

# Fly Tyer<sup>®</sup>

SUMMER 2022



*The Abbey*

*2024  
Media Kit*



by Russ Lumpkin

# Welcome!

**F**ly Tyer is the oldest and most widely circulated magazine in the world dedicated to the art of tying fishing flies. Since 1978, *Fly Tyer* has reported on the hottest patterns, the newest fly-tying materials and techniques, and how to present the flies we tie to catch fish.

*Fly Tyer* magazine's international collection of authors comprises many of the world's most recognized writers in the field of fly fishing. Further, every detailed, well-written article is enhanced by intricate photography or illustrations of flies and handsome photographs of the target fish and the places we pursue them.

*Fly Tyer* readers are among the most passionate, hardcore fly anglers in the world. They tie flies, travel, and buy gear to support their passions. Whether you market products for the fly-tying bench, fly fishing, or simply enjoying the outdoors, *Fly Tyer* readers are a terrific source of repeat customers and sustained business.



## IN THIS ISSUE

Contents	
Summer 2023 • Volume 29, Issue 2 • \$7.99	
 34	 6
<b>FEATURES</b>	<b>COLUMNS</b>
<b>24</b> <b>The Most Famous Dry Fly in the World</b> <i>of the</i> Learn the story of the Adams and its four fish-catching variations.	<b>4</b> <b>Editor's Bench</b> <i>David Lancaster</i> Prattling a Legend
<b>34</b> <b>Glassy Gammarus</b> <i>Vanessa L. Spivey</i> Many colorful trout and lake streamer fly patterns derive, make an award-winning pattern that gets the real trout judge and the approval of the fish.	<b>6</b> <b>First Wraps</b> <i>David Lancaster</i> The 1982 Gold Collection of Golden Fly, When It's and more
<b>40</b> <b>A Honey of a Bee</b> <i>Paul C. Hamel</i> A honey bee streamer is a real creature, but suitable for fishing in fall.	<b>16</b> <b>Matching the Hatch</b> <i>Jeffy Smith</i> Make Your Trout Streamer Fly Every Time
<b>48</b> <b>How to Tie Bulletproof Streamers</b> <i>Of Graham Berry</i> 10 professional tips you will immediately use to tie better flies.	<b>20</b> <b>Bass Bugging</b> <i>Cliff Miller</i> The Wild & Scum
<b>54</b> <b>Sorting and Organizing Fly-Tying Materials</b> <i>Tom Hight</i> Our Fly Tye of the Year gives an eye-opening view of this organization and how to sort and store your materials in a systematic way.	<b>60</b> <b>Profile</b> <i>David Lancaster</i> Fly and Fly Fishing—Fly Tying is a Family Affair







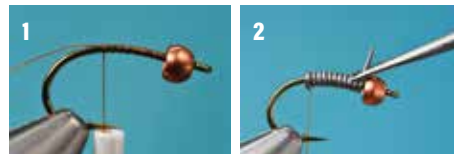
# Features



40 • FLYTYER.COM

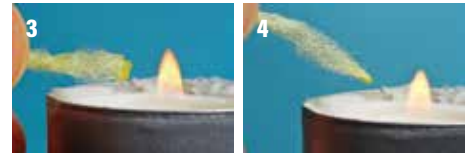


*Catching a Rogue River steelhead is an experience you will never forget.*



## Tie the Airy Caddis Pupa

- 1 Slip a copper bead on the hook and place the hook in the vise. Make several spiral-wraps of thread on the hook; these will help prevent the weighting wire from rotating around the shank.
- 2 Cover the hook shank with wraps of wire. The bead head and wire will give weight to your caddis imitation.
- 3 Melt the end of a small bunch of Antron fibers over flame.
- 4 Before the melted fibers cool and stiffen, form the tip of the body using moistened fingers. Be sure the fibers aren't too hot.
- 5 You can make a two-tone body using two colors of yarn: dark for dorsal (top)



AUTUMN 2023 • 35

*Many rivers, streams and lakes contain freshwater shrimp. Nadica and Igor Stancer share an award-winning fly that gets the nod from judges and the approval of the fish.*

