5x
1 1/2"	Color	\$400	\$365	\$300
	B&W	375	340	275
3"	Color	755	665	550
	B&W	700	610	490
4 1/2"	Color	1,135	1,000	825
	B&W	1,050	920	735

Column width is 2 3/16"

FLY TIER'S SHOWCASE

AD SIZE		1x	3x	5x
1/8 page	Color	\$715	\$660	\$605
	B&W	605	550	495
1/4 page	Color	1,430	1,320	1,210
	B&W	1,210	1,100	990

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

MARKETPLACE



TROUTBECK
Trophy Trout Fishery & Bird Sanctuary

For Sale - A one-of-a-kind estate property
Rigby, ID • 14 acres • 6,400 sq. ft. custom home
• 5 acre lake with 100 lbs. rainbows, browns & golden trout
• 15 minutes from the South & North Fork of the Snake River
• 50 minutes from the Henry's Fork of the Snake River
• 90 minutes from Yellowstone Park and Jackson Hole
• 20 minutes to the Idaho Falls, ID Regional Airport

Call: 208-351-7417
Sutcliffe's Broker/Realtor/Associate Broker
Call: 208-351-7417



BlueSky
FURLED LEADERS

Amazing accuracy. Delicate presentation. Trout thru Musky and Saltwater. Lasts many seasons.
Sizes for all line weights. Just change tippet.

900-822-5386 Email: bluesky@getnet.net



Mud Hole
NEW KITS & TOOLS / CLASSES

WWW.MUDHOLE.COM
FLY ROD KITS • INSTRUCTIONS • CLASSES

DON'T LET YOUR NEXT TRIP DEPEND ON STORE BOUGHT FLY RODS
BUILD YOUR OWN RODS

ONSTREAM

ALASKA



KULIG LODGE

www.kuliglodgetravel.com
1-800-564-0358

CANADA



LAWRENCE BAY LODGE

701-262-4560

NEW YORK



BATTENKILL LODGE
SHUSHAN, NEW YORK

www.battenkilllodge.com

COLORADO



FLY FISHING SERVICE

970-839-4644

MONTANA



BIGHORN ANGLER

(406) 666-2233

NEW ZEALAND



The Best of New Zealand Fly Fishing

www.bestofnzflyfishing.com

STAY CONNECTED!
FLYFISHERMAN.MAG

flyfisherman
flyfishermanmag
flyfishermanmagazine

Classified Rates

1x	3x	5x
\$5.50 per word	\$5.15 per word	\$4.80 per word

FLY TIER'S BENCH



VANDEHEY'S PICKY EATER PERDIGON

A HATCH-MATCHING EURO NYMPH THAT DOESN'T DREGGE THE BOTTOM

CHARLIE CRIVEN

AS MANY READERS KNOW BY NOW, I GENERALLY FIND PERDIGONS AND THEIR COUSINS TO BE PRETTY BORING FLIES. SIMPLY BECAUSE I SEE THEM EVERYWHERE BEING USED. THOUGH I HAVE WITNESSED FIRSTHAND HOW WELL THESE SIMPLE FLIES ACTUALLY WORK, I CAN'T SAY I HAVE CHANGED MY OPINION. BUT JUST VANDEHEY'S APPROACH TO HIS PICKY EATER PERDIGON GIVES ME HOPE FOR THE FUTURE.



HOW TO TIE VANDEHEY'S PICKY EATER PERDIGON

1. Tie a Euro nymph hook with a 10-12 inch leader. Use a 10-12 inch leader.

2. Tie a Euro nymph hook with a 10-12 inch leader. Use a 10-12 inch leader.



FLY TIERING TUTORIAL

1. Tie a Euro nymph hook with a 10-12 inch leader. Use a 10-12 inch leader.

2. Tie a Euro nymph hook with a 10-12 inch leader. Use a 10-12 inch leader.



FLY TIERING TUTORIAL

3. Tie a Euro nymph hook with a 10-12 inch leader. Use a 10-12 inch leader.

4. Tie a Euro nymph hook with a 10-12 inch leader. Use a 10-12 inch leader.

STAY CONNECTED!
FLYFISHERMAN.MAG

flyfisherman
flyfishermanmag
flyfishermanmagazine

Simply the most realistic imitation eggs EVER!

