

Celebrating 50 years

FLY FISHERMAN

2019 MEDIA KIT



FlyFisherman.com

Celebrating 50 years

FLY FISHERMAN

Fly Fisherman has been the leading magazine of fly fishing since 1969. Five 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 Authoritive Source

Our regular contributors include internationally recognized guides and fly tiers like Oliver White, Hilary Hutcheson, George Daniel, Blane Chocklett, Landon Mayer, April Vokey, 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.



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 - \$137,005
- 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
- Will spend \$70,000,000+ on fly fishing gear and equipment over the next year
- 95% rate their skill level at intermediate or better
- 60% rate their skill level at advanced or expert
- 74% took an overnight fly fishing trip in the past year, 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 in the next 12 months -27,000+ fly rods

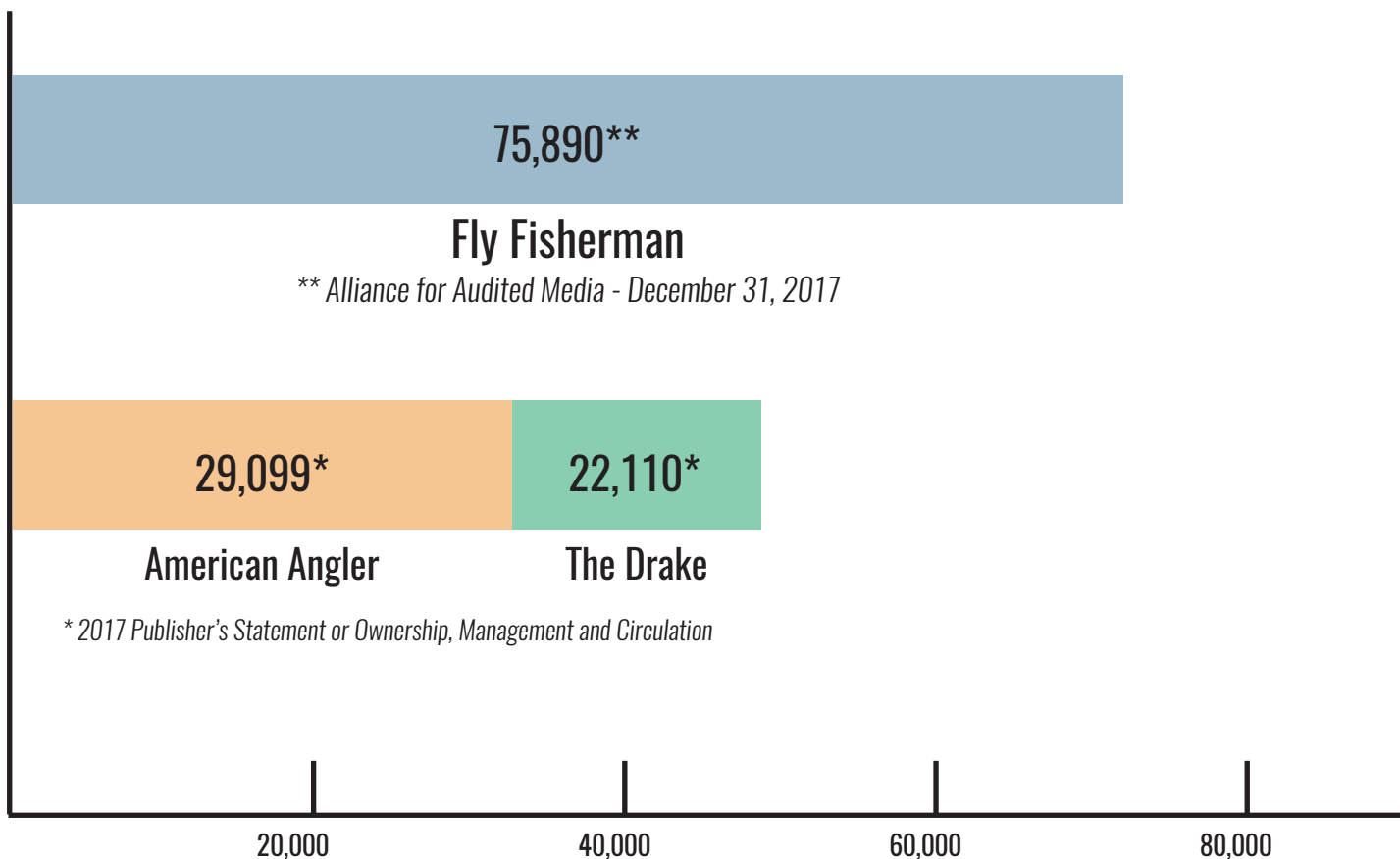
Circulation	75,890
Frequency	5x/year
Total Audience	454,974
Average Household Income	\$137,005



The Leader in Circulation

Fly Fisherman magazine is committed to providing advertisers with true, accurate circulation numbers verified by the Alliance for Audited Media.

