

FLY FISHERMAN

THE LEADING MAGAZINE OF FLY FISHING

2023 MEDIA KIT





MISSION STATEMENT

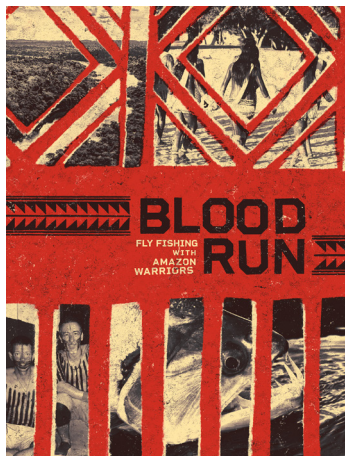
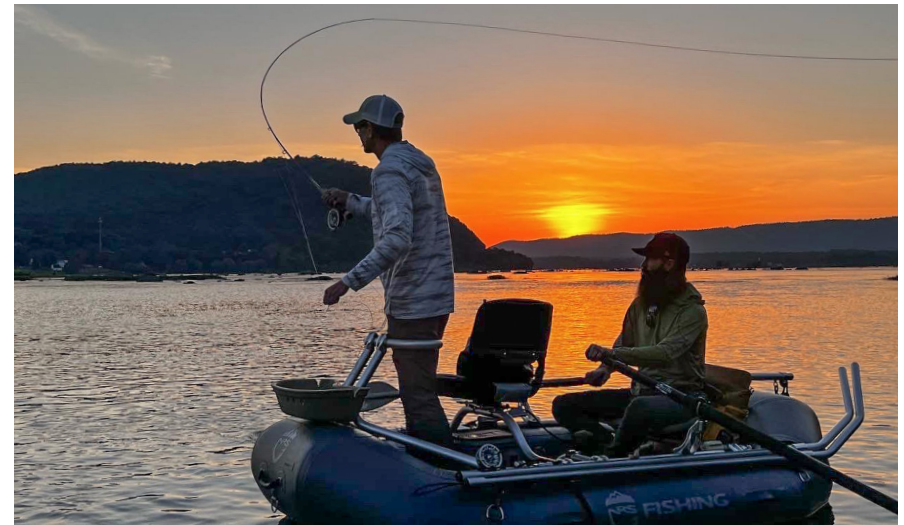
FLY FISHERMAN HAS BEEN THE LEADING MAGAZINE OF FLY FISHING SINCE 1969. EIGHT TIMES PER YEAR WE PROVIDE THE BEST INFORMATION ON LOCAL AND EXOTIC DESTINATIONS, TACTICS AND TECHNIQUES TO HELP FLY FISHERS OF ALL SKILL LEVELS CATCH MORE FISH, NEW FLY PATTERNS FROM THE WORLD'S BEST TIERS, AND THE LATEST NEWS 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."



FLY FISHERMAN'S most recent film project was the 90-minute documentary film *Blood Run: Fly Fishing with Amazon Warriors*.

The film 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.

OVER THE GUARDRAIL

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 will debut on-line through FLY FISHERMAN digital channels in late January 2023.



