

Fly Fisherman is dedicated to serving the interests of fly fishing enthusiasts - from

seasoned expert, to enthusiastic novice. Content - both print and online - provides these anglers the most comprehensive information on fresh and saltwater destinations, casting techniques, fly tying, conservation and more. For advertisers, this audience represents an influential target for premier products and services including luxury automobiles, banking, first-class travel destinations, the best in food, wine and alcoholic beverages and the highest-quality apparel.

INTERMEDIA
Outdoors
 We Open the Door to the Outdoors!

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Fly Fisherman: Key Facts

Circulation:	77,870
Frequency:	6 times/year
Total Audience:	379,047
Male/Female (%):	85/15
Median Age:	46.8
Average HHI:	\$131,327

Flyfisherman.com

Average UVs/Month:	55,000
Average PVs/Month:	213,000

Fishing and the American Consumer

Fishing is one of the most popular pastimes in America and nearly 21% of all men (and 7% of all women) participated in the sport last year. Key facts about this influential market include:

- Fishing is ranked the 6th most popular recreation activity by the National Sporting Goods Association, preceded only by walking, swimming, exercise, camping and bowling.
- Fishing is more popular than golf and tennis combined.
- One in every six Americans 16 or older go fishing.
- Anglers spend \$1.1 billion per year just on bait (and \$378 million on ice).

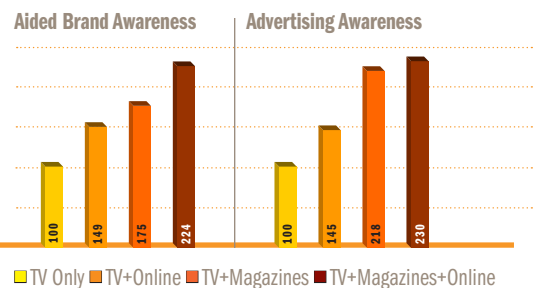
Take Advantage of this Diverse, Active and Influential Consumer by Leveraging the Synergies of the Fly Fisherman Brand

Independent Research by Dynamic Logic and Millward Brown confirmed that the most effective approach to driving consumer 'purchase intent' is to rely media synergy to best drive results. Key revelations from 32 studies conducted from 2003 through 2007 include:

- Three media were better than two, and two media were better than one in generating results.
- The combination of TV and magazines provided more response (versus TV alone) than did TV plus online.
- Print was most effective in driving online traffic - and that traffic increased considerably when URLs were included in advertising and marketing messages.

Cumulative Effects of Different Media Combinations

Pre/Post Point Change (Index vs. TV Alone)



Note: Results reflect the impact of different media combinations expressed as an index with TV as the base medium

Sources: Hunting and Fishing; Bright Stars in the American Economy, The Congressional Sportsmen's Foundation, 2012; Dynamic Logic/Millward Brown CrossMedia Research, 2004-2007; AAM, June 2014; MRI, Fall 2014.

Fly Fisherman Magazine 2015 Demographic Highlights



		% Comp
Total Audience	379,047	
Men		98%
Women		2
Median Age	46.8	
Average Number of Children in Household	0.5	
Married		80%
Attended College		89
Management/Professional		49%
Tradesmen/Craftsmen		46
Average Household Income	\$166,200	
Average Household Net Worth	\$1,073,000	
Went Fly Fishing, Past 12 mos.		95%
Average Number of Days Spent Fly Fishing, Past 12 mos.	32	
Only Fish with Flies		37
Tied Flies, Past 12 mos.		55
Average Number of Flies Tied, Past 12 mos.	140	
Went on a Fly Fishing Trip, Past 12 mos.		75%
Average Number of One-Day Fly-Fishing Trips Taken, Past 12 mos.	18.7	
Average Number of 2-6 Day Fly Fishing Trips Taken, Past 12 mos.	3.6	
Spent \$1,000-\$4,999 on Fishing Trips, Past 12 mos.		50
Average Amount Spent on Fly Fishing Equipment, Past 12 mos.	\$1,050	
Own Fishing Rod		99%
Own a Graphite Rod		92
Own a Fiberglass Rod		36
Own a Bamboo Rod		29
Own Custom Rod/Blanks Components		23
Own Fishing Reel		94%
Own Single Action		78
Own Large Arbor		45
Own Automatic		17
Own Multiplying		7

