

FLY FISHERMAN



2018 Media Kit

FLY FISHERMAN has been the leading magazine of fly fishing for 50 years. 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 precious fisheries.



Our Readers Participate

FLY  FISHERMEN

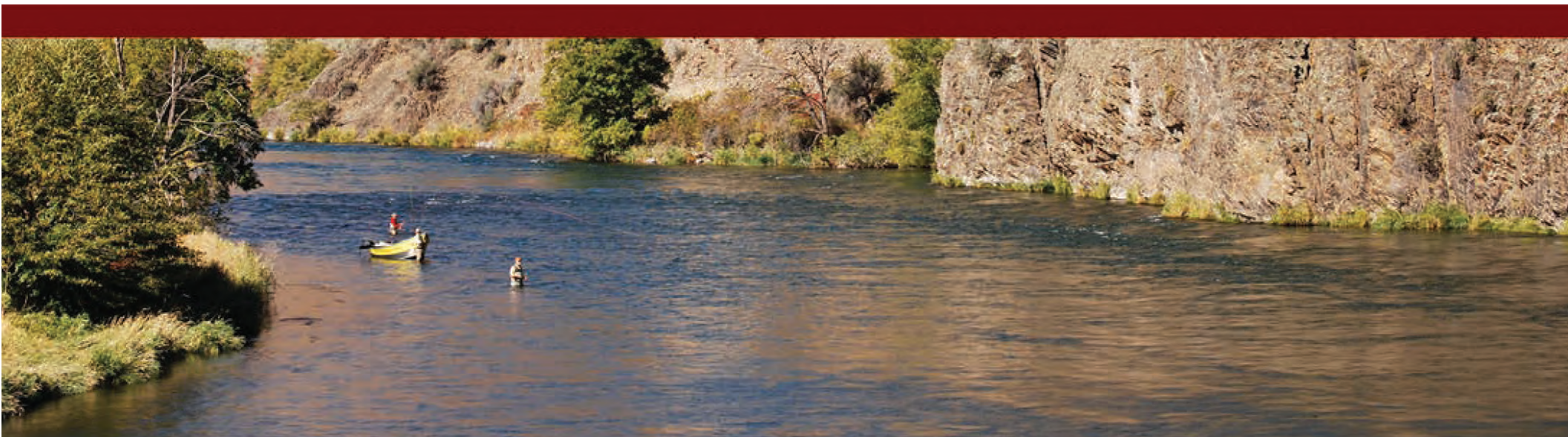
FLY FISHERMAN is clearly the leader in the fly-fishing marketplace.

