

Fly Tyer[®]

AUTUMN 2025



Max Canyon



Black Max

2026
Media Kit



by Russ Lumpkin

Welcome!

Fly 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.





Features



BUSZEK'S Float-N-Fool

In Oregon, a river with its own rhythm, reflects a broader Western phenomenon: winter hatches of little winter stoneflies and dry-fly action.

by John Shewey

PHOTO BY JOHN SHWEY



Silver Rat



Tiger Ghost

Upstream in my night, through a smother of river dabbled the Great White Way, churning currents crashed against boulders as far as I could see. In front of me and downstream, more raging currents. My strange eye, however, focused on a point of landing water, which stretched 50 feet straight toward the flame and stretched 50 feet as length. Along the pool's slippy surface, my hairwing blue Chama danced. The fly swam from the seam to the cushion in front of a protruding boulder, and then, like a Tomahawk, crisscrossed, a salmon leapt from the below and exploded on the surface. Punctuated by aerial display and long, powerful runs, the bank craked when I reeled a 20-pound Atlantic salmon, which cooperated long enough for a few quick photos before I returned to the river.

July rains had raised the Damocles. Here in Camp, My buddy Eric gathered his Spy gear and approached the Boulder Pool. From an elevated position, our guide and I watched as the anchor of Eric's Spy cut led to a perfect D-loop, and his line flew toward the far side of the pool. The line tightened against the pull of the current, and the Tiger Ghost swayed to attention, tracking across the flow. From beneath, a dark, frothy, bubble, captured the

salmon accelerated and tumbled on the fly, leaping when the need drove home. The bank would begin.

The June flow in my home water, the Delaware River, was a cool 64 degrees in late afternoon shadows drenched one side of the river. Standing in some quick, I prepared to fish the pool down to Mike's Rock, where I'd perch to target trout feeding on the evening hatch. Swinging west in the hour or so before the hatch is a particularly productive way to battle the Kinky rainbows that make the river famous. Searching my fly box, I was tempted to pick a Light Cahill series—fly that I know produced under these conditions. But I opted a hairwing *Zanclus* experience. I had had on a late winter night. "Who knows," I thought. "Maybe this guy can get the job done."

Fishing a favorite far-side scene, I set the hairwing swing as I walked toward the pool and Mike's Rock. A rainbow slammed my second cast and raced downstream, something through the air multiple times. Delaware River rainbows don't complain as stretched for their fighting process—patiently, as though perched from my rod. As the moment drew to a close, the net under 17 inches of pink-impregnated plastic. I picked up another rainbow and lost it that while walking to Mike's Rock. Until that June day, I thought hairwing belonged to catch-and-release of Atlantic salmon, and not that the salt

Hairwing patterns now have dual citizenship in traditional and modern fly tying

by Bob Lindquist

Hairwing Salmon Flies

ing salmon flies are proven to take Great Lakes Steelhead & trout caught on the Salmon River in New York.



The Dobbie

Beat the beat—and the competition—with a hellgramite imitation.

by Robert W. Streeter



Passionate Tyers

*Average Paid Circulation: 23,839	*College Educated: 84%
*Published Quarterly: 4 Issues	*Average Household Income: \$107,000
*Readership: 81% Male /19% Female	*Action taken: 71% based on reading the issues
*Average Age: 53	*Average Net Worth: \$824,000

Bullying its way northward for 100 miles to meet the mighty Columbia River, the Lower Deschutes River carves a massive cleft through central Oregon. Steelhead, heading up the Columbia from the Pacific, reach the Deschutes between midsummer and late autumn. They are a mix of natives (seagoing Columbia Basin redband rainbow trout) and hatchery fish, and they eagerly attack flies swung on floating lines.

Four- to 8-pound fish are typical, but the Deschutes routinely yields heavier fish, many of the largest being steelhead of Clearwater River (Idaho) origin that stray into the "Lower D." Hundreds of miles closer to the Pacific, they are better fish in the Deschutes, on average, than they are in the Clearwater—brighter, heavier, meaner. A big Clearwater fish in the Deschutes has navigated just two of the eight massive Columbia/Snake River dams that stand between them and their natal river in the Gem State; they have plenty of gas left in the tank.