(continued)

Fly Fisherman Magazine 2015 Demographic Highlights



	% Comp
Household Owns/Leases 1+ Pick Up Truck(s)	37%
Household Owns/Leases 1+ Sport Utility Vehicle	56
Household Owns/Leases 1+ Van	15
Household Owns/Leases Domestic Only	49
Household Owns/Leases Import and Domestic	29
Personally Responsible for Maintaining Vehicle(s)	38%
Changed Own Motor Oil, Past 12 mos.	74
Purchased Aftermarket Auto Accessories for Vehicles, Past 12 mos.	47
You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling, Past 12 mos.	66%

Fly Fisherman Magazine

2015 Closing & On Sale Dates



Issue and Closing Dates

Published five times a year.

Issue	Closing	On-Sale
February/March	10/21/14	1/6/15
April/May	12/16/14	3/3/15
June/July	2/25/15	5/5/15
August/September	4/28/15	7/7/15
October/November/December	7/28/15	10/6/15

Fly Fisherman Magazine

2015 General Advertising Rates



Effective January 1, 2015

4-Color	1x	3x	5x	8x	10x	13x
Full Page	\$9,515	\$8,530	\$7,575	\$7,200	\$6,755	\$6,415
2/3 Page	7,750	6,950	6,010	5,880	5,510	5,230
1/2 Page	6,200	5,565	4,945	4,695	4,395	4,175
1/3 Page	4,725	4,230	3,750	3,565	3,340	3,175
1/6 Page	2,580	2,330	2,065	1,960	1,830	1,735
Two-Page Spread	17,060	15,355	13,645	12,960	12,155	11,550
Cover 2	10,370	9,290	8,185	7,765	7,365	6,995
Cover 3	10,175	9,125	8,025	7,625	7,225	6,860
Cover 4	10,755	9,625	8,475	8,045	7,625	7,240

B&W	1x	3x	5x	8x	10x	13x
Full Page	\$6,945	\$6,230	\$5,535	\$5,250	\$4,935	\$4,685
2/3 Page	5,120	4,595	4,080	3,875	3,640	3,455
1/2 Page	4,060	3,650	3,240	3,075	2,880	2,735
1/3 Page	2,755	2,475	2,205	2,095	1,960	1,860
1/6 Page	1,470	1,325	1,175	1,120	1,035	990
Two-Page Spread	12,500	11,215	9,960	9,465	8,875	8,430

Fly Fisherman Magazine

2015 Classified Display Advertising Rates



Effective January 1, 2015

On Stream Rates

B&W:	1 x	3 x	5 x
1-1/2 Inch	\$340	\$310	\$250
3 Inch	635	555	445
4-1/2 Inch	955	835	670

4 Color:	1 x	3 x	5 x
1-1/2 Inch	\$365	\$335	\$275
3 Inch	685	605	500
4-1/2 Inch	1,030	910	750

Column width is 2-3/16". 15% agency discount applicable on display ads when camera-ready material is provided.

Classified Rates

1 x \$5.35 per word;	3 x \$5.00 per word;
5 x \$4.65 per word	Minimum of 20 words.

Fly Tiers Showcase	1 x	3 x	5 x	Width	Depth
1/8 Page B & W	\$ 550	\$ 500	\$ 450	3-3/8"	2-1/8"
1/8 Page 4-Color	650	600	550		
1/4 Page B & W	1,100	1,000	900	3-3/8"	4-1/2"
1/4 Page 4-Color	1,300	1,200	1,100		

Fly Tier's Showcase follows the Fly Tier's Bench in each issue of *Fly Fisherman*. Ads produced at no cost.

Rates are non-commissionable.

Market Place Display	1 x	3 x	5 x	Width	Depth
1/8 Page B & W	\$ 550	\$ 500	\$ 450	3-3/8"	2-1/8"
1/8 Page 4-Color	650	600	550		
1/4 Page B & W	1,100	1,000	900	3-3/8"	4-1/2"
1/4 Page 4-Color	1,300	1,200	1,100		

Market Place display ads will appear at the beginning of the Market Place Section in each issue of *Fly Fisherman*.

Rates are non-commissionable.

Fly Fisherman Digital Advertising Opportunities



Fly Fisherman online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on fly fishing, presented with engaging video content, gear reviews, fishing strategies and access to this avid community of anglers.

