

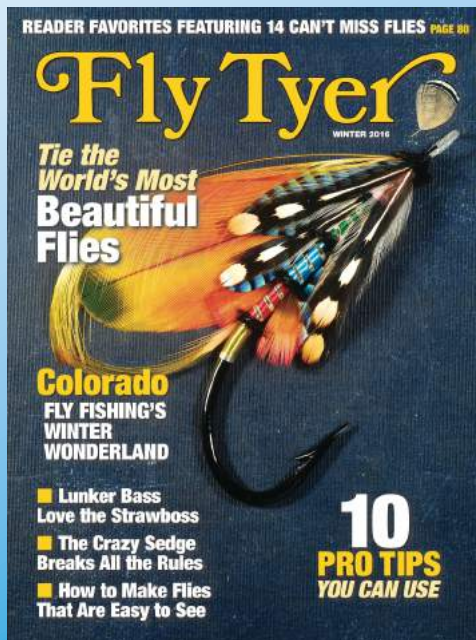
Fly Tyer®

Fly Tyer is the largest and oldest magazine dedicated to the art of tying flies in the world. Since 1978, Fly Tyer has reported on the hottest flies, the newest fly-tying materials and techniques, and how to use the flies we tie to catch fish.

Fly Tyer magazine's authors are some of the most-recognized writers in the field of fly fishing. Each well-written article is enhanced by detailed photography of flies, and appealing photos of trophy fish and the spectacular places we pursue them.

Fly Tyer readers are some of the passionate, hardcore anglers in the world. They tie flies, travel, and buy gear. Whether it is at the fly-tying bench or on the water, they can't get enough fly fishing!

- * **Average Paid Circulation:** 26,400
- * **Published Quarterly:** 4 Issues
- * **Readership:** 81% Male / 19% Female
- * **Average Age:** 53
- * **College Educated:** 84%
- * **Average Household Income:** \$107,000
- * **Action taken:** 71% based on reading the issues
- * **Average Net Worth:** \$824,000



Fly Tyer®

Inside our quarterly issues and daily website, readers will find:

Editor's Bench— Award-winning editor, David Klausmeyer, announces the latest news related to tying flies and fly fishing.

First Wraps— A fun and entertaining look at fly fishing, announcements of fly fishing shows and educational events, and tips readers can use at their fly-tying benches.

Creative Tying— Award-winning author and graphics artist Jay “Fishy” Fullum shares his unusual flies featuring his unique artwork.

Beginners Corner— This is where fledgling tiers learn correct fly-tying technique, how to use basic materials, and how to make simple flies that catch fish.

Materials Notebook— We can't tie flies without the right tools and materials. Discover the newest ingredients and how to properly use older materials to make better flies.

Traveling Tier— The ultimate thrill is catching fish using the flies we tie. Learn about the best places to fish across North America and around the world, including information about great lodges, the most experienced guides, and how to book your fly-fishing adventure.

New Dimensions— First-time authors strut their stuff and share their flies.

Realism— Tie a fly that looks so real you'll think it will crawl away. Discover the materials and methods the pros use to make realistic looking flies, or to add a little life to the patterns you already tie.

Warm water Fly Tying— Fish such as bass, carp, pike, and panfish are fun to catch, and they eat flies! Learn what flies to tie, and how to fish with them. Every angler in North America lives near good warm water fly fishing, and *Fly Tyer* has the flies they need to succeed!

Salt Water— While we may never catch Moby Dick, dozens of species of big, strong, ocean-going fish do eat flies. Tie the flies in Salt Water, and get ready to catch the largest fish of your life!

Reader Favorites— *Fly Tyer* readers are among the best fly dressers in the world, and they enjoy sharing their handiwork. The last column in our magazine showcases the flies and stories submitted by our eager readers.



2018

Fly Tyer®

| FREQUENCY | 1X | 2X | 4X |
|---------------------------|---------|---------|---------|
| FOUR-COLOR: | | | |
| FULL-PAGE | \$3,080 | \$2,670 | \$2,260 |
| TWO-THIRDS | 2,360 | 1,950 | 1,740 |
| ONE-HALF | 2,050 | 1,700 | 1,530 |
| ONE-THIRD | 1,430 | 1,120 | 920 |
| ONE-SIXTH | 920 | 710 | 580 |
| ONE-TWELFTH | 710 | 500 | 420 |
| FOUR-COLOR COVERS: | | | |
| BACK COVER | \$4,320 | \$3,670 | \$3,120 |
| INSIDE FRONT | 3,850 | 3,270 | 2,780 |
| INSIDE BACK | 3,540 | 3,010 | 2,560 |

