

# FLY FISHERMAN

## 2020 MEDIA KIT

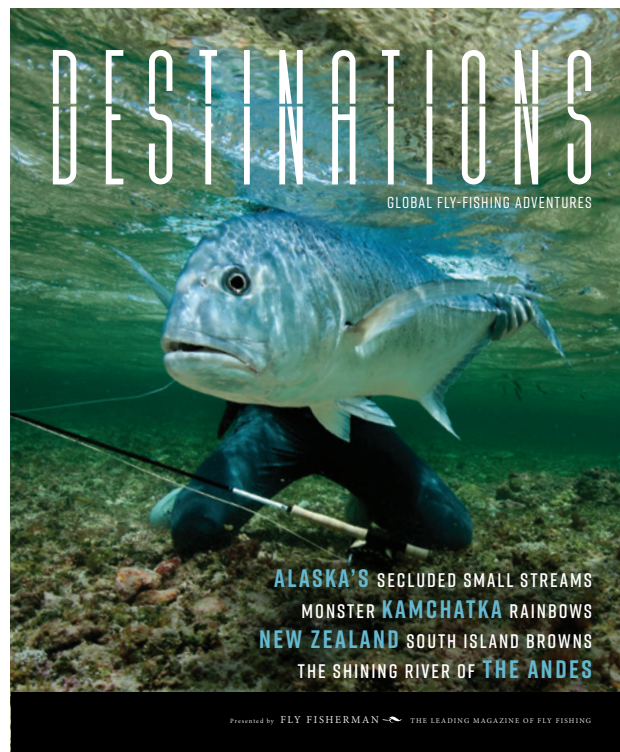
[FlyFisherman.com](http://FlyFisherman.com)





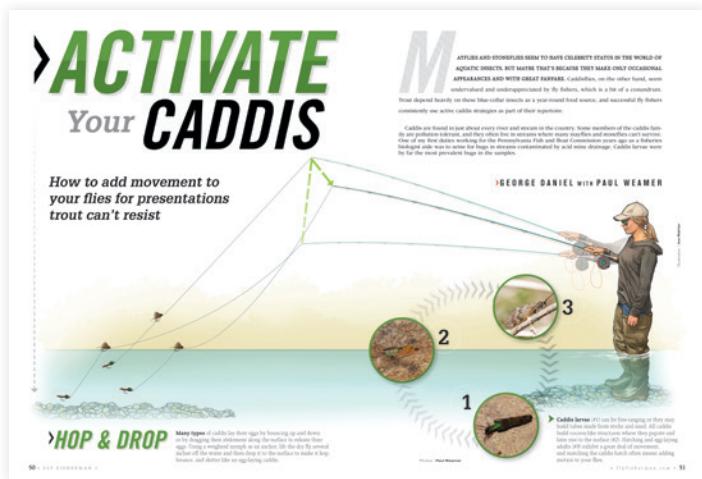
# FLY FISHERMAN

FLY FISHERMAN has been the leading magazine of fly fishing since 1969. Eight 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	75,461
Frequency	5x/year
Total Audience	830,071
Average Household Income	\$137,005