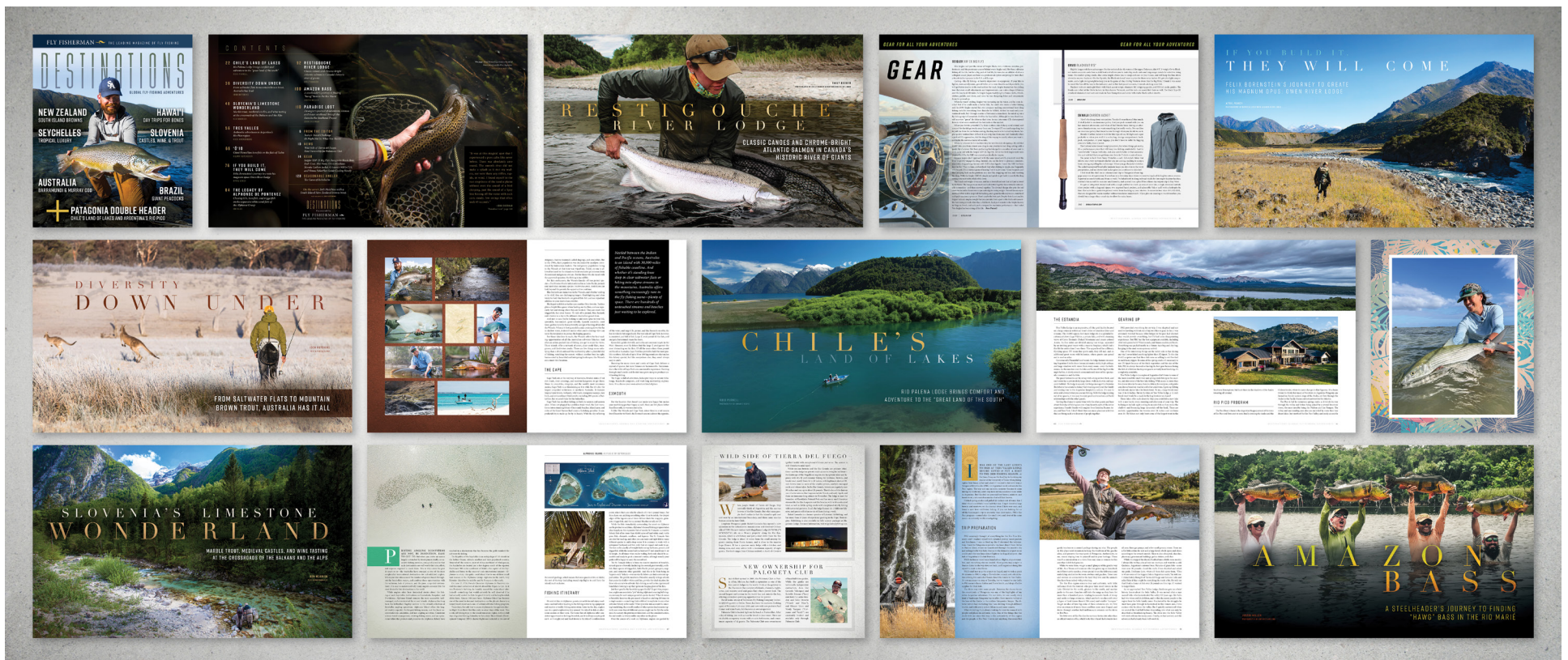
After more than a year of travel restrictions, quarantines, and cancellations, there is now a great surge in demand for domestic travel. And with difficulties easing in many countries, and vaccination levels among Americans rapidly rising, we also expect an increase in international travel to occur in the next three to nine months.

To help guide FLY FISHERMAN's readership toward the best lodges and outfitters in the world, we are once again publishing *Destinations* magazine in early September 2023. It will be on sale for 90 days and as usual is targeted at high-end fly-fishing travelers planning their domestic and international travel for the coming winter and summer of 2024.

Traveling fly fishers who spend \$5,000, \$8,000, or \$12,000 on a trip

expect 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.



2023 FLY FISHERMAN AT A GLANCE

- ▶ CIRCULATION 77,327
- ▶ FREQUENCY 5X/YEAR
- ▶ TOTAL AUDIENCE 850,597
- ▶ AVG. HOUSEHOLD INCOME \$137,000

IN THE FIRST HALF OF 2022, FLY FISHERMAN PAID SUBSCRIPTIONS WERE UP BY 2,898, AND OUR NEWSSTAND SALES WERE UP 2,353 COMPARED TO THE FIRST HALF OF 2021. OUR OVERALL PAID CIRCULATION WAS UP 4.6% IN THE FIRST HALF OF 2022—THAT’S 5,000+ NEW FLY FISHERMAN READERS WHO ARE REAL VERIFIED CONSUMERS LOOKING TO BUY RODS, REELS, WADERS, AND GUIDING FISHING TRIPS IN 2023.

FLY FISHERMAN REACHES THE LARGEST PAID, AUDITED CIRCULATION IN THE FLY-FISHING INDUSTRY AND IS COMMITTED TO PROVIDING ADVERTISERS WITH TRUE, ACCURATE CIRCULATION NUMBERS VERIFIED BY THE ALLIANCE FOR AUDITED MEDIA.