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**

Source: Fly Fisherman Subscriber Study, Accelara Publishing Research, May 2017

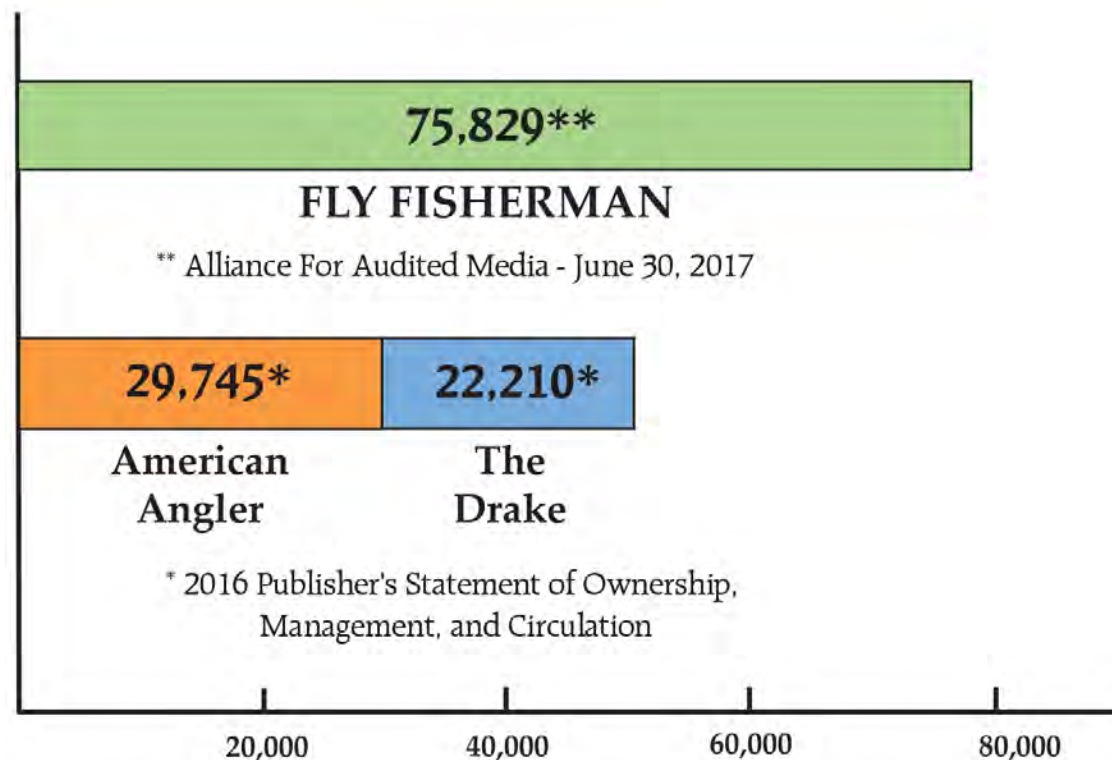




The Leader in Circulation

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.



FLY FISHERMAN 2018 Display Ad Rates

AD SIZE		1X	3X	5X	8X	10X	13X
Full Page	Color	\$9,800	\$8,785	\$7,800	\$7,400	\$6,955	\$6,605
	B&W	\$7,150	\$6,415	\$5,700	\$5,405	\$5,080	\$4,825
2/3 Page	Color	\$7,980	\$7,155	\$6,190	\$6,055	\$5,675	\$5,385
	B&W	\$5,270	\$4,730	\$4,200	\$3,990	\$3,745	\$3,555
1/2 Page	Color	\$6,380	\$5,730	\$5,090	\$4,835	\$4,525	\$4,300
	B&W	\$4,180	\$3,755	\$3,335	\$3,165	\$2,965	\$2,815
1/3 Page	Color	\$4,865	\$4,355	\$3,860	\$3,670	\$3,440	\$3,270
	B&W	\$2,835	\$2,545	\$2,270	\$2,155	\$2,015	\$1,915
1/6 Page	Color	\$2,655	\$2,395	\$2,125	\$2,015	\$1,880	\$1,785
	B&W	\$1,510	\$1,360	\$1,210	\$1,150	\$1,065	\$1,015
Two Page Spread	Color	\$17,570	\$15,815	\$14,050	\$13,345	\$12,515	\$11,895
	B&W	\$12,875	\$11,550	\$10,255	\$9,745	\$9,140	\$8,680
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 2018 AD CLOSING DATES

ISSUE	CLOSING	ON-SALE
FEB/MAR	OCT 19, 2017	JAN 2, 2018
APR/MAY	DEC 21, 2017	MAR 6, 2018
JUNE/JULY	FEB 28, 2018	MAY 8, 2018
AUG/SEP	APR 24, 2018	JULY 3, 2018
OCT/NOV/DEC	JULY 24, 2018	OCT 2, 2018

FLY  FISHERMAN



FLY FISHERMAN Special Advertising Sections

Classified Rates

1X

\$5.35 per word

3X

\$5.00 per word

5X

\$4.65 per word

ONSTREAM

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

Column width is 2¾"

MARKET PLACE

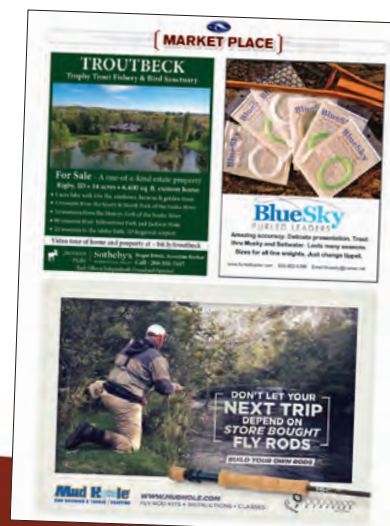
Market Place display ads will appear at the beginning of the Market Place section in each issue of Fly Fisherman

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

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





2018 Annual Publications

Fly Fishing Made Easy

2018 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.

Gear Guide

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.