## Glassy Gammarus

34 • FLYTYER.COM

SUMMER 2023 • 35



# Passionate Tyers

\*Average Paid Circulation: 29,249  
 \*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

**THE FIRST ADAMS** might be our best-known dry fly. Leonard Halladay tied it in the summer of 1922. Halladay operated the hydroelectric plant that provided power for the town of Mayfield, Michigan. Mayfield, which popped up during the height of Michigan's lumbering boom, is approximately 10 miles south and slightly east of Traverse City. In addition to serving as hydroelectric plant operator, Halladay ran the Mayfield Inn, guided, and operated a livery service. And of significance to us, he tied flies. Two of Halladay's clients were Charles F. Adams and his son Lon. The Adamses were from Ohio but regularly summertime at Adams Lake and fished the Boardman River. While we can't question any of the firsthand participants, the majority of the accounts I have found indicate the elder Adams encountered an unfamiliar hatch on Mayfield Pond. Adams was unsuccessful fishing the hatch, so he took a sample of the insect to Leonard Halladay and asked the tier to make an imitation. (The exact species of insect remains a mystery.) Oddly, Adams did not test the new fly on Mayfield Pond but instead fished Halladay's creation the following day on the Boardman River. When Adams returned from fishing, he reported he had a banner day with the pattern. In acknowledgment of his customer's success, Halladay named the new fly the Adams.

Now you know the story of the Adams dry fly.

## The Adams Then and Now

The original Adams differed slightly from the fly commonly seen today. Halladay's pattern consisted of two golden pheasant tipper fibers for the tail, a wool yarn body, the now famous mixed brown-and-grizzly hackle collar, and narrow, pointed grizzly hackle-tip wings tied slanted forward and semi-spent. Likely due to the influence of the Catskill dry-fly style so popular at the time, tiers eventually used muskrat dubbing for the body and tipped the wings into a more upright posture.

In the late 1930s, an unidentified tier substituted a tail of mixed brown and grizzly hackle fibers for the golden pheasant. This change stuck and that pattern is what we now call the Adams. As happens with all successful flies, tiers added more twists. Variations of the original Adams include flies with moose-hair tails, parachute hackles, spent wings, collars of Cree or dyed grizzly hackles, and more. There is even a female caddis Adams featuring an egg sac.

## A Fly for All Situations

Although we don't know what the Adams was tied to imitate, it is effective for catching fish feeding on mayflies, midges, caddisflies, mosquitoes, and even terrestrials. The neutral-gray body is rarely out of place, and the mix of brown and grizzly hackle gives the impression of constant motion like fluttering wings. Altering the size, hackle style, and slant of the wings transforms the Adams into a host of various bugs that trout, grayling, bass, panfish, carp, and occasionally even catfish and walleyes feed on. In fact, a selection of sizes and styles of Adams is probably all we need for matching the majority of dry-fly fishing situations.

I suspect few of today's fly fishers have ever seen an Adams tied as Leonard Halladay intended. Although I follow the original recipe here, Halladay's pattern typically had a somewhat chunky, un-tapered body and oversize hackle. Today, we have easier access to quality hackle and can make the Adams in very small sizes; Halladay, on the other hand, would have had trouble finding feathers suitable for tying anything as small as size 14. We have no way of knowing for certain if Halladay tied his Adams following the proportions we use today, but that's how I tied it, and I believe my guess is as valid as any other.

It seems a fly's effectiveness is a major contributor to the obsolescence of its initial configuration. While the Adams was a "killing fly" to use the vernacular of the day when fish were commonly taken home and consumed, most variations proved equally effective. Any flyshop owner, guide, or fly tier can tell you that a successful pattern must appeal to the fish as well as the fishermen, and the Adams quickly took on features common to Catskill dry flies to make it more attractive to anglers; the fish, of course, were perfectly happy with either version.

The Adams soon achieved the highest levels of popularity, allowing it to quickly rise to the prominent status it maintains to this day.