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 income - \$137,000
- 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 \$130,000,000+ on overnight fly fishing travel
- 31% fly fish in saltwater
- 36% plan to buy a new fly rod – 27,000+ fly rods



2022 ISSUE COVERS FEATURING THE INDUSTRY'S TOP FLY ANGLERS



FEB/MAR

- Conservationist of the Year
- Annual Gear Guide Awards
- How to Double Haul, by Joe Mahler
- New Life for the Kinnikinic River

CLOSING DATE*
10/20/22
ON NEWSSTAND*
1/3/23

APR/MAY

- How to Rig & Use Drop Shot Rigs, by George Daniel
- Chocklett's Game Changer: Insect Edition
- South Carolina's Chattooga River

CLOSING DATE*
12/22/22
ON NEWSSTAND*
3/7/23

JUNE/JULY

- Kelly Creek Cutthroats
- Camping through the Keys
- Landon Mayer's Many Damsels

CLOSING DATE*
3/1/23
ON NEWSSTAND*
5/9/23

AUG/SEPT

- Next Level Terrestrials
- Keeping ADK Wild
- Alpine Lakes in the Beaverhead Mountains

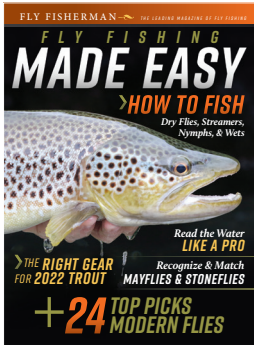
CLOSING DATE*
4/24/23
ON NEWSSTAND*
7/4/23

OCT/NOV/DEC

- Exploring NZ's West Coast
- YNP's Most Remote Wilderness: The Thorofare
- Swinging for Great Lakes Steelhead

CLOSING DATE*
7/25/23
ON NEWSSTAND*
10/3/23

FLY FISHING MADE EASY | AD CLOSE 3/1/22 | ON SALE 5/9/22



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	\$2,142	\$2,013	\$1,783
2/3 Page	1,650	1,553	1,456
1/2 Page	1,435	1,344	1,258
1/3 Page	1,007	958	900
1/4 Page	793	744	696
1/6 Page	578	545	503
Spread	4,284	4,027	3,534

B&W	1x	3x	5x
Full	\$1,585	\$1,489	\$1,397
2/3	1,221	1,151	1,076
1/2	1,066	996	937
1/3	744	696	653
1/4	589	545	508
1/6	428	401	374
Spread	3,170	2,977	2,795

Covers	1x	3x	5x
Cover 2	\$2,602	\$2,447	\$2,249
Cover 3	2,490	2,340	2,152
Cover 4	2,715	2,554	2,346

2023 GEAR GUIDE | AD CLOSE 8/29/22 | ON SALE 11/7/22



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	\$2,678	\$2,517	\$2,227
2/3 Page	2,062	1,938	1,821
1/2 Page	1,794	1,681	1,574
1/3 Page	1,258	1,199	1,124
1/4 Page	990	932	867
1/6 Page	723	685	632
Spread	5,356	5,034	4,418

B&W	1x	3x	5x
Full	\$1,981	\$1,858	\$1,745
2/3	1,526	1,440	1,344
1/2	1,333	1,242	1,173
1/3	932	867	813
1/4	733	685	637
1/6	535	503	465
Spread	3,963	3,722	3,491

Covers	1x	3x	5x
Cover 2	\$3,250	\$3,058	\$2,811
Cover 3	3,111	2,924	2,688
Cover 4	3,395	3,191	2,929

DESTINATIONS | AD CLOSE 6/26/22 | ON SALE 9/5/22



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	\$1,600
Spread	\$2,675



Effective January 1, 2023

4-Color	1x	3x	5x	8x	10x	13x
Full Page	\$10,497	\$9,410	\$8,355	\$7,926	\$7,449	\$7,075
2/3 Page	8,547	7,664	6,631	6,485	6,079	5,768
1/2 Page	6,834	6,137	5,452	5,178	4,847	4,606
1/3 Page	5,211	4,664	4,134	3,931	3,685	3,503
1/6 Page	2,843	2,565	2,276	2,158	2,013	1,911
Two Page Spread	18,821	16,941	15,050	14,295	13,406	12,742