2018 FLY FISHING MADE EASY

AD CLOSE MARCH 7, 2018
ON SALE MAY 15, 2018

AD SIZE		1X	3X	5X
Full Page	Color	\$2,000	\$1,880	\$1,665
	B&W	\$1,480	\$1,390	\$1,305
2/3	Color	\$1,540	\$1,450	\$1,360
	B&W	\$1,140	\$1,075	\$1,005
1/2	Color	\$1,340	\$1,255	\$1,175
	B&W	\$995	\$930	\$875
1/3	Color	\$940	\$895	\$840
	B&W	\$695	\$650	\$610
1/4	Color	\$740	\$695	\$650
	B&W	\$550	\$510	\$475
1/6	Color	\$540	\$510	\$470
	B&W	\$400	\$375	\$350
Spread	Color	\$4,000	\$3,760	\$3,300
	B&W	\$2,960	\$2,780	\$2,610
Cover 2		\$2,430	\$2,285	\$2,100
Cover 3		\$2,325	\$2,185	\$2,010
Cover 4		\$2,535	\$2,385	\$2,190

2019 GEAR GUIDE

AD CLOSE SEPTEMBER 5, 2018
ON SALE NOVEMBER 13, 2018

AD SIZE		1X	3X	5X
Full Page	Color	\$2,500	\$2,350	\$2,080
	B&W	\$1,850	\$1,735	\$1,630
2/3	Color	\$1,925	\$1,810	\$1,700
	B&W	\$1,425	\$1,345	\$1,255
1/2	Color	\$1,675	\$1,570	\$1,470
	B&W	\$1,245	\$1,160	\$1,095
1/3	Color	\$1,175	\$1,120	\$1,050
	B&W	\$870	\$810	\$760
1/4	Color	\$925	\$870	\$810
	B&W	\$685	\$640	\$595
1/6	Color	\$675	\$640	\$590
	B&W	\$500	\$470	\$435
Spread	Color	\$5,000	\$4,700	\$4,125
	B&W	\$3,700	\$3,475	\$3,260
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

AD SIZE		1X	3X	5X
Full Page	Color	\$3,825	\$3,595	\$3,185
	B&W	\$2,830	\$2,655	\$2,495
2/3	Color	\$2,945	\$2,770	\$2,600
	B&W	\$2,180	\$2,055	\$1,920
1/2	Color	\$2,560	\$2,400	\$2,250
	B&W	\$1,905	\$1,775	\$1,675
1/3	Color	\$1,795	\$1,710	\$1,605
	B&W	\$1,330	\$1,240	\$1,165
1/4	Color	\$1,415	\$1,330	\$1,240
	B&W	\$1,050	\$975	\$910
1/6	Color	\$1,030	\$975	\$900
	B&W	\$765	\$720	\$665
Spread	Color	\$7,650	\$7,190	\$6,310
	B&W	\$5,660	\$5,315	\$4,990
Cover 2		\$4,645	\$4,370	\$4,015
Cover 3		\$4,445	\$4,175	\$3,840
Cover 4		\$4,850	\$4,560	\$4,185

Mechanical Requirements

Unit	Width	Depth
2 page spread bleed	15 $\frac{3}{4}$ "	10 $\frac{3}{4}$ "
Full page bleed	8"	10 $\frac{3}{4}$ "
Full page no bleed	6 $\frac{3}{4}$ "	9 $\frac{1}{2}$ "
2/3 page vertical	4 $\frac{3}{8}$ "	9 $\frac{1}{2}$ "
1/2 page vertical	4 $\frac{3}{8}$ "	7 $\frac{1}{4}$ "
1/2 page horizontal	6 $\frac{3}{4}$ "	4 $\frac{3}{4}$ "
1/3 page square	4 $\frac{3}{8}$ "	4 $\frac{3}{4}$ "
1/3 page vertical	2 $\frac{1}{8}$ "	9 $\frac{1}{2}$ "
1/3 page horizontal	6 $\frac{3}{4}$ "	3 $\frac{3}{8}$ "
1/4 page vertical	3 $\frac{3}{8}$ "	4 $\frac{3}{4}$ "
1/6 page vertical	2 $\frac{1}{8}$ "	4 $\frac{3}{4}$ "
1/8 page horizontal	3 $\frac{3}{8}$ "	2 $\frac{1}{4}$ "

Trim Size: 7 $\frac{3}{4}$ " x 10 $\frac{1}{2}$ ".

Bleed Size: 8" X 10 $\frac{3}{4}$ "

Printed: Web Offset

Binding: Saddle Stitched — Annual Guides
Saddle Stitched — Fly Fisherman

Contact Info

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benh@flyfisherman.com

Ross Purnell
Editorial Director
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ross@flyfisherman.com

Submitting Ad Material

Outdoors Sportsman Group offers a web based ad portal for submission of ad material. The ad portal is a convenient way to submit digital ad material, perform preflight checking and get confirmation your ad material was received.