- Site Skin
- 728 x 90 Leaderboard
- 300 x 250 Rectangle

Fly Fisherman Online: Vital Statistics

Monthly Avg.

Unique Visitors	55,000
Pageviews	213,000
Per Session Time-on-Site	6:09
Traffic from Mobile Device/Tablet	44%

Fly Fisherman e-Newsletter

Subscribers

2x/month Distribution	55,000
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Source: Google Analytics, January 1, 2014 - September 30, 2014.

Fly Fisherman Digital Advertising Rates



InterMedia Outdoors Digital Network

offers marketers the ability to develop highly-targeted campaigns that are fully integrated with any combination of multi-media assets – including IMO magazines, television programming, mobile and events. These advertising opportunities give your products and services high-profile exposure to 80+million American Sportsmen – and drive results!

Display Advertising Units: The IMO network utilizes the Internet Advertising Bureau's (www.iab.net) standard display units as well as several custom creative options.

Streaming Video: Delivers your brand's video messaging (or TV spot) to a captive audience via:

- :15 or :30 pre-roll
- Embedded in custom Superheader ad

E-Mail Newsletters: Sent directly to opt-in subscribers, with advertisements appearing within the most current information and content on Sportsmen's preferred passion – whether it is hunting, fishing or shooting. Custom e-blasts (with exclusive content about your brand) are also available.

Custom Creative: High-profile and engaging ad units that best position your brand and surround the most relevant content across IMO websites.

Targeting: Increase your hyper-focused marketing efforts by targeting consumers most likely to purchase - we deliver them to your home page, specific product pages, e-commerce site or retail location.

- Available with geographic, contextual or section targeting - and many others, please inquire.

Online Ad Specs: Complete and comprehensive technical advertising creative specifications are available by clicking [here](#).

IMO Online Properties Complement and Support the Most Effective Multi-Media Marketing Programs

Online User Demographics

Male: (%)	76.7	Unique Visitors per Month (MM)	3.1
Median Age:	43.0	Page Views per Month (MM)	22.5
Age 18-49: (%)	58.4	Average Time Spent (minutes)	8.02
Age 35-64: (%)	59.3	Average Page Views/Visit	5.74
Average HHI:	\$75,760	Researched Product Online (%)	84.0
Fish (past 12 months)	74.0	Brought Product Online (%)	79.0
Hunt (past 12 months)	56.0	Shooting (past 12 months)	70.0

Sources: Google Analytics Jan-Jul 2014 monthly average; Digital User Survey, TouchPoint Research June 2014 (demographics, activities); ComScore July 2013 (media age).

Advertising Rates & Positions

All online advertising is sold on a cost-per-thousand (CPM) basis, unless otherwise noted.

Site Placement	Advertising Unit	Net CPM
Leaderboard	728 x 90	\$10
Medium Rectangle	300 x 250	12
Sticky-Medium Rectangle	300 x 250	10
Half-Page	300 x 600	14
Roadblock	300 x 250; 728 x 90	20
Targeting	Geographic, Section, Contextual	CPM plus \$2
Mobile	320 x 50 / 300 x 50	5

Custom Creative

Site Placement	Advertising Unit	Net CPM
Video Pre-Roll: 15 / 30 Seconds	640 x 480	\$20/30
Superheader (pushdown)	1080 x 90 > 1080 x 415	35 with video/25
Site Skin	1400 x 800	25
Interstitial (pre-)	600 x 400	25
Monthly Forums Sponsor	Logo with Forums ROS 300 x 250; 728 x 90	13
E-Commerce Widget	Custom, with product integration	25

E-Mail Newsletters & Custom E-Blasts

Site Placement	Advertising Unit	Net CPM
E-Mail Newsletter	728 x 90, 300 x 250	15
Custom E-Blast	600 x 800	100

InterMedia Outdoors Digital Network also offers customized packages, beyond standard sizes and placements, that satisfy the specific needs and objectives of our clients. For more information, please contact your local sales rep or email: david.grant@imoutdoors.com.

Terms : ROS: Run-of-site (on a specific website). ROC: Run-of-category (hunt, fish, shoot).RON: Run-of-network (all IMO websites).