B&W	1x	3x	5x	8x	10x	13x
Full Page	\$7,659	\$6,872	\$6,105	\$5,789	\$5,441	\$5,168
2/3 Page	5,645	5,066	4,499	4,274	4,011	3,807
1/2 Page	4,477	4,022	3,572	3,390	3,176	3,015
1/3 Page	3,036	2,726	2,431	2,308	2,158	2,051
1/6 Page	1,617	1,456	1,295	1,231	1,141	1,087
Two Page Spread	13,791	12,372	10,984	10,439	9,791	9,297

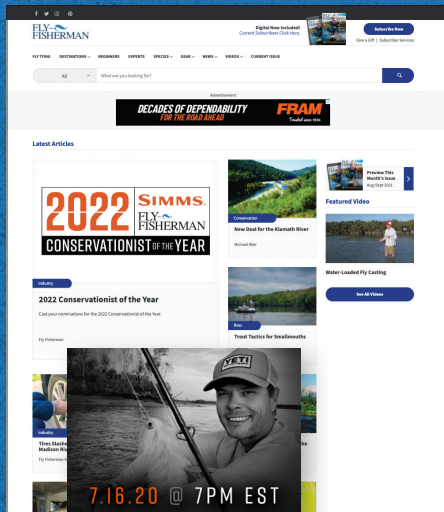
Covers	1x	3x	5x	8x	10x	13x
Cover 2	\$11,440	\$10,246	\$9,030	\$8,564	\$8,124	\$7,712
Cover 3	11,225	10,064	8,853	8,408	7,970	7,568
Cover 4	11,863	10,615	9,346	8,874	8,408	7,985

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

2023 FLY FISHERMAN AT A GLANCE

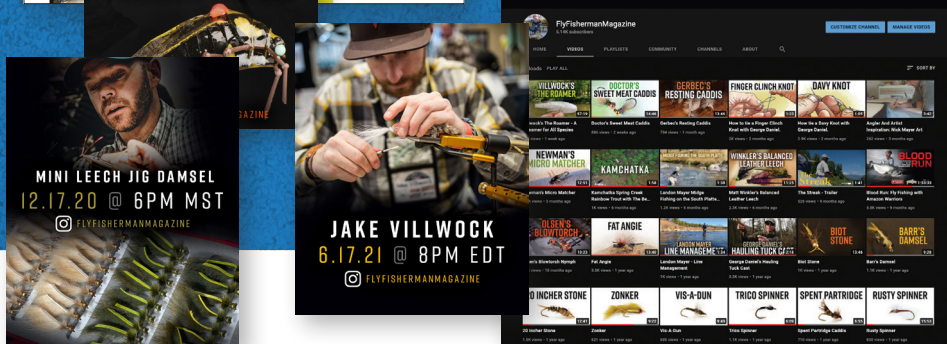
FLY FISHERMAN RUNS MEDIA ACROSS MULTIPLE DIGITAL PLATFORMS AND SOCIAL MEDIA SITES. FROM YOUTUBE TUTORIALS TO INSTAGRAM LIVE FLY TYING EVENTS WITH THE INDUSTRIES BEST GUIDES FLY FISHERMAN PROVIDES A ROBUST DIGITAL OFFERING.