Fly Fisherman reaches the largest paid, audited circulation in the fly fishing industry.



FEB/MAR

- Conservationist of the Year
- Bahamas Then and Now
- Delta Grand Slam

Closing Date
October 19, 2018
On Newsstand
January 1, 2019

APR/MAY

- Matching Spring Hatches
- Cape Cod Slobs and Schoolies

Closing Date
December 20, 2018
On Newsstand
March 5, 2019

JUNE/JULY

- Fly Fishing our National Parks
- Southern Stripers
- Saving Montana's Smith River

Closing Date
February 27, 2019
On Newsstand
May 7, 2019

AUG/SEP

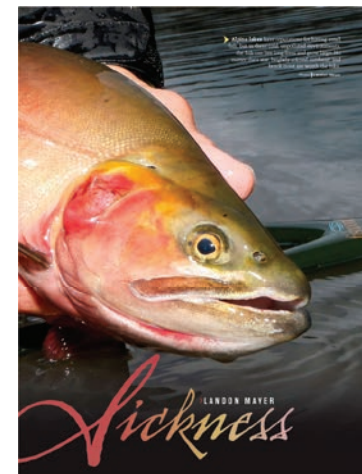
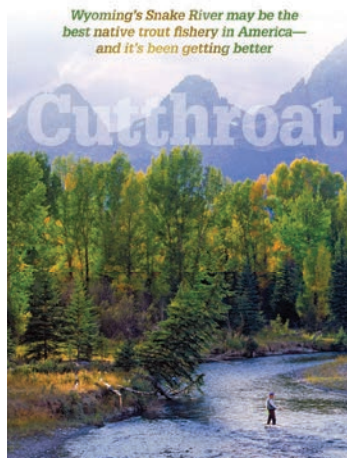
- Montana Hoot Owls
- Fishing in the Film
- River Smallmouth

Closing Date
April 23, 2019
On Newsstand
July 2, 2019

OCT/NOV/DEC

- Gear Guide Awards
- Great Lakes Steelhead
- Swinging in the OP

Closing Date
July 23, 2019
On Newsstand
October 1, 2019



MARKET PLACE

Market Place display ads will appear at the beginning of the Market Place section in each issue of Fly Fisherman

AD SIZE		1x	3x	5x
1/8 page	Color	\$650	\$600	\$550
	B&W	550	500	450
1/4 page	Color	1,300	1,200	1,100
	B&W	1,100	1,000	900

ONSTREAM

AD SIZE		1x	3x	5x
1 1/2"	Color	\$365	\$335	\$275
	B&W	340	310	250
3"	Color	685	605	500
	B&W	635	555	445
4 1/2"	Color	1,030	910	750
	B&W	955	835	670

Column width is 2 3/16"

FLY TIER'S SHOWCASE


Fly Tier's Showcase follows the Fly Tier's Bench in each issue of Fly Fisherman

AD SIZE		1x	3x	5x
1/8 page	Color	\$650	\$600	\$550
	B&W	550	500	450
1/4 page	Color	1,300	1,200	1,100
	B&W	1,100	1,000	900

MARKET PLACE

TROUTBECK

Trophy Trout Fishery & Bird Sanctuary



For Sale A one-of-a-kind estate property. Right, ID + 14 acres + 6,400 sq. ft. custom home.

- 5 acres lake with 100 lbs. rainbow trout & golden trout
- 5 minutes from the South Fork of the Snake River
- 50 minutes from Yellowstone Park and Jackson Hole
- 20 minutes to the Idaho Falls, ID Regional Airport

Video tour of home and property at idaho.troutbeck.com


Sutcliffe's Trout Beck, Associate Broker
Call: 208.333.7437
Email: sutcliffe@troutbeck.com

Blue Sky

FURLED LEADERS

Amazing accuracy. Delicate presentation. Trout thru Muck and Salmo. Lasts many seasons. Sizes for all line weights. Just change tipset.

www.fishtrader.com 800-822-0298 Email: blue.sky@fishtrader.com



DON'T LET YOUR NEXT TRIP DEPEND ON STORE BOUGHT FLY RODS

BUILD YOUR OWN RODS

Mud Hole
www.mudhole.com
FLY ROD KITS • INSTRUCTIONS • CLASSES

ONSTREAM

ALASKA

SPORTSMAN'S
888.826.7376
WWW.FISHAS.COM

COLORADO

FLY SHOWDOWN SERVICE
• Fly Fishing River Events • Trout Report • Private Access • Schools • Fly Fishing • Lure Fishing • 50 miles from Denver • 800-433-8867 • www.flyshowdown.com