THE REALITY CHECK

• 100% realistic imitation eggs
• 100% realistic imitation eggs
• 100% realistic imitation eggs

flyfisherman

Effective January 1, 2025

4-Color	1x	3x	5x	8x	10x	13x
Full Page	\$10,810	\$9,690	\$8,605	\$8,165	\$7,670	\$7,285
2/3 Page	8,805	7,895	6,830	6,680	6,260	5,940
1/2 Page	7,040	6,320	5,615	5,330	4,990	4,745
1/3 Page	5,365	4,805	4,255	4,050	3,795	3,605
1/6 Page	2,925	2,640	2,345	2,220	2,070	1,965
Two Page Spread	19,385	17,450	15,500	14,720	13,805	13,125

B&W	1x	3x	5x	8x	10x	13x
Full Page	\$7,890	\$7,075	\$6,285	\$5,960	\$5,605	\$5,320
2/3 Page	5,815	5,220	4,635	4,400	4,130	3,920
1/2 Page	4,610	4,140	3,680	3,490	3,270	3,105
1/3 Page	3,125	2,805	2,505	2,375	2,220	2,110
1/6 Page	1,665	1,500	1,335	1,265	1,175	1,120
Two Page Spread	14,205	12,740	11,310	10,750	10,085	9,575

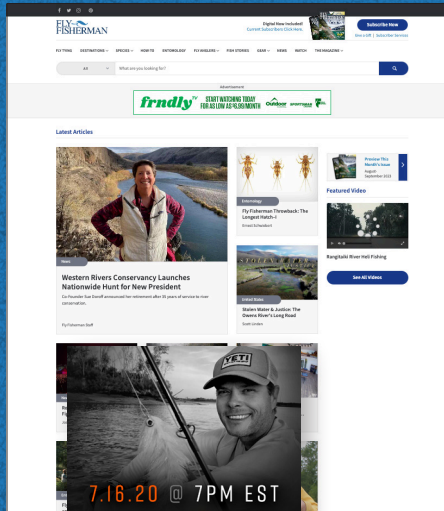
Covers	1x	3x	5x	8x	10x	13x
Cover 2	\$11,780	\$10,555	\$9,300	\$8,820	\$8,365	\$7,945
Cover 3	11,560	10,365	9,115	8,660	8,210	7,795
Cover 4	12,215	10,930	9,625	9,140	8,660	8,225

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

2024 FLY FISHERMAN AT A GLANCE

FLY FISHERMAN RUNS MEDIA ACROSS MULTIPLE DIGITAL PLATFORMS AND SOCIAL MEDIA SITES. FROM YOUTUBE TUTORIALS TO INSTAGRAM LIVE FLY TYING EVENTS WITH THE INDUSTRIES BEST GUIDES FLY FISHERMAN PROVIDES A ROBUST DIGITAL OFFERING.

NEW EASY-TO-USE APPS FOR DIGITAL ISSUES



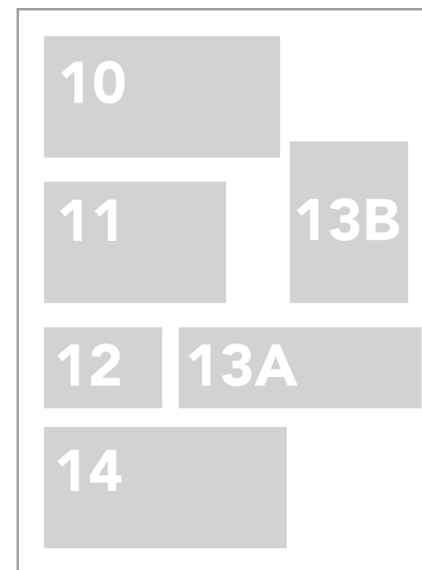
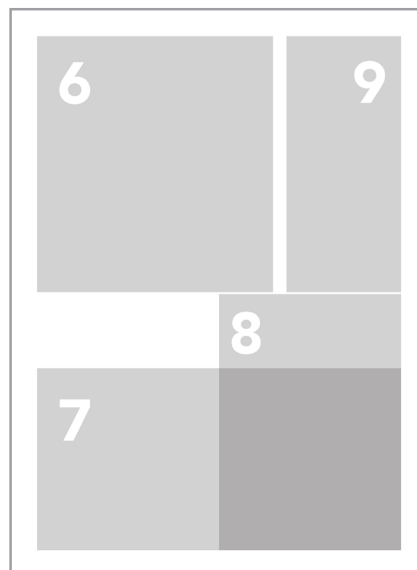
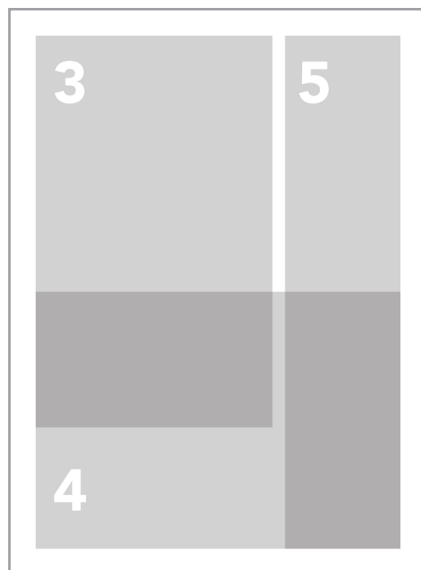
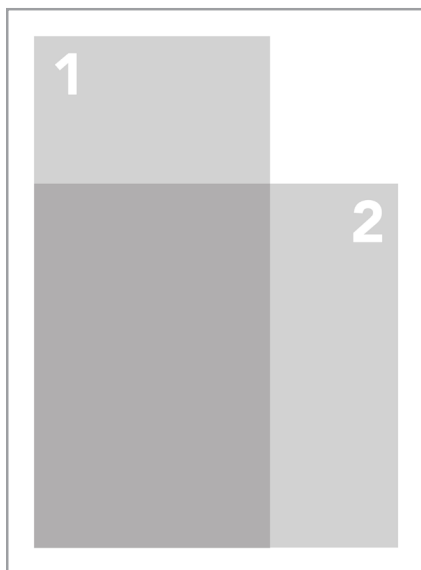
WEBSITE & EMAIL DATA:

- ▶ **AVG. MONTHLY UNIQUE USERS** 82,605
- ▶ **MALE (%)** 81%
- ▶ **ANNUAL PAGE VIEWS** 1,846,314
- ▶ **AVG. TIME SPENT** 3:14
- ▶ **PAGES PER SESSION** 1.86
- ▶ **TRAFFIC FROM MOBILE/TABLET** 67%
- ▶ **NEWSLETTER SUBSCRIBERS** 31,358

SOCIAL MEDIA DATA:

- ▶ **FOLLOWERS** 104,339
- ▶ **ANNUAL IMPRESSIONS** 9,004,755
- ▶ **ANNUAL ENGAGEMENTS** 332,611
- ▶ **ANNUAL ENGAGEMENT RATE** 3.7%

Google Analytics (9/19/23-9/18/24); Email delivery as of September 2024; Sprout Social (9/17/24).



GENERAL PRODUCTION INFORMATION

SWOP-standard proof, pulled from the supplied file, should be submitted with each 4-color (CMYK) ad.

Magazine Trim Size: 7.75-in. wide x 10.5-in. high

Non-Bleed: .5-in. inside trim. Non-bleed ads should have all elements within this measurement.

Bleed: .125-in. past the trim.

Trim: The edge of the page.

Safety: .25-in. inside of trim. All image and text not intended to bleed need to be within this measurement.

Binding: Annual guides & FLY FISHERMAN - Saddle Stitched

Printed: Web Offset

Two Page Spread

Non-Bleed: 14.5 x 9.5

Bleed: 15.75 x 10.75

Trim: 15.5 x 10.5

Safety: 15 x 10

Two Page One-Half Horizontal

Non-Bleed: 14.5 x 4.75

Bleed: 15.75 x 5.5

Trim: 15.5 x 5.25

Safety: 15 x 4.75

Full Page

Non-Bleed: 6.75 x 9.5

Bleed: 8 x 10.75

Trim: 7.75 x 10.5

Safety: 7.25 x 10

1. Two-Third Vertical

Non-Bleed: 4.375 x 9.5

Bleed: 5.25 x 10.75

Trim: 5 x 10.5

Safety: 4.5 x 10

2. Two-Third Horizontal

Non-Bleed: 6.75 x 6.75

Bleed: 8 x 7.125

Trim: 7.75 x 6.875

Safety: 7.25 x 6.375

3. One-Half Vertical

Non-Bleed: 4.375 x 7.25

Bleed: 5.25 x 8

Trim: 5 x 7.75

Safety: 4.5 x 7.25

4. One-Half Horizontal

Non-Bleed: 6.75 x 4.75

Bleed: 8 x 5.5

Trim: 7.75 x 5.25

Safety: 7.25 x 4.75

5. One-Third Vertical

Non-Bleed: 2.125 x 9.5

Bleed: 2.875 x 10.75

Trim: 2.625 x 10.5

Safety: 2.125 x 10

6. One-Third Square

Non-Bleed: 4.375 x 4.75

Bleed: 5.25 x 5.5

Trim: 5 x 5.25

Safety: 4.5 x 4.75

7. One-Third Horizontal

Non-Bleed: 6.75 x 3.375

Bleed: 8 x 4.125

Trim: 7.75 x 3.875

Safety: 7.25 x 3.625

8. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

Bleed: 4.25 x 5.5

Trim: 3.25 x 4.75

Safety: 3.25 x 4.75

9. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

Bleed: 2.875 x 5.5

Trim: 2.125 x 4.75

Safety: 2.125 x 4.75

ONSTREAM AD SIZES

12. 1 1/2"

Non-Bleed: 2.1875 x 1.5

13. 3"

A. Non-Bleed Vert: 2.1875 x 3

B. Non-Bleed Horz: 4.5 x 1.5

14. 4 1/2"

Non-Bleed: 4.5 x 2.25



For general production inquiries please contact the production manager for specs, quantities, and delivery information for supplied inserts and cards.