The material in this article was originally published in *Al Ritt's* book, 25 Best Most Versatile Flies: Their Histories, Stories & Step-by-Step Tying Photos. It is reprinted here with permission of the original publisher, Stoughton Press. Al lives in Colorado.

24 • FLYTYER.COM

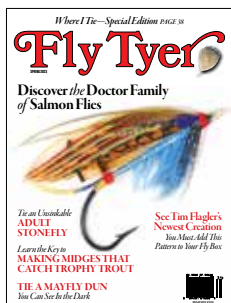
## The Most Famous Dry Fly in the World

Every trout fisherman has an Adams tucked somewhere in his fly box. Al Ritt tells the story of this important pattern and shows how to tie four variations.

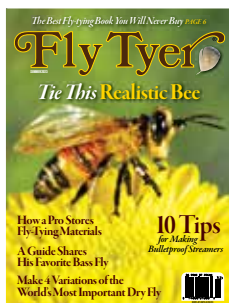
ILLUSTRATION BY ROO CROSSMAN

SUMMER 2023 • 25

## SPRING



## SUMMER



## AUTUMN



## WINTER







# Tying Topics

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

**Editor's Bench**— Editor Russ Lumpkin announces the latest news about fly tying, fishing, and more.

**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.

**Beginner's Masterclass**— 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.

**Warmwater 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 Tye* 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!

**Profile** — We showcase the hottest new tiers and their flies.

Russ Lumpkin by Russ Lumpkin



### THE Wildcat Streamer

How good is this pattern? The author built his career in fly fishing using it. Now you can tie the Wildcat Streamer and enjoy similar angling success.

**Author's Bio:** Russ Lumpkin is the author of the book *The Wildcat Streamer*, which is a must-read for anyone who wants to tie and fish the Wildcat Streamer. He has been fishing for over 30 years and has won many championships. He is a member of the International Fly Fishing Hall of Fame and the National Fly Fishing Museum. He is also a member of the American Fly Fishing Association and the International Fly Fishing Association. He is a frequent speaker at fly fishing seminars and has written many articles for fly fishing magazines. He is also a member of the International Fly Fishing Hall of Fame and the National Fly Fishing Museum. He is also a member of the American Fly Fishing Association and the International Fly Fishing Association. He is a frequent speaker at fly fishing seminars and has written many articles for fly fishing magazines.

Profile by Russ Lumpkin



### Eli & Dylan Gonzales

Fly Tying Is a Family Affair

**Author's Bio:** Eli and Dylan Gonzales are a father-son fly-tying team. They have been tying flies for over 20 years and have won many championships. They are members of the International Fly Fishing Hall of Fame and the National Fly Fishing Museum. They are also members of the American Fly Fishing Association and the International Fly Fishing Association. They are frequent speakers at fly fishing seminars and have written many articles for fly fishing magazines.



### Profile by Russ Lumpkin

**Author's Bio:** Russ Lumpkin is the author of the book *The Wildcat Streamer*, which is a must-read for anyone who wants to tie and fish the Wildcat Streamer. He has been fishing for over 30 years and has won many championships. He is a member of the International Fly Fishing Hall of Fame and the National Fly Fishing Museum. He is also a member of the American Fly Fishing Association and the International Fly Fishing Association. He is a frequent speaker at fly fishing seminars and has written many articles for fly fishing magazines.

## Digital

### a. Native Content (Patagonia Waders Example)

- Prominent home page presence for one month. (28,900 + impressions monthly)
  - Advertiser's custom message
  - Includes FB post to promote content
  - Includes 300 x 250
  - Also includes one eBlast (24,000+)
- \$750 per month**

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

- 300 x 250 creative
  - Delivering an average of 28,900+ monthly impressions
- \$275 per month**

### c. Banner Ad #2 (Nautilus Example)

- 728 x 90 creative
  - Delivering an average of 28,900+ monthly impressions
- \$275 per month**