NEW YORK

BATTENKILL LODGE
SHUSHAN, NEW YORK
TROUT & SALMON
Angling on the NEW YORK BATTENKILL

• Private Luxury Lodging
• 20 miles of private wild trout waters for Brook Trout, Brown, and Brook Trout
• Fishing the Battenkill and Snake River
• Fly fishing gear for trout and salmon

www.battenkillodge.com

For a free brochure or reservation contact:
Capt. Bob Stone
402 Richard Street, Ulster County, NY 12542
1-815-471-1400 ext. 100
Email: info@battenkillodge.com

NEW ZEALAND

The Best of New Zealand Fly Fishing

For over 20 years, we have specialized exclusively in New Zealand fly fishing. Fly fishing is our central focus, but we are also experts in the other outdoor and recreational activities in New Zealand. We have extensive fishing programs, as well as sightseeing and travel arrangements.

www.bonnyflyfishing.com

Mike McFadden, Mike Stone, David Stone
402 Richard Street, Ulster County, NY 12542
1-815-471-1400 ext. 100
Email: info@battenkillodge.com

MONTANA

Montana's Best All-Inclusive Fly Fishing Packages!

BIGHORN ANGLER
(406) 666-2233
www.bighornangler.com

OREGON

Your Smile is our Job

Murray's Fly Shop
"On the River" (1983)
• 1 Day Trout (1983) and Brook Trout (1983) schools taught by Harry Murray and Jeff Murray
• Guide fish, all gear for the day by boat, on the river
• P.O. Box 198, Estacada, OR 97028
Phone: 503-684-4312 • Fax: 503-684-4885
murrayflyshop.com

Love our Work!
Mike Williams River Therapy
Fly fishing gear, instruction, and more!
www.mikewilliams.com

VIRGINIA

For Advertising Info Call Ben Hoffman
PH: 717-565-8075 Fax: 717-545-2527
Email: benh@flyfisherman.com
Advertising information for Fly Fisherman and Flyfisherman.com can also be found at www.flyfisherman.com

Classified Rates

1x	3x	5x
\$5.35 per word	\$5.00 per word	\$4.65 per word

FLY TIER'S BENCH



5 Simultaneously wrap both the Chromatic Bead and the Fly Tying Bench. The Fly Tying Bench is a new tool that allows you to wrap the bead and the fly in one motion. The Fly Tying Bench is a new tool that allows you to wrap the bead and the fly in one motion.



6 Clip a bubble clamp of lavender foam across the back and tie in the fly, extending back as close to the end of the tail as you can get. Tie the wing with three doublets made of tinsel. Leave tinsel.

FLY TIER'S SHOWCASE



7 The bubble clamp gives the fly a nice grip on the back of the wing. Fold the bubble clamp and wrap it around the back of the fly. The bubble clamp is a new tool that allows you to wrap the bead and the fly in one motion.



8 To speed the tying, grab the fly in your fingers and pull everything forward over the eye. Tying the fly in one motion. Apply a thin coat of lacquer to the back of the fly. The lacquer will keep the fly from drying out. The lacquer will keep the fly from drying out.

Griffin

Introducing
Odyssey Spider
Travel Kit

Complete
Spider Web
Casting System
Regular Fly
Regular Fly
Regular Fly
Regular Fly
Regular Fly
Regular Fly
Regular Fly
Regular Fly

www.griffinenterprises.com

USA Made Fly Tying Vises

ATLAS
VISE
VISE
VISE
VISE
VISE
VISE
VISE
VISE

WOLFF
indiana
(800) 888-3832
www.flytyingvise.com

FLY FISHING MADE EASY | AD CLOSE **MARCH 6, 2019** | ON SALE **MAY 14, 2019**



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	\$2,000	\$1,880	\$1,665
2/3 Page	1,540	1,450	1,360
1/2 Page	1,340	1,255	1,175
1/3 Page	940	895	840
1/4 Page	740	965	650
1/6 Page	540	510	470
Spread	4,000	3,760	3,300

B&W	1x	3x	5x
Full	\$1,480	\$1,390	\$1,305
2/3	1,140	1,075	1,005
1/2	995	930	875
1/3	695	650	610
1/4	550	510	475
1/6	400	375	350
Spread	2,960	2,780	2,610

Covers	1x	3x	5x
Cover 2	\$2,430	\$2,285	\$2,100
Cover 3	2,325	2,185	2,010
Cover 4	2,535	2,385	2,190