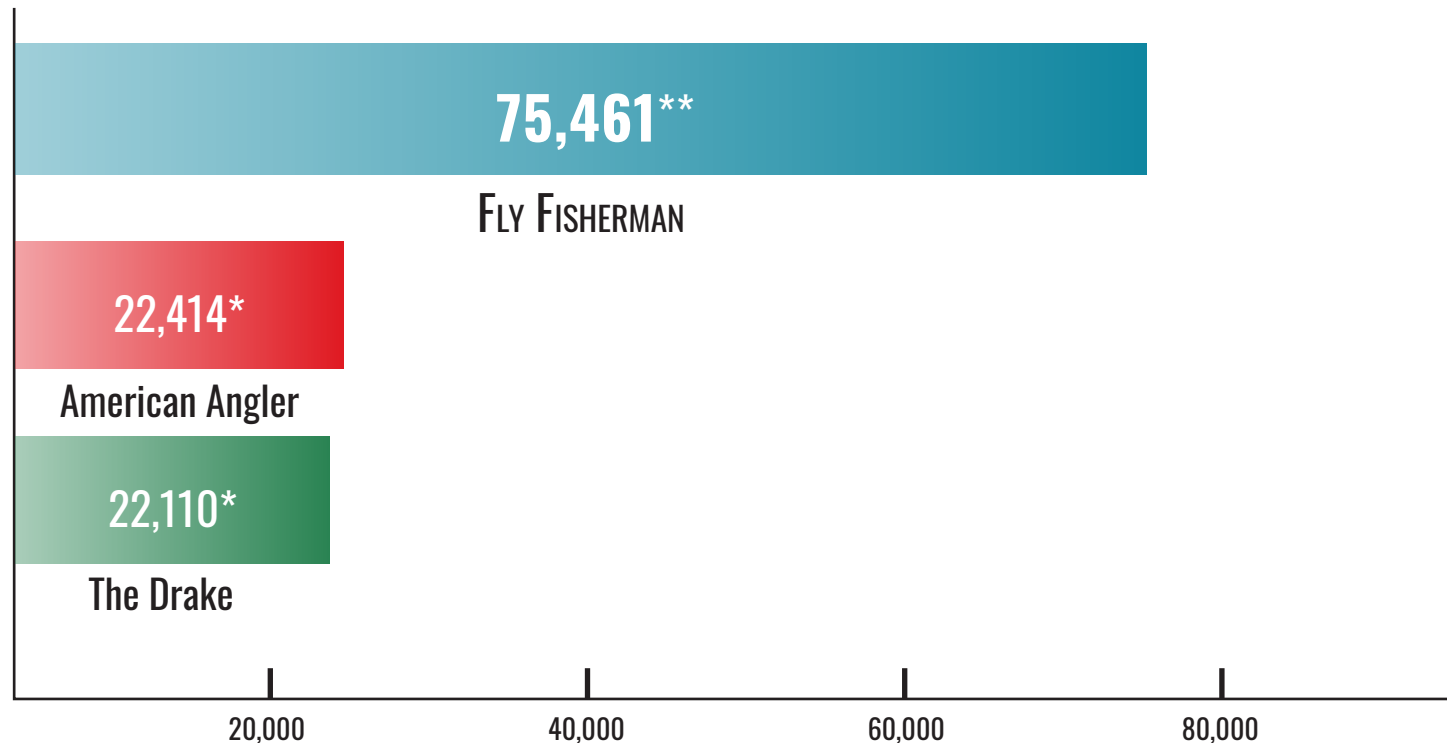


## The Leader in Circulation

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.

## TOTAL PAID DISTRIBUTION



\* 2018 Publisher's Statement of Ownership, Management and Circulation

\*\* Alliance for Audited Media - June 30, 2019



### FEB/MAR

- Conservationist of the Year
- Keys Bonefish
- Synthetic Flies for the Delaware

**Closing Date\***  
October 24, 2019  
**On Newsstand\***  
January 7, 2020

### APR/MAY

- Pennsylvania's Class A Trout Streams
- A lifelong Quest for a Giant Largemouth

**Closing Date\***  
December 27, 2019  
**On Newsstand\***  
March 10, 2020

### JUNE/JULY

- Southern Stripers
- George Daniel's Contact Nymphing Method

**Closing Date\***  
March 4, 2020  
**On Newsstand\***  
May 12, 2020

### AUG/SEP

- Montana's Forgotten Streams
- Smallmouth Terrestrial Tactics

**Closing Date\***  
April 27, 2020  
**On Newsstand\***  
July 7, 2020

### OCT/NOV/DEC

- Gear Guide Awards
- Brazil's Greatest Payara River
- Deschutes Steehead

**Closing Date\***  
July 28, 2020  
**On Newsstand\***  
October 6, 2020



\* Closing and on newstand dates subjects to change.