### d. Stand-Alone eBlast

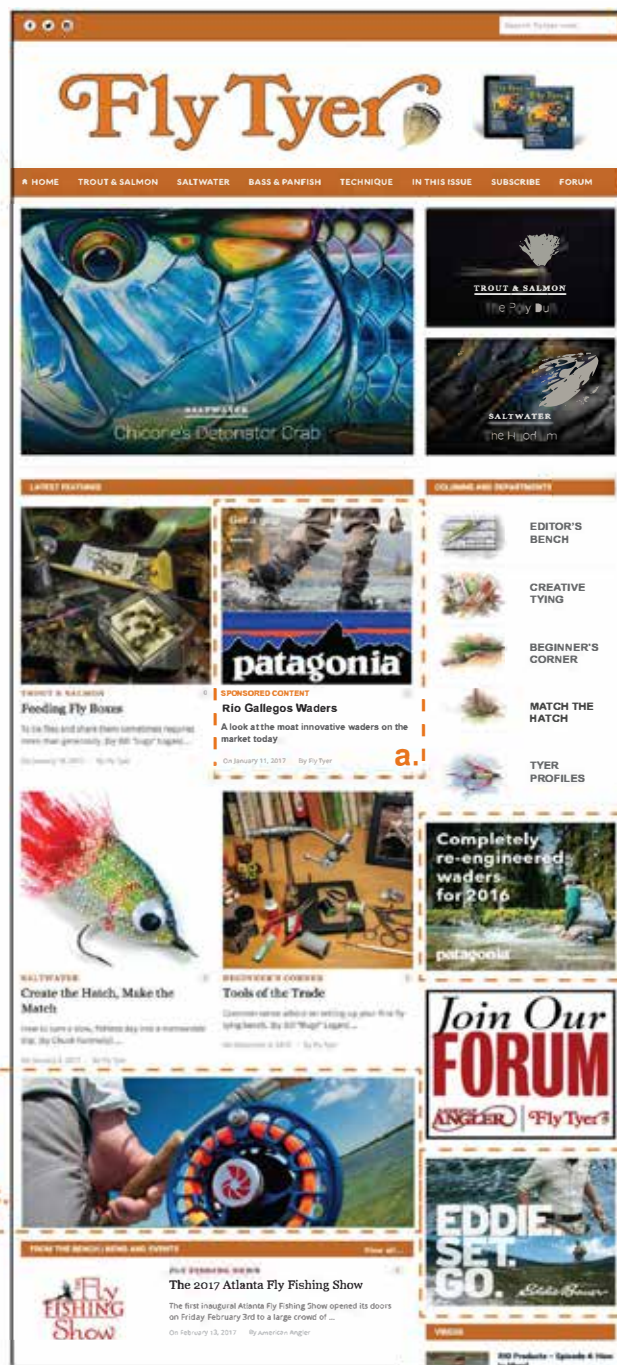
- Advertiser's custom message
- Over 19,900 recipients
- \$500

### e. Dominant Blend Display

- Content + Geo Target
- Search + Retargeting
- \$10-\$15/cpm

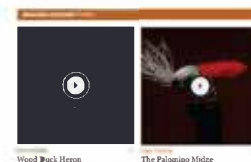


30,522 avg. monthly pageviews  
 11,159 unique visitors  
 f 21,359 FB followers  
 i 8,218 Instagram followers  
 e 19,983 eSubscribers  
**Sporting Group 45,037 avg. pageviews**



### f. Video

- Content + GeoTarget
- \$17-\$20/cpm**



## Print Rates

	1X	2X	4X
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
<hr/>			
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 $\frac{5}{8}$ "

ONE-SIXTH  
VERTICAL  
2 $\frac{1}{4}$ "  
x  
4 $\frac{5}{8}$ "

ONE-HALF  
HORIZONTAL  
7" x 4 $\frac{5}{8}$ "

### Spring

Ad Close: 12/22  
Materials Due: 1/9  
In Home: 2/13  
On Newsstand: 2/13

### Summer

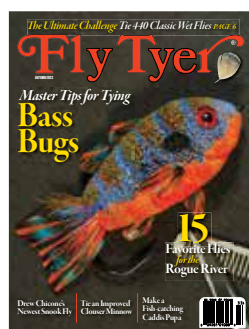
Ad Close: 3/25  
Materials Due: 4/9  
In Home: 5/14  
On Newsstand: 5/14