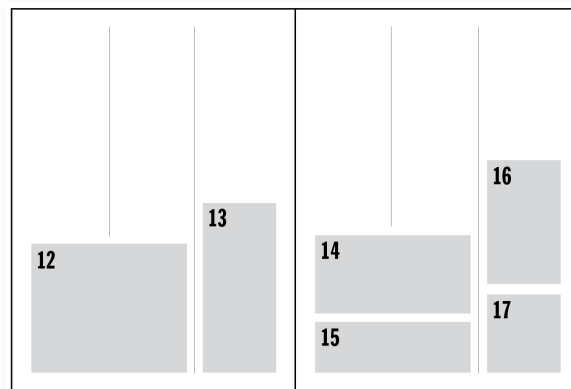
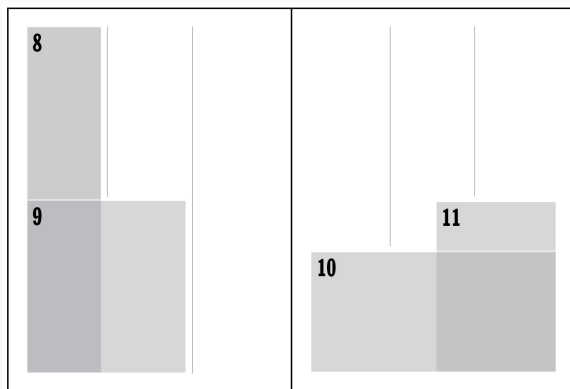
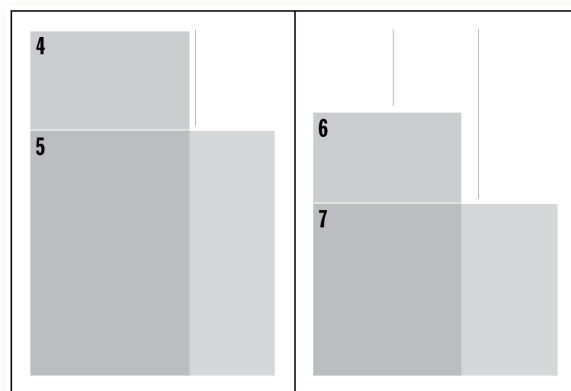
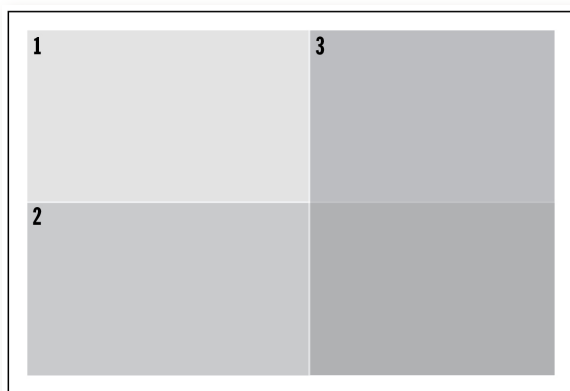
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2015 Contract & Copy Regulations



Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 7 ³/₄ w x 10 ¹/₂ h



A SWOP-standard proof, pulled from the supplied file, must be submitted with each 4-color ad.

Non-Bleed - 1/2" inside trim. Non-bleed ads should have all elements within this measurement.

Bleed - 1/8" outside the trim. Elements that "bleed" off trimmed page should extend at least 1/8" beyond trim.

Trim - The edge of the page

Safety - 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.

- 1. 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
- 2. 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
- 3. 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
- 4. 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

- 5. 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
- 6. 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
- 7. 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
- 8. 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

- 9. One-Third Square**
Non-Bleed: 4.375 x 4.75
Bleed: 5.125 x 5.5
Trim: 5 x 5.25
Safety: 4.5 x 4.75
- 10. 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
- 11. One-Quarter Vertical**
Non-Bleed: 3.375 x 4.75
- 12. One-Quarter Horizontal**
Non-Bleed: 4.375 x 3.625
- 13. One-Sixth Vertical**
Non-Bleed: 2.125 x 4.75
- 14. One-Sixth Horizontal**
Non-Bleed: 4.375 x 2.25
- 15. One-Eighth Horizontal**
Non-Bleed: 4.375 x 1.5

