

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

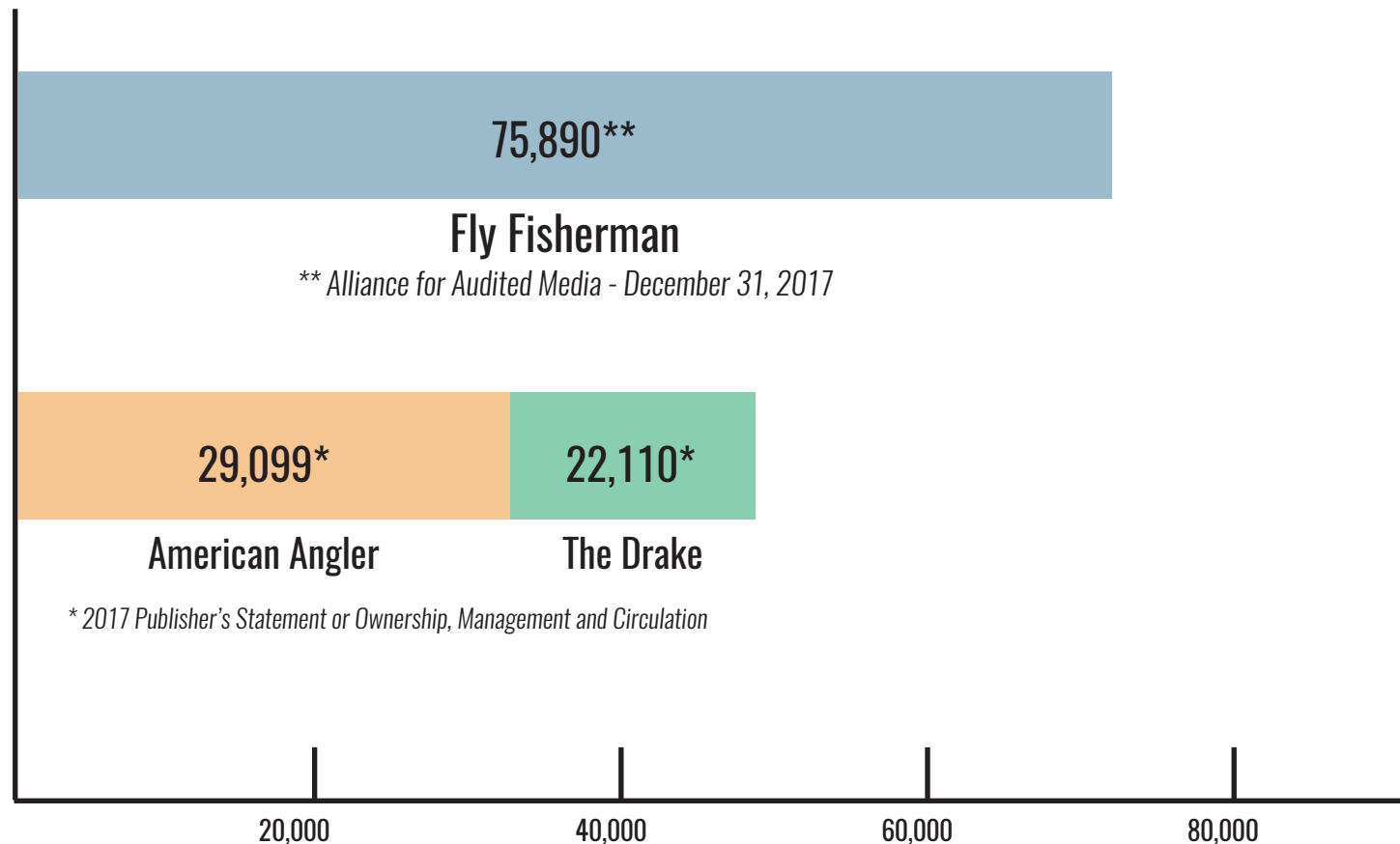
Circulation	75,120
Frequency	5x/year
Total Audience	826,320
Average Household Income	\$137,005