2020 GEAR GUIDE | AD CLOSE **SEPTEMBER 4, 2019** | ON SALE **NOVEMBER 12, 2019**



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	\$2,500	\$2,350	\$2,080
2/3 Page	1,925	1,810	1,700
1/2 Page	1,675	1,570	1,470
1/3 Page	1,175	1,120	1,050
1/4 Page	925	870	810
1/6 Page	675	640	590
Spread	5,000	4,700	4,125

B&W	1x	3x	5x
Full	\$1,850	\$1,735	\$1,630
2/3	1,425	1,345	1,255
1/2	1,245	1,160	1,095
1/3	870	810	760
1/4	685	640	595
1/6	500	470	435
Spread	3,700	3,475	3,260

Covers	1x	3x	5x
Cover 2	\$3,035	\$2,855	\$2,625
Cover 3	2,905	2,730	2,510
Cover 4	3,170	2,980	2,735

DISCOUNT/ADVERTISE BOTH



4-Color	1x	3x	5x
Full Page	\$3,825	\$3,595	\$3,185
2/3 Page	2,945	2,770	2,600
1/2 Page	2,560	2,400	2,250
1/3 Page	1,795	1,710	1,605
1/4 Page	1,415	1,330	1,240
1/6 Page	1,030	975	900
Spread	7,650	7,190	6,310

B&W	1x	3x	5x
Full	\$2,830	\$2,655	\$2,495
2/3	2,180	2,055	1,920
1/2	1,905	1,775	1,675
1/3	1,330	1,240	1,165
1/4	1,050	975	910
1/6	765	720	665
Spread	5,660	5,315	4,990

Covers	1x	3x	5x
Cover 2	\$4,645	\$4,370	\$4,015
Cover 3	4,445	4,175	3,840
Cover 4	4,850	4,560	4,185

Effective January 1, 2018

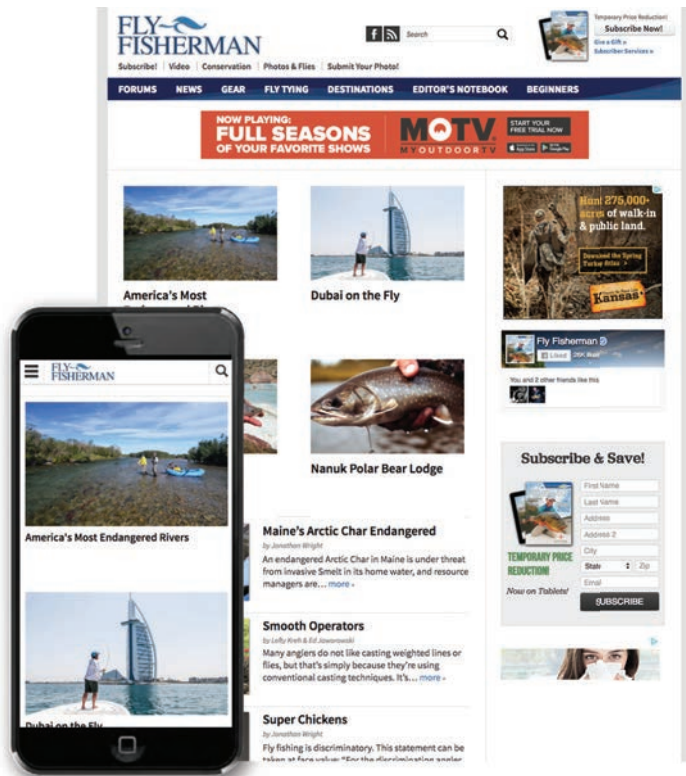
4-Color	1x	3x	5x	8x	10x	13x
Full Page	\$9,800	\$8,785	\$7,800	\$7,400	\$6,955	\$6,605
2/3 Page	7,980	7,155	6,190	6,055	5,675	5,385
1/2 Page	6,380	5,730	5,090	4,835	4,525	4,300
1/3 Page	4,865	4,355	3,860	3,670	3,440	3,270
1/6 Page	2,655	2,395	2,125	2,015	1,880	1,785
Two Page Spread	17,570	15,815	14,050	13,345	12,515	11,895


B&W	1x	3x	5x	8x	10x	13x
Full Page	\$7,150	\$6,415	\$5,700	\$5,405	\$5,080	\$4,825
2/3 Page	5,270	4,730	4,200	3,990	3,745	3,555
1/2 Page	4,180	3,755	3,335	3,165	2,965	2,815
1/3 Page	2,835	2,545	2,270	2,155	2,015	1,915
1/6 Page	1,510	1,360	1,210	1,150	1,065	1,015
Two Page Spread	12,875	11,550	10,255	9,745	9,140	8,680

Covers	1x	3x	5x	8x	10x	13x
Cover 2	\$10,680	\$9,565	\$8,430	\$7,995	\$7,585	\$7,200
Cover 3	10,480	9,395	8,265	7,850	7,440	7,065
Cover 4	11,075	9,910	8,725	8,285	7,850	7,455

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

Fly Fisherman brings you 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 latest news on how we are preserving and restoring our precious fisheries.