- 16. One-Eighth Page**
Non-Bleed: 2.125 x 3.5
- 17. One-Twelfth Page**
Non-Bleed: 2.125 x 2.25
- 18. One Inch Banner**
Non-Bleed: 6.75 x 1
- 19. Two Inch Banner**
Non-Bleed: 6.75 x 2
- 20. Eight Inch Vertical**
Non-Bleed: 2.125 x 8
- 21. Seven Inch Vertical**
Non-Bleed: 2.125 x 7
- 22. Six Inch Vertical**
Non-Bleed: 2.125 x 6
- 23. One Inch 2-Column**
Non-Bleed: 4.375 x 1
- 24. One Inch Vertical**
Non-Bleed: 2.125 x 1

Fly Fisherman Magazine

2015 Contract & Copy Regulations



Terms and 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 InterMedia Outdoors, 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.

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2015 Contract & Copy Regulations



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 Georgia 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 Georgia.

Digital Advertising Requirements:

For advertisements prepared in InDesign and QuarkXPress, place the page layout document and all images (InDesign: use Package – Quark: use Collect for Output) in one folder. Collect all the fonts, both screen and printer, used in the document and place them in a folder labeled "fonts" inside the document folder. It's critical that you supply all fonts used, even such common ones as Times and Helvetica. Different versions of fonts with the same name from the same foundry may have different metrics or kerning pairs, and these differences can cause type to reflow. We will use your fonts exclusively for your ad.

Media:

Files can be sent via advertising materials portal*, CD, or by email (must not exceed 5MB in size).

*Upon completion of your upload to our advertising materials portal, please contact your InterMedia advertising materials manager right away to inform us that your files are ready for us to download. Additionally, we will require a fax copy of the ad for preliminary proofing purposes. If your ad is color, we will require an acceptable color proof be shipped to us at the earliest date possible.

Advertising Materials Portal:

InterMedia Outdoors maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files. The IMO Portal is a simple way to transmit large files over the internet. However, content proofs are still required for electronically submitted ads (see Proof Policy below for requirements). Please contact your InterMedia advertising materials manager upon upload to the portal.

Portal URL: <http://imo.sendmyad.com>

Proofs:

A content proof should be submitted with every ad. All proofs should be at 100%. Proofs of full-page ads should include registration marks. For color ads a properly calibrated, SWOP-certified proof with color bar should be included for guidance on press. A list of SWOP-certified systems is available at: <http://swop.org/certification.html#cert>. For ads submitted via email or via the advertising materials portal, a low resolution PDF or JPEG file is acceptable in lieu of a hardcopy proof. The PDF or JPEG file should be clearly labeled "Proof" to differentiate it from the high resolution ad file.

Fonts:

We can only accept OpenType or PostScript Type 1 fonts. If TrueType fonts are used, they must be converted to outline in Illustrator or a similar program, or embedded within a PDF. Type must not have styles (bold, italic, etc.) applied in the page layout program. The actual (bold or italic) font must be selected.

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Fly Fisherman Magazine

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Document Setup:

For full-page ads, your document page size should match the magazine page size. Please include trim marks with 1/8" offset. Bleeds should extend 1/8" beyond trim. Two-page ads must be created as two individual pages, not one double-size page. Maximum one ad per document.

Images:

Photographic:

Should be saved in TIFF or EPS format, not JPEG, and must not contain extra channels. The color space should be CMYK or Grayscale. The maximum ink coverage (C+Y+M+K) should be no more than 300%. The effective resolution of images should be between 240 and 400 dpi. Images should not contain embedded transfer functions or halftone screens. Do not use ICC profiles or other color management.

Linework:

Should be saved as a bitmap TIFF. Should have an effective resolution of 1200 to 2400 dpi.

Vector (EPS logos, etc.):

Images must be embedded, not linked. Fonts must be converted to outline (preferred) or embedded within the EPS. Do not place EPS files inside of EPS files.

Colors:

No RGB or Pantone. Must be CMYK. Total ink coverage must not exceed 300%. (Exception: if you have paid for a fifth color in your ad it must be a Pantone set to Spot.)

Specifications for Business Reply Mail & Full-Page Advertising Inserts:

Quantity:

Please call the Production Manager 218-824-2533 for amount for specific months.