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 23/16"

## FLY TIER'S SHOWCASE

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


### ALASKA



**KULIK LODGE**

www.kuliklodges.com  
1-800-544-0951


### COLORADO



**FLY SHOP/GUIDE SERVICE**

Fish Four Major Rivers Year Round  
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Lodging Services • 80+ miles from River  
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5800 • 10000 E. Platte Canyon Road • Golden,  
CO 80431 • 434-6471 • www.flyshopguideservice.com

### MONTANA




**Bighorn Angler**

**MONTANA'S BEST  
ALL-INCLUSIVE  
FLY FISHING  
PACKAGES!**

BIGHORNANGLER.COM  
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### CANADA




**LAWRENCE BAY LODGE**  
*A fly fishing haven of a beautiful place*

- On Renegade Lake, Saskatchewan
- New 18' Deep-Trench Fishing Boats
- Fully Modern Cabins
- Remote Fly-In Lakes

Box 128, Tofino, NO S8B80  
rlodges@stelarnet.com  
LawrenceBay.com

**701-262-4560**

### NEW YORK



**BATTENKILL LODGE**  
SHUHAN, NEW YORK  
TROPIC SHOW TRIPS  
ANGLING ON THE  
NEW YORK BATTENKILL

- Private Luxury Suites
- 5 MILLION of private wild trout water for
- Hatcheries, brook and brook trout
- Fishing the Battenkill and Thru the
- Deep water guide the trip


www.battenkilllodge.com

For a free brochure or reservation contact:

Capt. Bob Harris  
62 Schuylkill Road, Shaw Creek, NY 11242  
1-516-671-7900 anytime

Also in season: 1-518-254-9560

### NEW ZEALAND




**The Head of New Zealand Fly Fishing**

**F**or over 20 years, we have operated exclusively in New Zealand fishing and travel. Fly fishing is our passion and we are experts in what we do. We have other services and accommodations available to help you make the most of your trip. We are excited about fishing programs to help in understanding and nature-based tourism.

www.headnzflyfishing.com  
www.headnzflyfishing.com

1044 Te Pahi Drive, Te Anau, New Zealand  
Tel: 03-524-2212 • Fax: 03-524-2202

### VIRGINIA



**Murray's Fly Shop**  
*"On the Shoreland"*

• 1 day Trout (1500) and Greenhead (\$195) schools taught by Harry Murray and Art Murray  
• Guide trips, with or without fly tackle by Scott, Chris and Winston  
• P.O. Box 158, Leesville, VA 22424  
Phone: 540-884-4212 • Fax: 540-884-4895  
• info@murraysflyshop.com  
www.murraysflyshop.com

**STAY CONNECTED!**  
FLYFISHERMAG.COM

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VIDEOS AVAILABLE AT [FLYFISHERMAN.COM](http://FLYFISHERMAN.COM)

## FLY TIER'S BENCH

**HOOK:** #10-12 TMC#5 5302 OR  
**TAPER:** GUSTON OR TUN 310 MAG  
**UNDERBODY:** ZMAN TAN FLY FOAM  
**UNDERDORS:** ZMAN TAN, RUB, OR PUP  
**LEGS:** MEDUSA BRUSH (2000)

## A JACK DE

FLY FISHERMAN

**11** Make two last wings of thread over the hat at the front of the body and again when pulling the thread toward you to get up the top of the hat so you do this. Continue winging thread through the hat to another 4-fiber or piece. Clip the butt ends of the silk hat so close to the shark as you can.

**13** Tie in a single strand of rubber leg on each side of the legs in the foam core. Trim the legs as they are about strand length long.

**12** Pick the thorax from the back of the hook eye back to the front edge of the body, ending with the thread hanging at the base of the wing. Put the top hat back over the top of the fly and anchor it in place with a couple tight turns of thread.

**14** Trim the foam on top of the fly into a point and trim the tan hair into a short V over the top of the body. Whip back the thread at the corner between the head and the body. Make three tight turns with the whip finisher and clip the thread.

[flyfisherman.com](http://flyfisherman.com) 99

## Classified Rates

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



FLY FISHING MADE EASY | AD CLOSE **MARCH 4, 2020** | ON SALE **MAY 12, 2020**



*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

2021 GEAR GUIDE | AD CLOSE **SEPTEMBER 1, 2020** | ON SALE **NOVEMBER 10, 2020**



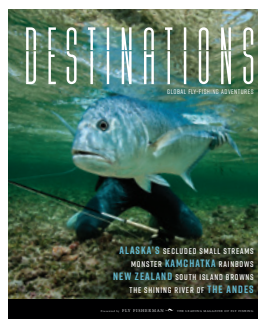
*Gear Guide* highlights the best fly-fishing tackle on the market today. Novice and expert anglers all have similar questions. What rods, reels, lines, and waders are best for my type of fishing? What are the best values out there? What specific products do the experts recommend? We'll share the results 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