AD SIZES

FULL PAGE
8 $\frac{1}{8}$ " x 10 $\frac{7}{8}$ "
TRIM
8 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ "
BLEED
(SEE MECHANICAL REQUIREMENTS)

TWO-THIRDS VERTICAL
4 $\frac{5}{8}$ " x 10"
ONE-THIRD VERTICAL
2 $\frac{1}{4}$ " x 10"

ONE-HALF VERTICAL
4 $\frac{5}{8}$ " x 7 $\frac{3}{8}$ "
ONE-TWELFTH
2 $\frac{1}{4}$ " x 2 $\frac{3}{8}$ "
ONE-SIXTH HORIZONTAL
4 $\frac{5}{8}$ " x 2 $\frac{3}{8}$ "

ONE-THIRD SQUARE
4 $\frac{5}{8}$ " x 4 $\frac{7}{8}$ "
ONE-SIXTH VERTICAL
2 $\frac{1}{4}$ " x 4 $\frac{7}{8}$ "
ONE-HALF HORIZONTAL
7" x 4 $\frac{7}{8}$ "

Spring 2018

Ad Close: 1/2/2018
Materials Due: 1/8/2018
Copies Mailed: 2/2/2018

Summer 2018

Ad Close: 3/28/2018
Materials Due: 4/6/2018
Copies Mailed: 5/4/2018

Fall 2018

Ad Close: 6/28/2018
Materials Due: 7/6/2018
Copies Mailed: 8/3/2018

Winter 2018

Ad Close: 9/26/2018
Materials Due: 10/5/2018
Copies Mailed: 11/2/2018

Fly Tyer



a. Native Content (Patagonia Waders Example)

- Only one available per month.
- Prominent home page presence for one full month. (22,000 + impressions monthly)
- Advertiser produced message.
- Includes Facebook post to promote content.
- Includes 300 x 250
- Also includes an e-blast to the VIP list (18,000+ viewers)
- **\$750 per month**

b. Banner Ad #1 (Patagonia & Eddie Bauer Example)

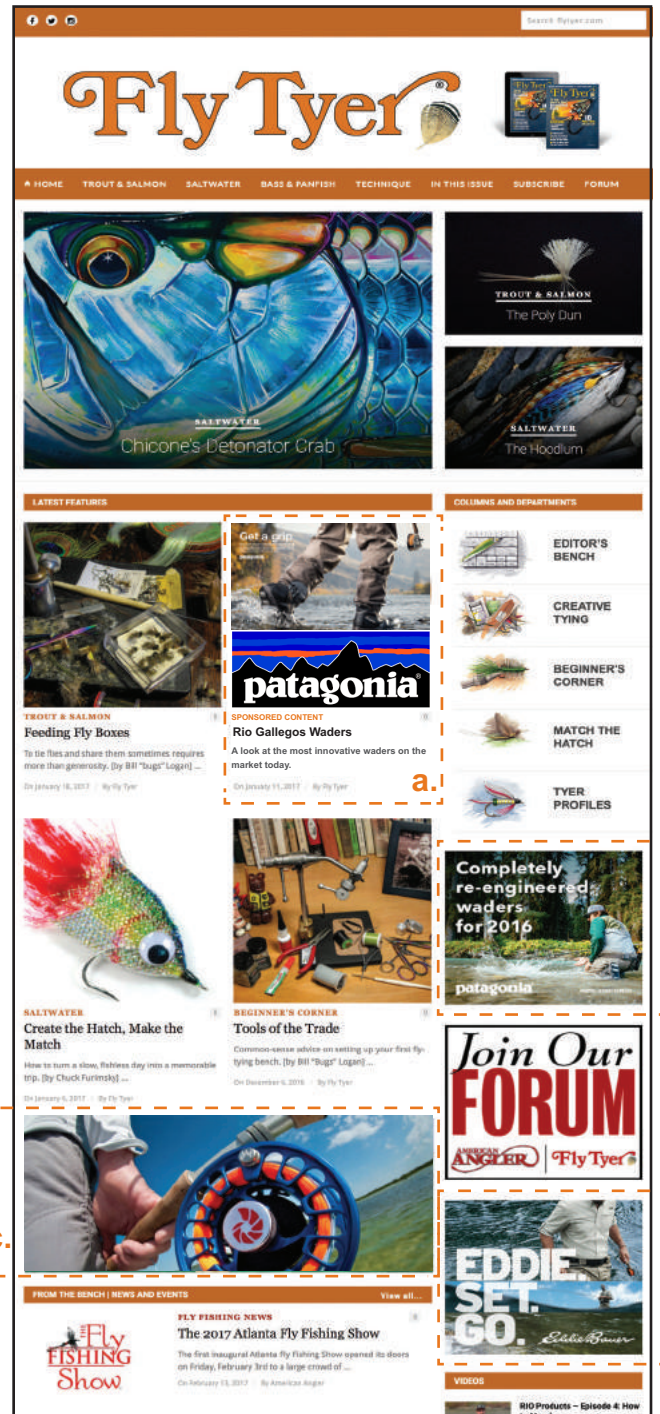
- Consists of 300 x 250
- Delivering an average of 22,000+ impressions monthly.
- Includes ad space on monthly eNewsletter.
- **\$275 per month**