Minimum Dimensions:

3 7/8" deep; 5" from backbone (fold) to face (outside edge); 3 1/2" flap on high-folio side. These measurements yield an overall (unfolded) size of 12 1/8" wide by 3 7/8" deep. Deliver cards folded.

Maximum Dimensions:

11" deep; 8" from backbone (fold) to face (outside edge); 4" flap on high-folio side. These measurements yield an overall (unfolded) size of 8" wide by 11" deep. Deliver cards folded.

Trim & Lap:

Absolute minimum lap is 3/8". Lap should be on low-folio side. Issues will jog to the foot; therefore, 1/8" will be trimmed off the foot of all supplied inserts. No trim at gutter (backbone). Final magazine size is 8" wide by 10 7/8" deep.

Live Matter:

Keep vital advertising material (type, logos, and important parts of photos) 1/2" from final trim.

Perforation:

Perforation must be 60% paper, 40% hole. (If holes are too large, the cards may tear apart during binding). Make sure your printer is aware of this specification.

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Fly Fisherman Magazine

2015 Contract & Copy Regulations



Porosity Specs:

Inserts are fed by vacuum grippers. Insert stock should not be too porous for proper feeding. Stock with excessive porosity will cause two or more inserts to be picked up at one time (causing a premature depletion of supply); or it may fail to pick up an insert at all. Our printer uses the Gurley Porosity Tester. It should take at least 25 seconds to force 100ccs of air through the stock, using the Gurley Tester. Your insert stock should be Gurley specified and be guaranteed to meet the above minimum specifications.

Deadline:

Insertion order committing space must be at our office by closing date for a specific issue to allow time for proper pagination, for postal requirements, and for press information, etc. Inserts must be delivered by no later than the 20th of the month.

Shipping & Packing:

Please advise your printer to follow the specs above. Ship to: Account Manager - Fly Fisherman, Quad Graphics, Sussex Plant, N63 W23075 Hwy. 74, Sussex, WI 53089. Blueline sample of insert must be provided to the Production Manager for approval prior to printing.

Postal Requirements:

The U.S. Postal Service requires that any business reply mail be at least .007 inches thick (7-point stock). To get card rate, return portion of card should be at least 3 ½" by 5", but not exceed 4 ¼" by 6". All business reply mail must comply with postal specifications.

Mailing / Miscellaneous:

Send all advertising materials and insert bluelines to:

Production Manager - Fly Fisherman
7819 Highland Scenic Road
Baxter, MN 56425-8011
218-824-2533
Michael.Bentler@imoutdoors.com

Audited by Alliance for Audited Media.



MAGAZINE

Publisher's Statement

6 months ended June 30, 2014

Subject to Audit



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

Published by InterMedia Outdoors, Inc.

Frequency: 5 times/year

1. TOTAL AVERAGE CIRCULATION

	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base	% Above or Below Rate Base
Print	64,837	1,764	66,601	9,454	76,055		
Digital	1,693	-	1,693	122	1,815		
Total Circulation	66,530	1,764	68,294	9,576	77,870	None Claimed	

2. PAID & VERIFIED CIRCULATION BY ISSUE

	Issue	Subscriptions			Single Copy Sales	Total Paid & Verified Circulation
		Paid	Verified	Total		
PRINT	Feb./Mar.	65,384	923	66,307	8,268	74,575
	Apr./May	66,543	519	67,062	10,709	77,771
	June/July	62,584	3,850	66,434	9,385	75,819
DIGITAL REPLICA	Feb./Mar.	1,654	-	1,654	167	1,821
	Apr./May	1,680	-	1,680	145	1,825
	June/July	1,745	-	1,745	54	1,799
TOTAL	Feb./Mar.	67,038	923	67,961	8,435	76,396
	Apr./May	68,223	519	68,742	10,854	79,596
	June/July	64,329	3,850	68,179	9,439	77,618

Additional Information

PRICES

Average Suggested Retail Price - Subscriptions \$30.00
Single Copy \$4.99

Included in paid circulation are copies obtained through Individual and Single Copy Sales.

Included in verified circulation are copies distributed to Public Place and Individual Use.

Average nonanalyzed nonpaid circulation for the 6 month period 1,196 copies per issue.

Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 5,721 or 8.6%
of average paid subscription circulation.

An average of 667 copies are included in Verified Individually Requested that were served to subscribers that ordered the magazine for
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