59k 
Avg. Monthly Uniques

Annual Page Views	2,369,573
Avg. Time Spent	2:15
Pages Per Session	2.3
Traffic From Mobile/Tablet	50%
eNewsletter Subscribers	42,800
Social Media Followers	26,701

IDEAL FOR ACTIVATION AND CONVERSION

.20_{CTR}
OSG Network

.14_{CTR}
Industry Benchmark

HIGH
IMPACT

1400x200 (Super Header)

1400x500
(Super Header Expanded)



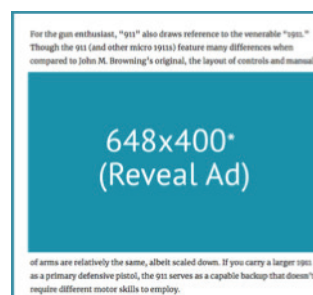
Reach Your Target Audience with
Visually Engaging Display Ads

MOBILE / TABLET



STATIC/VIDEO

Pre Roll (:15 or :30 sec)
In-Stream



GET IMPROVED
PERFORMANCE

OSG Network CTR performs
50% better
than standard industry
benchmarks.

IDEAL FOR BRAND RECOGNITION AND RECALL

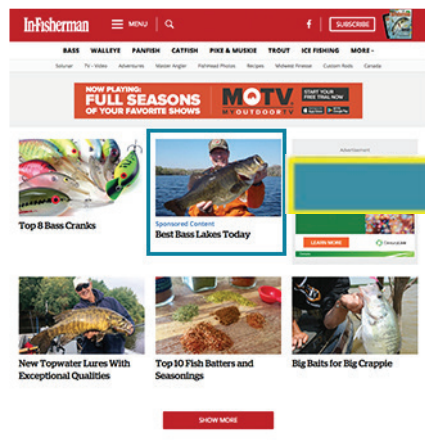
Native Advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

+17%

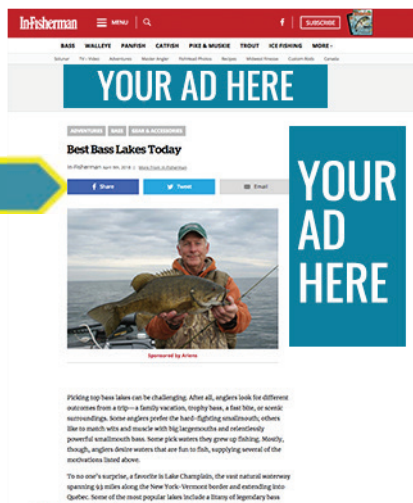
Purchase Intent Increases Further with
Accompanying Branded Companion Ads

Source: Polar 2017

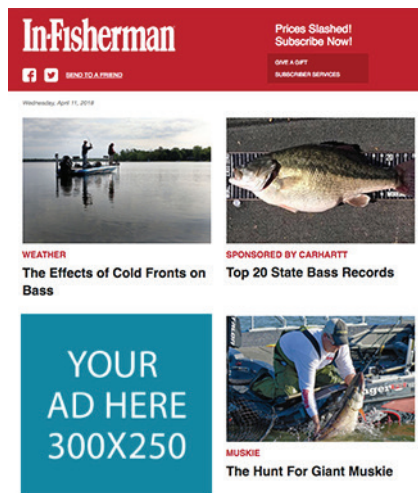
Native Ads



Your Content



E-Newletter



Content to be shared across social channels

PACKAGES

Custom Content

Your brand is associated with original custom content created for you by OSG writers..