DESTINATIONS | AD CLOSE **JUNE 23, 2020** | ON SALE **SEPTEMBER 1, 2020**



*Destinations* is an insider look at the finest fishing opportunities on the planet. This 120-page, square-bound fly-fishing travel guide is printed on 50-pound Somerset Gloss paper. It's a book that will be cherished, saved, and read over and over again in living rooms, fly shops, and fine fishing lodges around the world.

4-Color
Full Page \$1,500
Spread \$2,500



Effective January 1, 2020

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



### Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 7 3/4" w x 10 1/2" h

#### 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

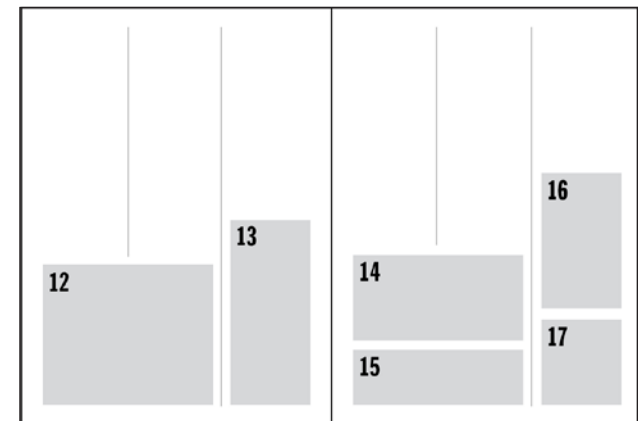
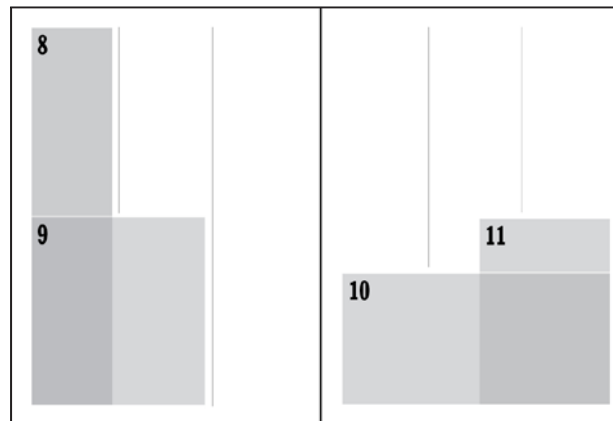
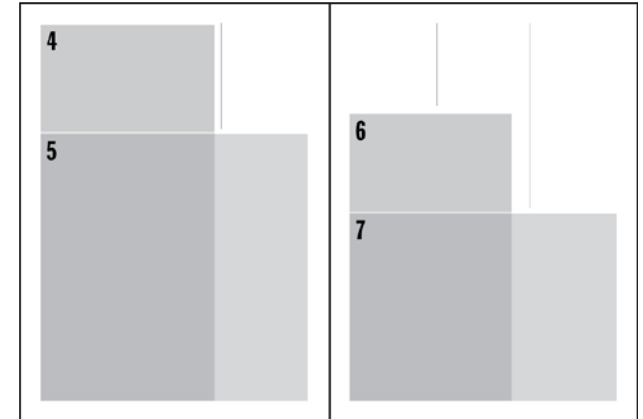
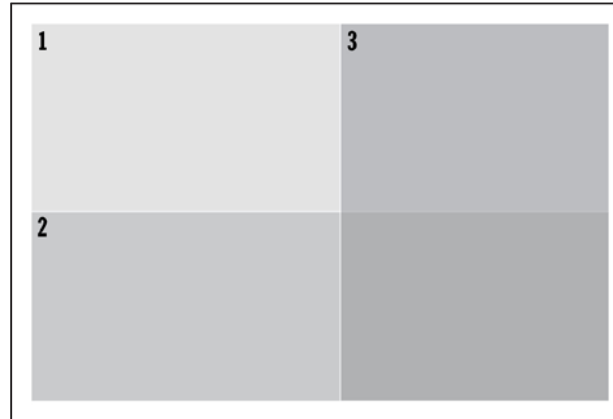
#### 18. One Inch Banner