### Autumn

Ad Close: 6/24  
Materials Due: 7/9  
In Home: 8/12  
On Newsstand: 8/12

### Winter

Ad Close: 9/23  
Materials Due: 10/8  
In Home: 11/11  
On Newsstand: 11/11



For Sales Information contact:

**David Klausmeyer, Editor Emeritus, Sales**  
**(207) 546-6600 / flytyermagazine@gmail.com**



## Magazine PRINT Display ads

### Creative Material Requirements

No Film Accepted

Apple/MAC Platforms Only

Applications/Formats: InDesign, Photoshop, Illustrator, PDF/X-1a

Media:PDF, CD-ROM, DVD

### PROOFS

Please include a complete set of full-size, advertiser-approved accurate laser proofs\* of all pages. Mark placed art as FPO (for position only) if it is to be replaced by designer. Please send color proofs for high-quality proof matching. FOUR-COLOR ADS, ADVERTISER APPROVED COLOR PROOF MUST BE PROVIDED

\*See [www.swop.org](http://www.swop.org) for a listing of swop certified proofs.

### FILES

File is considered complete if no additional work is required prior to output. Client/Agency will be notified if files are not to our specifications and will be asked to deliver via our FTP site. If Client/Agency is unable to resend file and if materials allow, there will be a \$100 charge for resizing inaccurate ad.

### FONTS

Screen and printer fonts used both in ads and in the graphics must be included to image your job correctly (including embedded fonts). All fonts used in Adobe Illustrator should be converted to outlines. No True Type Fonts!

### SUPPORT FILES

Include all images and art created.

### Digital Image Requirements :

- Image resolution minimum of 300 dpi.
- Four-color images' maximum density is 285%.
- Blackshadow dot should not exceed 85%.
- Save images as EPS format (no JPEG or TIFF file format).
- Preview should be 8bits/pixels; DCS should be OFF (SingleFile).
- Encoding needs to be Binary.

### Mechanical Requirements

Printing: Weboffset, perfect bound Trim Size: 8 1/8" x 10 7/8"

Bleed page sizes allow for 1/8" trim on each edge. Bleed page size is 8 3/8" x 11 1/8" allowing at least 1/8" added on all sides to allow for bleed. All type and images must be no closer than 1/4" from trim.

### Preferred Positions

Requested positions are subject to availability. Any guaranteed or special position will be charged an additional 10% of earned rate.

### Cancellations

Cancellations must be in writing and received by Publisher prior to the ad reservation close date.

### Frequency Discounts and Inserts

Frequency discounts are based on the number of ads run in a contract year. (A contract year may start at anytime) Advertisers who increase their frequency during the contract year will be rebated; advertisers who cancel or do not fulfill their contract will be charged the difference of rate earned.

## GENERAL CONDITIONS

Recognized agencies earn a 15% discount. The publisher reserves the right to reject any advertising or to request alteration in content prior to publication. Advertisers and agencies assume liability for all content, expressed or implied, including copyrighted material. Publisher is not responsible for any errors or omissions contained in the advertisement submitted or for the production quality of the advertisement produced by outside agencies. All restrictions on ad placement or other stipulations are at the sole discretion of the Publisher. All advertising orders accepted are subject to the rates and terms of the current ratecard; any order submitted within correct terms or rates will be inserted according to current rates and terms. Rates are subject to change upon notice from the Publisher.

## Production Contact Information

### Shipping Instructions:

Address all advertising materials and accompanying insertion orders to:

Nina Eastman  
725 Broad Street  
Augusta, GA 30901

### Production Questions:

If you have any questions about production specifications, contact the Ad Coordinator at: Nina Eastman  
Phone: 706-823-3569  
[nina.eastman@morris.com](mailto:nina.eastman@morris.com)

*For Sales Information contact:*

**David Klausmeyer, Editor Emeritus, Sales**  
**(207) 546-6600 / [flytyermagazine@gmail.com](mailto:flytyermagazine@gmail.com)**