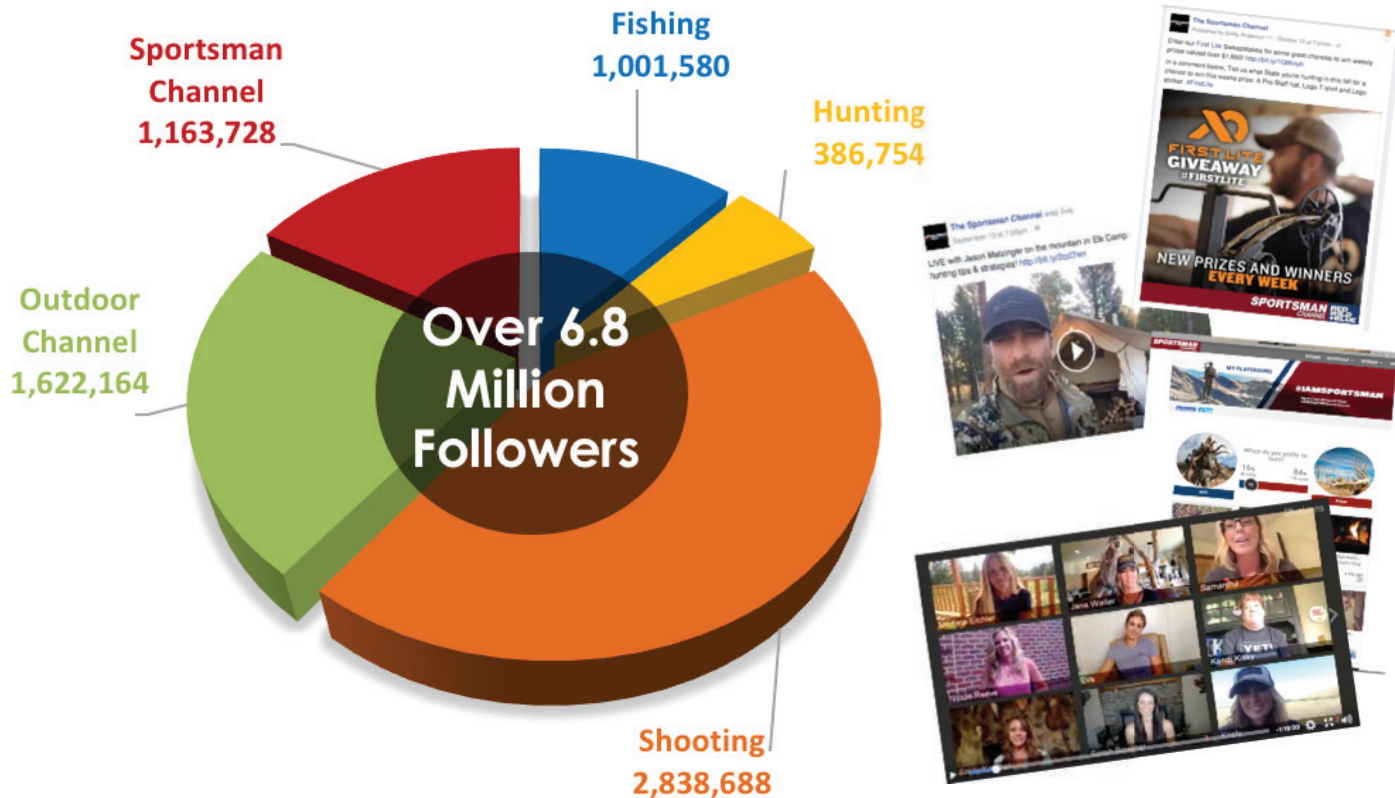
- Story Creation
- In Stream ROS Ads
- E-Newsletter placement
- 100% SOV banners all devices; (970x250, 728x90, 300x600, 300x250, 320x100)
- Reporting (30 days post)
- 60 day run

Editorial Sponsorships

Your brand is associated with original content created by OSG writers.

- In Stream ROS Ads
- E-Newsletter placement
- 100% SOV banners all devices; (970x250, 728x90, 300x600, 300x250, 320x100)
- Reporting (30 days post)
- 30 day run

AUTHENTIC POSITIONING FOR YOUR BRAND MESSAGE ON OSG's TRUSTED SOCIAL PLATFORMS



PACKAGES

- **Co-Branded Per Post Syndication**
- **Facebook Live Events**
 - Episodics
 - Topics & Tips
 - Products
 - Hunt/Fish Roundtable
 - Tradeshows
 - Magazine Cover
- **Sweeps**
 - Text to Win
 - Enter to Win

Activating Engagement
— increasing brand awareness, reach, impressions, video views, engagement and more..