MELISSA WILLIAMS

FLY FISHERMAN
6385 Flank Drive, Suite 800
Harrisburg, PA 17112-2784
717-695-8088
melissa.williams@outdoorsg.com

SUBMITTING YOUR AD

Outdoor Sportsman Group maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files:

osg.sendmyad.com

AD FILE REQUIREMENTS:

- Files must be submitted as **PDF/X-1a** format.
- All fonts embedded.
- Page geometry defined and consistent (trim, bleed, and media/art boxes).
- Color space for elements (CMYK or grayscale).
- Spot colors converted to CMYK.
- Color and grayscale image resolution 266 - 300 ppi at 100% placement.
- Bitmap image resolution 600 - 1200 ppi.
- Total ink coverage should not exceed 300%.

TERMS & CONDITIONS

1. The publisher may reject any advertising for any reason at any time, even if previously acknowledged or accepted.
2. Cancellations or changes in advertising (including changes in insertion orders) will not be accepted by the publisher after the issue closing date.
3. Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher.
4. Cancellation of a space contract by the advertiser or its agency will result in the forfeiture of position protection and/or the contract rate, if any. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.
5. The publisher shall not be liable for any delay or failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, work stoppages, accidents, or other circumstances beyond the publisher's control. The liability of publisher, if any, for any act, error, or omission for which it may be held responsible at law or in equity shall not exceed the cost of the advertising space affected by the error. In no event shall publisher be liable for any indirect, consequential, punitive, special, or incidental damages, including, but not limited to, lost income or profits.
6. Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of any advertisement in any issue or edition and that publication will not violate any law or infringe upon any right of any party or result in any claims against publisher. In consideration of the publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify, defend and hold harmless KSE Sportsman Media, Inc. its affiliates officers, agents and employees against any and all losses and expenses (including legal fees) arising from or relating to (a) a breach or misrepresentation of the foregoing representations and warranties, and/or (b) the publication or contents of the advertisement including, without limitation, claims or suits for defamation, libel, misappropriation, privacy or publicity rights, copyright or trademark infringement, plagiarism, and from any and all similar claims now known or hereafter devised or created.
7. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies or the terms and conditions stated herein will be binding on the publisher and to the extent inconsistent with the terms herein, these terms and conditions shall govern and supersede any such conditions.
8. The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.
9. The publisher will hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.
10. The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.
11. This agreement shall be governed by and construed in accordance with the laws of the State of Colorado without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Colorado.

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Publisher's Statement

6 months ended June 30, 2024, Subject to Audit

Annual Frequency: 6 times/year

Field Served: A sports publication centered on fly fishing. Written for sportsmen.

Published by: Outdoor Sportsman Group - Integrated Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION				
Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
64,071	5,268	69,339	None Claimed	

TOTAL CIRCULATION BY ISSUE															
Issue	Paid Subscriptions			Verified Subscriptions			Paid & Verified Subscriptions - Print	Paid & Verified Subscriptions - Digital Issue	Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions				Print	Digital Issue	Total Single Copy Sales			
Feb/Mar	55,017	672	55,689	8,214		8,214	63,231	672	63,903	5,289	54	5,343	68,520	726	69,246
Apr/May	55,419	619	56,038	8,200		8,200	63,619	619	64,238	5,168	24	5,192	68,787	643	69,430
Average	55,218	646	55,864	8,207		8,207	63,425	646	64,071	5,229	39	5,268	68,654	685	69,339

PRICE	
	Suggested Retail Prices (1)
Single Copy	\$17.43
Subscription	\$2.90

(1) For statement period

RATE BASE	
None Claimed	

NOTES

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 4,752

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 6

Included In Paid Circulation: Included in paid circulation are copies obtained through:
 Individual Subscriptions
 Single Copy Sales

Included in Verified Circulation: Included in verified circulation are copies distributed to:
 Individuals
 Public Place Locations

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: KSE Sportsman Media, Inc.
 Fly Fisherman, published by Outdoor Sportsman Group - Integrated Media * 1040 Sixth Avenue 12th Floor * New York, NY 10018

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