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

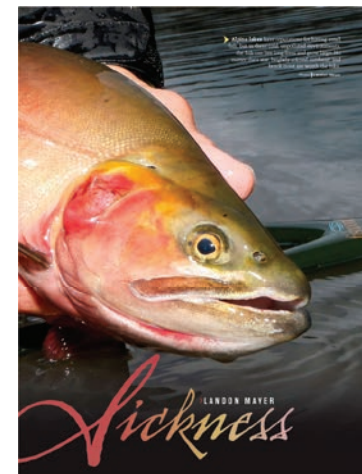
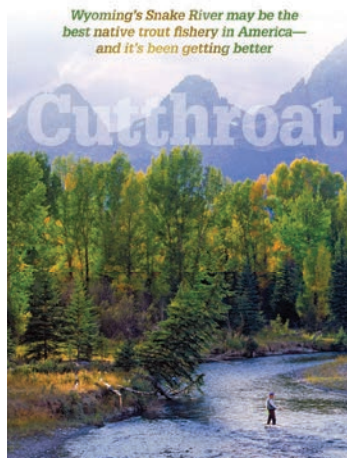
- Montana Hoot Owls
- Fishing in the Film
- River Smallmouth

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



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

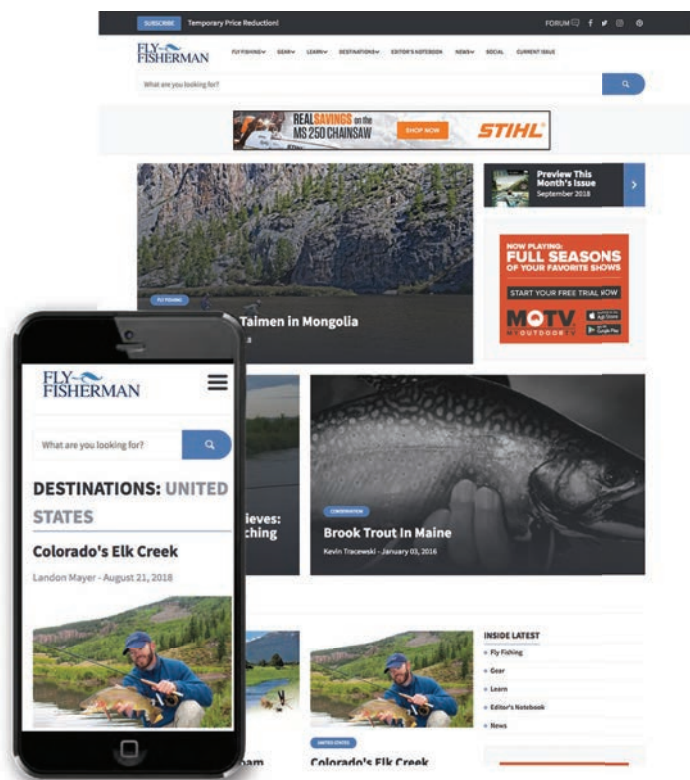
4-Color	1x	3x	5x	8x	10x	13x
Full Page	\$9,800	\$8,785	\$7,800	\$7,400	\$6,955	\$6,605
2/3 Page	7,980	7,155	6,190	6,055	5,675	5,385
1/2 Page	6,380	5,730	5,090	4,835	4,525	4,300
1/3 Page	4,865	4,355	3,860	3,670	3,440	3,270
1/6 Page	2,655	2,395	2,125	2,015	1,880	1,785
Two Page Spread	17,570	15,815	14,050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



58k 
Avg. Monthly Uniques

Annual Page Views	2,177,462
Avg. Time Spent	2:02
Pages Per Session	2.2
Traffic From Mobile/Tablet	55%
eNewsletter Subscribers	73,014
Social Media Followers	27,944

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 June 30, 2018, *Subject to Audit*

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
68,413	6,707	75,120	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	58,530	2,527	61,057	6,537		6,537	65,067	2,527	67,594	8,254	46	8,300	73,321	2,573	75,894
Apr/May	58,974	2,526	61,500	6,516		6,516	65,490	2,526	68,016	6,639	44	6,683	72,129	2,570	74,699
Jun/Jul	57,797	2,297	60,094	9,533		9,533	67,330	2,297	69,627	5,100	40	5,140	72,430	2,337	74,767
Average	58,434	2,450	60,884	7,529		7,529	65,963	2,450	68,413	6,664	43	6,707	72,627	2,493	75,120

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: 4,923

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 188

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

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Established: 1959

ROSS PURNELL

Publisher

AAM Member since: 1984