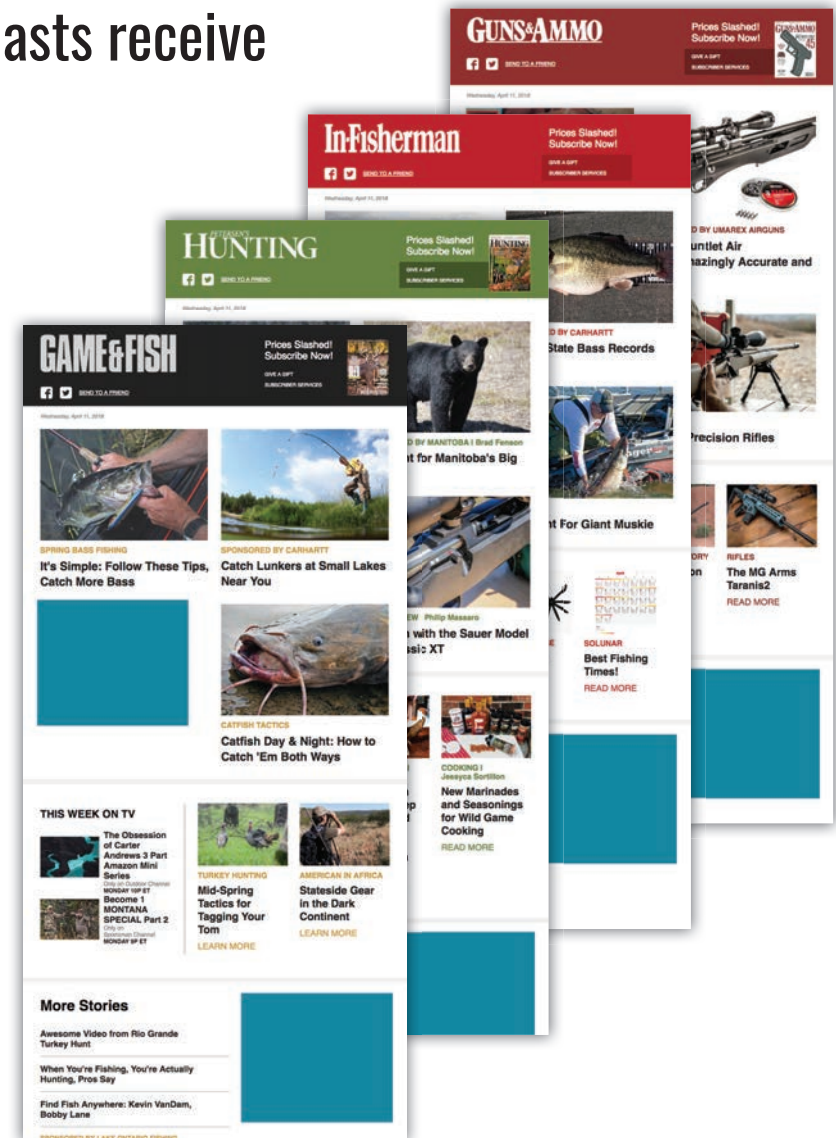
OVER 1.26 MILLION Outdoor Sports Enthusiasts receive one or more OSG-branded newsletters per month.

eNewsletter:

- (2) 300x250 ad slots
- Magazine Subscriber Base
- Reporting

eBlast:

- Connect with our subscribers at 100% SOV
- Magazine Subscriber Opt-In to receive emails/offers from OSG partners
- Reporting



HIGH IMPACT

**BEST
BUY!**

**GUARANTEED VIEWABILITY
ABOVE THE FOLD**

Unit	Size	CPM	Road Block (choice of 2 positions)	Take Over (All 4 positions included)
DESKTOP/MOBILE			CPM	CPM
			\$18	\$25
Superheader Expanded/Superheader	1400x500/1400x200	\$25		
Billboard	970x250	\$14	Your Choice of (2) positions: Billboard Half Page Medium Rectangle Leaderboard	✓
Half Page	300x600	\$12		✓
Medium Rectangle	300x250	\$10		✓
Leaderboard	728x90(desktop) 320x100(mobile)	\$8		✓

REVEAL		
Rich Media/Video	648x400	\$20
Static	648x400	\$18

*Rich Media: Standard Display: \$2 for Rich Media, Data Layer, Targeting | High Impact: +\$2-\$8 for Rich Media - costs based on campaign

Go to <http://www.outdoorsg.com/marketing-solutions/digital/digital-ad-specs/> for digital specs

OSG Digital Network offers customized packages, beyond standard sizes and placements, to satisfy the specific needs and objectives of our clients. Programmatic opportunities available.

VIDEO	
Pre-Roll	\$25
In-line	\$15

NATIVE	
Custom Content	\$8,500 Flat Rate
Editorial Sponsorships	\$6,500 Flat Rate

E-MAIL	
E-Newsletter	CPM's vary, Contact Your Sales Representative
E-Blast	\$150

SOCIAL	
Co-branded Per Post Syndication	CPM's vary, Contact Your Sales Representative
Facebook Live Events	
Sweeps	
Magazine Article Extension	

Contact your ad sales representative or visit www.outdoorsg.com/advertise/ for more information