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

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

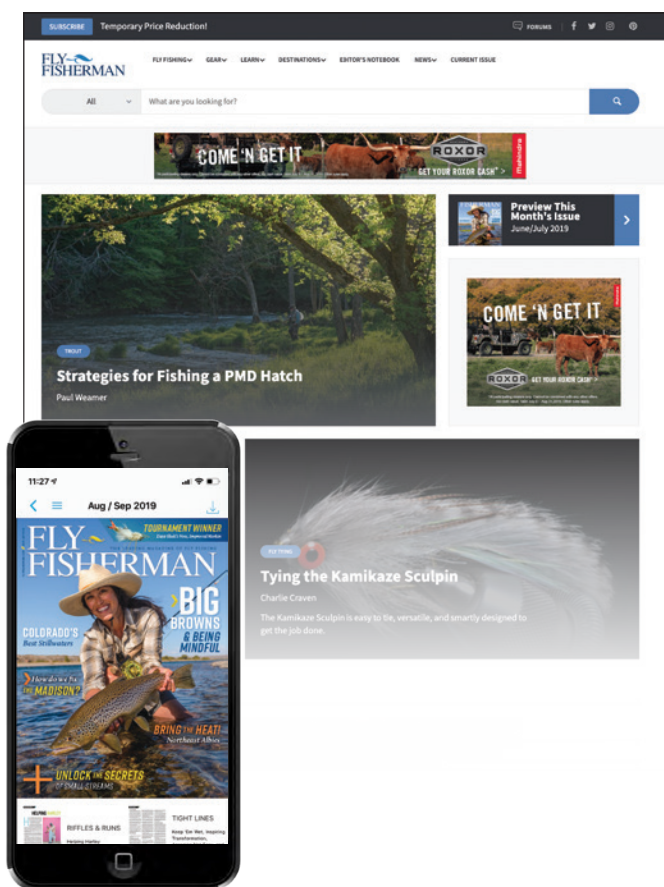
**Non-Bleed** — 1/2" inside trim. Non-bleed ads should have all elements within this measurement.

**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.

**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.



**41k**  
Avg. Monthly Uniques



**A18-45**  
**73%** Distribution



Average HHI	60K+	91%
Male (%)		88%
Annual Page Views		4,487,871
Avg. Time Spent		2:41
Pages Per Session		1.5
Traffic From Mobile/Tablet		72%
eNewsletter Subscribers		114,924
Social Media Followers		168,822



## Terms and Conditions:

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- 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

Ross Purnell  
Publisher  
(717) 695-8073 • FAX (717) 545-2527  
ross@flyfisherman.com

Dennis Pastucha  
Art Director  
(717) 695-8076 • FAX (717) 545-2527  
dennis@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





## Publisher's Statement

6 months ended June 30, 2019, *Subject to Audit*

**Annual Frequency:** 6 times/year

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

**Published by** Outdoor Sportsman Group - Integrated Media

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
67,852	7,609	75,461	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			
Feb/Mar	56,475	2,230	58,705	8,862		8,862	65,337	2,230	67,567	8,509	30	8,539	73,846	2,260	76,106
Apr/May	56,703	2,199	58,902	8,827		8,827	65,530	2,199	67,729	8,249	20	8,269	73,779	2,219	75,998
Jun/Jul	56,630	2,221	58,851	9,407		9,407	66,037	2,221	68,258	6,000	18	6,018	72,037	2,239	74,276
<b>Average</b>	<b>56,603</b>	<b>2,217</b>	<b>58,820</b>	<b>9,032</b>		<b>9,032</b>	<b>65,635</b>	<b>2,217</b>	<b>67,852</b>	<b>7,586</b>	<b>23</b>	<b>7,609</b>	<b>73,221</b>	<b>2,240</b>	<b>75,461</b>

### 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: 3,841

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 179

**Included in Paid Circulation:**

Individual Subscriptions  
School Subscriptions  
Single Copy Sales

**Included in Verified Circulation:** Included in verified circulation are copies distributed to:

Individuals  
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