Early evening light paints the Deschutes River in pastel shades.

Deschutes Penion

(Don McClain)
HOOK: Salmon/steelhead wet-fly hook, sizes 4 to 1/0.
THREAD: Black, waxed, 6/0 (100 denier).
TAG: Tinsel, gold, embossed.
TAIL: Hackle fibers, orange.
BODY: Wool yarn, golden.
RIE: Tinsel, gold, embossed.
COLLAR: Rooster hackle, orange.
WING: Bucktail, white over natural brown.



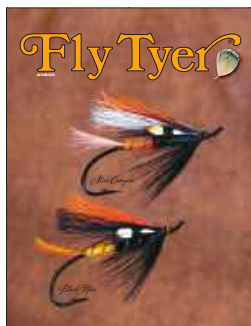
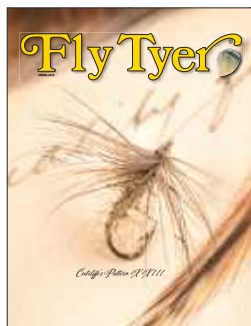
Deschutes Skunk

(Lola McClain)
HOOK: Salmon/steelhead wet-fly hook, sizes 4 to 1/0.
THREAD: Black, waxed, 6/0 (100 denier).
TAG: Flat tinsel, silver.
TAIL: Hackle fibers, red.
BODY: Wool yarn, black.
RIE: Flat tinsel, silver.
COLLAR: Rooster hackle, black.
WING: Deer hair, natural with white bucktail over.



Deschutes Special

(Mike Kennedy)
HOOK: Salmon/steelhead wet-fly hook, sizes 4 to 1/0.
THREAD: Black, waxed, 6/0 (100 denier).
TAG: Flat tinsel, silver.
TAIL: Hackle fibers, red.
BODY: Floss, fluorescent green.
RIE: Flat tinsel, silver.
COLLAR: Rooster hackle, pale grizzly or dun gray.
WING: Gray-squirrel tail.





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.

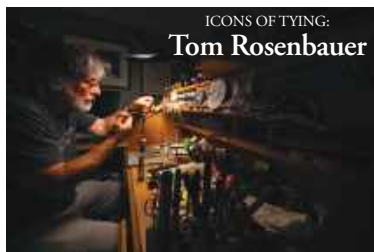
Realism—Tie a fly that looks so real you'll think it will crawl away. Discover the materials and methods the pros use to make realistic looking flies, or to add a little life to the patterns you already tie.

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 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!

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

First Wraps edited by Anthony Smith



A conversation with fly-fishing legend Tom Rosenbauer on tying, teaching, and the legacy of sharing knowledge across generations of anglers.

The Fly Fisher's Legacy (1800). Lately, I've been reflecting on the people who've influenced me over the past 37 years. With a naturally nostalgic leaning, I've been compelled to reconnect with those iconic figures—individuals who lived through era and encouraged people significant to fly fishing that most of us only know by name. I've eager to hear their stories, gain insight into those formative times, and understand what guidance they'd offer to future generations of anglers and tiers. Like Isaac Newton suggested, if you want to see farther, stand on the shoulders of giants. Tom, admittedly not a reflective type, was nonetheless generous in sorting his thoughts into a series of essays and responses that will reveal the past in a new light for many readers and provide some inspiration.

On the Road and at the Vice. I've had some successful annual trips to Chile and getting up for the Bahamas. Tom was tying up a series of advanced flies. "I could get my flies for free," he commented, "but tying is one of the most fun parts of the whole thing." He explained he likes to keep sharp by tying flies that he finds really challenging

New Dimensions by Tom Flagler

Black-and-Blue Bugger

For or many years, I believed that fishing streams during winter was a fool's errand. Nearly everything I read or read suggested that snow would take only partially defrosted surface patterns or disintegrate midge imitations fished on or near the water surface. Boy, I've been wrong all this time.