c. Banner Ad #2 (Nautilus Example)

- Consist of (3-6) alternating 620 x 250
- Delivering an average of 22,000+ impressions monthly.
- Includes 300 x 250 pixel ad space on monthly e-newsletter.
- **\$450 per month**

d. Stand-Alone eBlast

- Advertiser produced message.
- Over 18,000 unique, opted-in email addresses
- **\$400**





American Angler is a vital source of accurate, authoritative and practical fly fishing advice from experts. It is the consummate how-to and where-to fly fishing magazine in the U.S. - American Angler was established in 1978

www.americanangler.com

- Average Paid Circulation: 26,900
- Published every other month: 6 Issues
- Readership: 76% Male / 24% Female
- Average Age: 52
- College Educated: 86%
- Average Household Income: \$154,000
- Action taken: 71% based on reading the issue
- Average Net Worth: \$1.3M
- Subscription: \$21.95 for six issues



Gray's Sporting Journal

The Magazine for Discerning Sportsmen



Gray's Sporting Journal caters to the sophisticated, highly-accomplished sportsman. Intent on exploring the why of the next long-cast, covey-rise or hunt while leaving the how and where to others. World-class photography, sporting art, and an unmatched dedication to providing the best outdoor literature for our outdoor enthusiasts. - Gray's Sporting Journal was established in 1975

www.grayssportingjournal.com

- Average Paid Circulation: 28,200
- Published: 7 Issues over twelve months
- Readership: 99% Male / 1% Female
- Average Age: 54
- College Educated: 94%
- Average Household Income: \$332,251
- Order online: 95%
- Average Net Worth: \$3.1M
- Subscription: \$40 for seven issues



Fly Tyer



Fly Tyer is the only title in North America completely dedicated to the art and craft of tying flies. These highly passionate consumers are avid Tyers whose involvement in every aspect of fly-fishing is second to none. - Fly Tyer was established in 1978

www.flytyer.com

- Average Paid Circulation: 26,400
- Published quarterly: 4 Issues
- Readership: 81% Male / 19% Female
- Average Age: 53
- College Educated: 84%
- Average Household Income: \$107,000
- Action taken: 71% based on reading the issue
- Average Net Worth: \$824,000
- Subscription: \$21.95 for four issues



For 30 years, The Angling Report has delivered authentic fishing expedition reports, straight from the stream. That's right, the good, the bad and the ugly, shared by our affluent angling subscribers across the globe. - The Angling Report was established in 1987

www.theanglingreport.com

- Average Paid Circulation: 1,500
- Published every month: 12 Issues
- Readership: 98% Male / 2% Female
- Average Age: 45-75 years of age
- Well Educated: 96%
- Average Household Income: \$150,000
- Action taken: 98%
- Average Net Worth: \$5M
- Subscription: \$49 for twelve issues



Alaska

The Magazine of Life on the Last Frontier



Alaska Magazine is the only publication in the world that showcases the stunning beauty, abundant wildlife, and extraordinary adventure found along the Last Frontier. This is where residents, tourists and adventurers are connected through the tapestry of all things Alaskan. - Alaska magazine was established in 1936

www.alaskamagazine.com

- Average Paid Circulation: 89,500
- Published: 10 Issues
- Readership: 59% Male / 41% Female
- Average Age: 59
- College Educated: 86%
- Average Household Income: \$85,700
- Order online: 85%
- Average Net Worth: \$518,700
- Subscription: \$16.95 for ten issues plus Alaska Sportsman