Creative Unit Name	Initial Dimensions (W x H in px)	Maximum Expanded Dimensions (W x H in px)	Max Initial File Load Size	Maximum Animation Length	Audio Initiation	Submission Lead-Time
Superheader	1400x200	1400x500	100kb	15-sec, 3x loops max	User Initiated	5 Business Days
Billboard	970x250	N/A	100kb			
Half Page	300x600	600x600	60kb			
Medium Rectangle	300x250	500x250	60kb			
Leaderboard	728x90	728x180	60kb			
Mobile Leaderboard	320x100	N/A	35kb			
Mobile Leaderboard	320x50	N/A	35kb			
Reveal	648x400	N/A	60kb			

Image Sizes:

1080x1080 & 1200x628

Story Sizes:

1080x1920 / 9:16

Videos

- **Dimensions:** 1280x720 & 1080x1080
- **Videos need to be under a minute** to be posted on IG. However, we have some clients that provide a teaser and full Version.
- The full version can be posted on YouTube and FB.
- **30 Second videos tend to do better.**
 - Codecs should be H.264 and AAC.
 - Export as .MP4

Character Limits

- FB: Suggested *90 character. It is recommended to keep character limits as short as possible.
- TW: up to 280-character limit.
- IG: No character limit currently. It is recommended to keep character limit to 90 (ie. #123456789).

Click URLs:

- It is OSG's policy that we use our own tracking parameters.
- We request a raw URL that we create our own tracking parameters in Terminus with – **if the URL lives on the client's website they can still track it no matter what.**
- Client may use their own tracking parameters; incorporated into OSG's.

Creative Process:

- Client to supply standard social media materials per post or as agreed upon.
- If OSG is providing the creative to be used in the campaign, client will provide:
 - Logo
 - Image (of promotional item/product)
- Client may provide boilerplate copy to be used in the post, but OSG reserves the right to optimize the copy for social. In cases where client provides copy, OSG and client will work together on refining copy as needed.

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 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 Minnesota 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 Minnesota.

General Production Information•

Melissa Williams
Fly Fisherman
6385 Flank Drive, Suite 800
Harrisburg, PA 17112-2784
717-695-8088
melissa.williams@outdoorsg.com

Trim Size• 7¾-in. wide x 10½-in. high

Non-Bleed• ½-in. inside trim. Non-bleed ads should have all elements within this measurement.

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

Trim• The edge of the page.

Safety• ¼-in. inside of the trim edge on all four sides for a total ½-in. safety both vertically and horizontally. All image and text not intended to bleed should be within this measurement.

Binding• Annual guides & Fly Fisherman - Saddle Stitched

Printed• Web Offset

Please contact the production manager for specs, quantities, and delivery information for supplied inserts and cards.

Contact Info•

Ben Hoffman
Fly Fisherman Advertising Manager
(717) 695-8075 • FAX (717) 545-2527
benh@flyfisherman.com

Advertising File Requirements•

OSG requires that ads be submitted in PDF/X-1a format.

Files must have•

All fonts embedded.

Page geometry defined and consistent (trim, bleed, and media/art boxes).

Correct color space for all elements (CMYK or grayscale).

Spot colors converted to CMYK.

Color and grayscale image resolution between 266 and 300 ppi at 100% placement.

Bitmap image resolution between 600 and 1200 ppi.

Total ink coverage should not exceed 300%.

Advertising File Submission•

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



Annual Frequency: 6 times/year

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

Published by Outdoor Sportsman Group - Integrated Media

Publisher's Statement

6 months ended December 31, 2017, *Subject to Audit*

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
67,153	8,737	75,890	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			
Aug/Sep	56,451	2,760	59,211	7,312		7,312	63,763	2,760	66,523	9,790	123	9,913	73,553	2,883	76,436
Winter 17	58,368	2,525	60,893	6,888		6,888	65,256	2,525	67,781	7,500	60	7,560	72,756	2,585	75,341
Average	57,410	2,643	60,053	7,100		7,100	64,510	2,643	67,153	8,645	92	8,737	73,155	2,735	75,890

PRICE

	Suggested Retail Prices (1)
Average Single Copy	\$4.99
Subscription	\$30.00

(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: 4,162

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 192

Included in Paid Circulation:

- Individual Subscriptions
- School Subscriptions
- Single Copy Sales

Included in Verified Circulation:

- Included in verified circulation are copies distributed to:
- Individuals
- Public Place Locations

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: KSE Sportsman Media, Inc.

FLY FISHERMAN, published by Outdoor Sportsman Group - Integrated Media * 1040 Sixth Avenue 12th Floor * New York, NY 10018

CARTER VONASEK

Planning Director

P: 212.852.6682 * F: 212.302.4472 * URL: www.flyfisherman.com

Established: 1959

MICHAEL CARNEY

COO, PUBLISHING & BRANDED MEDIA

AAM Member since: 1984