The pattern here, the Black and Blue Bugger, is a slightly modified version of the Squid and Steel Bugger I fished that memorable February evening. It's one of half Woody Bugger and half Zander that has also been among of my favorite colors in non-snowy winter fly patterns, whether they are nymphs, emergers, or dries. Here, the Grizzly Saddle I fished that time provides a nice contrast with the deep purple tinsel that I use for the back and tail, thus mimicking the darker back and lighter belly of nearly all hatches. Why would a trout chase down a hatched dry winter fly? Well, consider that the hatched provides two proteins that a few hatched midge larvae.

I know many of you are going to ask about weight on the fly and would suggest a head or comb—two even more weight around the back. I have tied this pattern with weight incorporated but I feel it performs much better without it. With a single hand rod, I fish it at the end of a casting roll under the water rather than under or over the water per se. With a two-hand rod, I use my top eye fish of a casting roll with only about three feet of 2X tippet. In both instances, I believe fly fishing in a stream remains better than most just a normal hatch.

Tom Flagler was the publication Fly Tyer of the Year in 2022. He is a leading fly-tying instructor, appears at fly fishing events across the United States, and teaches anglers to fly-tying, streamer fishing, and fly fishing. He lives near, and right above, the ocean. Fly and fly-tying, from the fly-tyer.

Hot fishing on a cold day leads to new perspective on winter angling.





Digital

- a. Native Content** (Patagonia Waders Example)
 Prominent home page presence for one month.
 Advertiser's custom message
 Includes FB post to promote content
 Includes 300 x 250
 Also includes one eBlast
\$750

- b. Banner Ad #1** (Patagonia & Eddie Bauer Example)
 300 x 250 creative
\$275

- c. Banner Ad #2** (Nautilus Example)
 728 x 90 creative
\$275 per month

- d. Stand-Alone eBlast** >>>
 Advertiser's custom message
 Over 19,600 recipients
\$500

- e. Dominant Blend Display**
 Content+ Geo Target
 Search+ Retargeting
\$10-\$15/cpm

Instagram Post: \$450

Facebook Post: \$250

f 21,000 FB followers

@ 14,000 Instagram followers

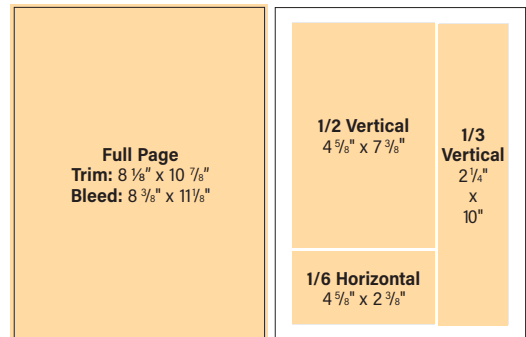
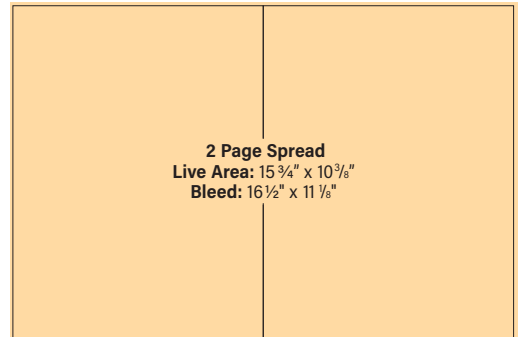
✉ 19,600 eSubscribers

The screenshot shows the Fly Tyer website homepage. At the top is the 'Fly Tyer' logo and a navigation menu with links for HOME, TROUT & SALMON, SALTWATER, GEAR & GEARING, TECHNIQUES, IN THIS ISSUE, SUBSCRIBE, and FORUM. Below the navigation is a large featured image of a fly fishing lure with the text 'Chicores' Detonator Crab'. To the right of this image are two smaller featured images: 'TROUT & SALMON The Poly Dun' and 'SALTWATER The Woodlump'. Below these are two columns of content. The left column is titled 'ABOUT FEATURES' and includes sections for 'Feeding Fly Boxes' (with a Patagonia logo) and 'Rio Gallegos Waders'. The right column is titled 'COLUMNS AND DEPARTMENTS' and includes 'EDITOR'S BENCH', 'CREATIVE TYING', 'BEGINNER'S CORNER', 'MATCH THE HATCH', and 'TYER PROFILES'. At the bottom of the page, there are three more highlighted sections: 'FROM THE BENCH: NEWS AND EVENTS' featuring 'The 2017 Atlanta Fly Fishing Show', 'Join Our FORUM' with 'ANGLER | Fly Tyer' branding, and 'EDDIE SET GO.' with 'Eddie Bauer' branding. Dashed orange boxes and letters 'a', 'b', and 'c' highlight specific areas: 'a' is around the Patagonia logo, 'b' is around the 'Join Our FORUM' section, and 'c' is around the 'The 2017 Atlanta Fly Fishing Show' section.