NEW EASY-TO-USE APPS FOR DIGITAL ISSUES

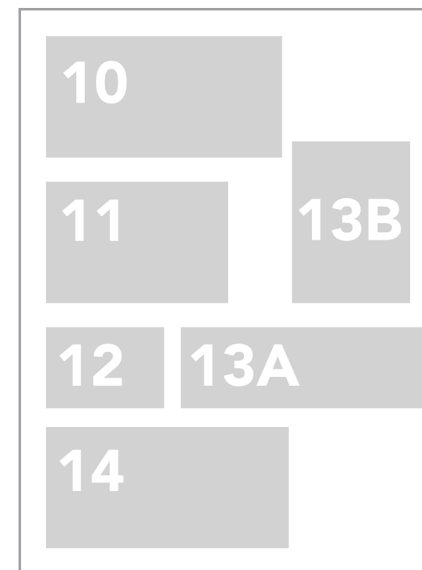
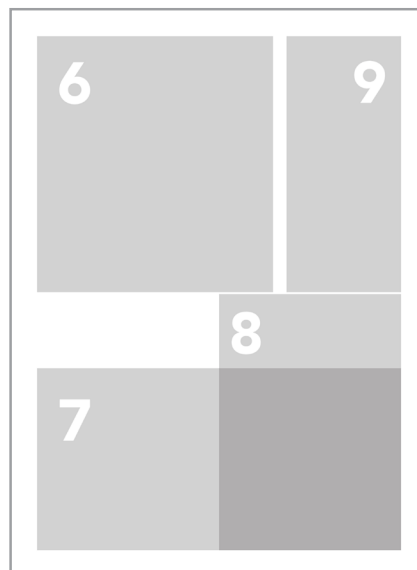
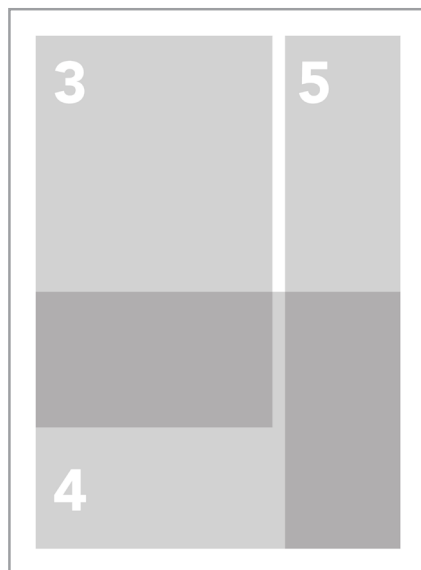
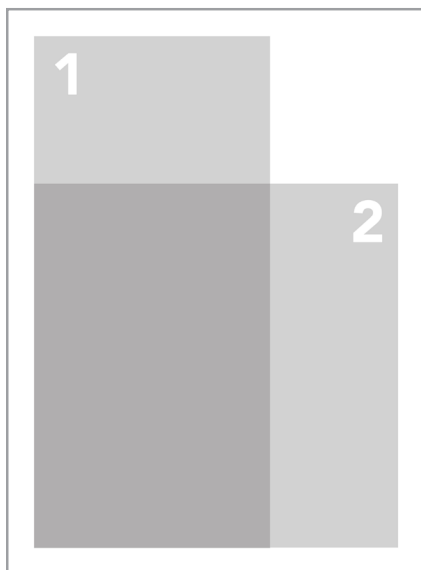


134k Avg. Monthly Uniques

- ▶ MALE (%) 81%
- ▶ ANNUAL PAGE VIEWS 1,860,624
- ▶ AVG. TIME SPENT 2:50
- ▶ PAGES PER SESSION 1.5
- ▶ TRAFFIC FROM MOBILE/TABLET 65%
- ▶ NEWSLETTER SUBSCRIBERS 36,131
- ▶ SOCIAL MEDIA FOLLOWERS 86,598



Google Analytics (8/1/21-7/31/22); Email Delivery as of July, 2022; Social Studios (7/31/22).



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

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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.

ADDITIONAL CONTACTS

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Publisher's Statement

6 months ended June 30, 2022, 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
68,675	8,652	77,327	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	57,135	1,981	59,116	10,296		10,296	67,431	1,981	69,412	7,695	47	7,742	75,126	2,028	77,154
Apr/May	57,795	1,846	59,641	8,296		8,296	66,091	1,846	67,937	9,509	53	9,562	75,600	1,899	77,499
Average	57,465	1,914	59,379	9,296		9,296	66,761	1,914	68,675	8,602	50	8,652	75,363	1,964	77,327

PRICE

	Suggested Retail Prices (1)
Single Copy	\$6.99
Subscription	\$34.95

(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: 3,100

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 5

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