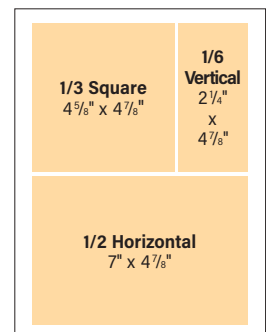
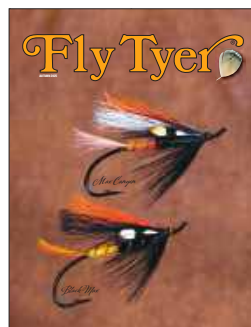
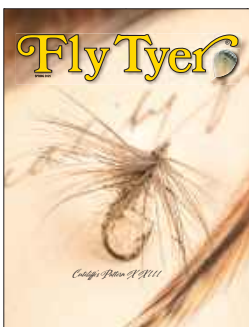
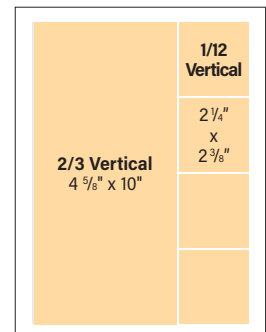
f 21,000 FB followers
@ 14,000 Instagram followers
✉ 19,600 eSubscribers

Print Rates

FREQUENCY	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
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BACK COVER	\$4,320	\$3,670	\$3,120
INSIDE FRONT [c2]	3,850	3,270	2,780
INSIDE BACK [c3]	3,540	3,010	2,560
NET RATES, PER ISSUE			



Ad Close: 12/9	Ad Close: 3/13	Ad Close: 6/12	Ad Close: 9/11
Materials Due: 12/16	Materials Due: 3/20	Materials Due: 6/19	Materials Due: 9/19
In Home: 2/9	In Home: 5/11	In Home: 8/10	In Home: 11/9
On Newsstand: 2/10	On Newsstand: 5/12	On Newsstand: 8/11	On Newsstand: 11/9



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 Nina Eastman / 706.823.3569 / nina.eastman@morris.com
 Russ Lumpkin / 706.945.2346 / russ.lumpkin@flytyer.com

GENERAL INFORMATION

Publication trim size: 8 1/8" x 10 7/8"
Safety: 0.25" from trim on all sides
Bleed: 0.125" beyond trim on all sides
Binding method: Web offset, Perfect bound
Image resolution: 300 dpi
Line screen: 150 dpi
Color space: CMYK only; no spot color or RGB

ACCEPTABLE FILE FORMAT

PDF is the preferred format for print ready ads. Files must be CMYK (no RGB or spot color), have a minimum resolution of 300 dpi for all elements as placed, and have all fonts embedded.

PROOFS

Ads submitted without a SWOP 3-standard proof waive the right to question color/reproduction.
See www.swop.org for a listing of swop certified proofs.

FILES

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

SUPPORT FILES

Include all images and art created.

FONTS

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

DIGITAL IMAGE REQUIREMENTS

- Image resolution minimum of 300 dpi.
- CMYK only. No RGB or spot color
- Maximum density is 285% for four-color images
- Black shadow dot should not exceed 85%
- Preview should be 8 bits/pixels; DCS should be OFF
- Encoding needs to be binary

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 the 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 rate card; 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:

Nina Eastman
Phone: 706.823.3569
nina.eastman@morris.com

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