Go to <https://osg.sendmyad.com> to get started.

Advertising Mailing Instructions

Send insertion orders and/or printing materials to:

Melissa Williams
Fly Fisherman
6385 Flank Dr., Suite 800
Harrisburg, PA 17112
PH (717) 695-8088 - FAX (717) 545-2527
Melissa.Williams@outdoorsg.com

Contact your sales representative for shipping address for magazine inserts.

OUTDOOR[®]
SPORTSMAN
GROUP

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 the latest news on how we are preserving and restoring our precious fisheries.

59.6k 

Avg. Monthly Uniques

41.6 

Median Age

At A Glance

Average HHl

\$88,000

Male (%)

90%

Annual Page Views

2,573,610

Avg. Time Spent

2:17

Pages Per Session

2.50

Traffic From Mobile/Tablet Devices

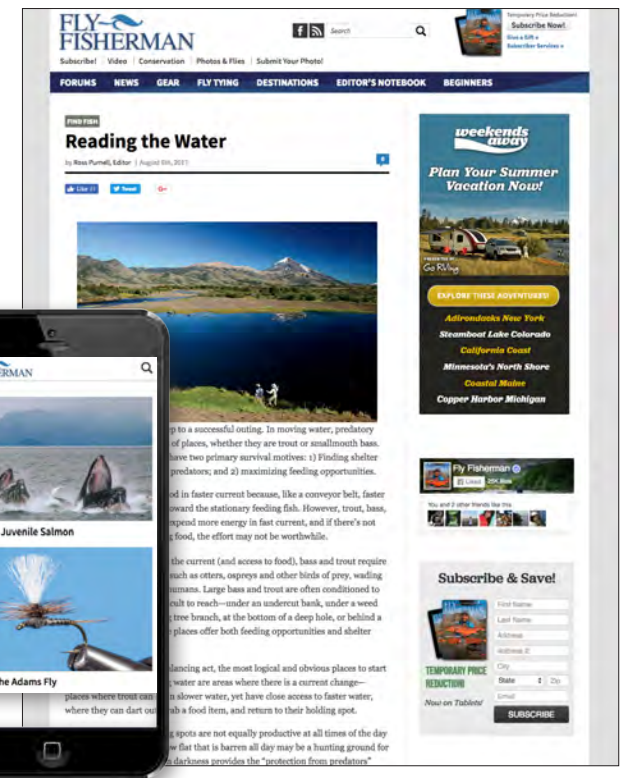
51%

eNewsletter Subscribers

42,800

Social Media Followers

25,069



IDEAL FOR ACTIVATION AND CONVERSION

Reach Your Target Audience with
Visually Engaging Display Ads

1400x200 (Super Header)

1400x500
(Super Header Expanded)

970x250
(Billboard)

300x600
(Half Page)

300x250
(medium rectangle)

728x90 (Leaderboard)

Source: Doubleclick for Publishers, July 2017

OSG
Network

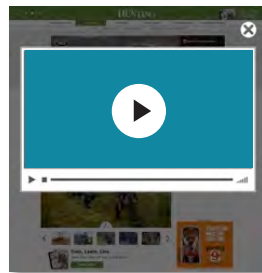
.21 CTR

Standard Industry
Benchmarks

.14 CTR



MOBILE / TABLET



VIDEO

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

GET IMPROVED
PERFORMANCE

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

IMPROVED PERFORMANCE

18%

Higher Lift In
Purchase Intent

25%

More Engagement

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.

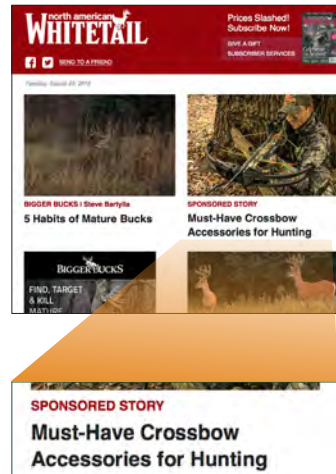
Native Ads



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
- eNewsletter placement
- 100% SOV banners all devices
- 60 Day Run
- Reporting (30 days post)

Editorial Sponsorships

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

- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- 30 Day Run
- Reporting (30 days post)

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

eNewsletter:

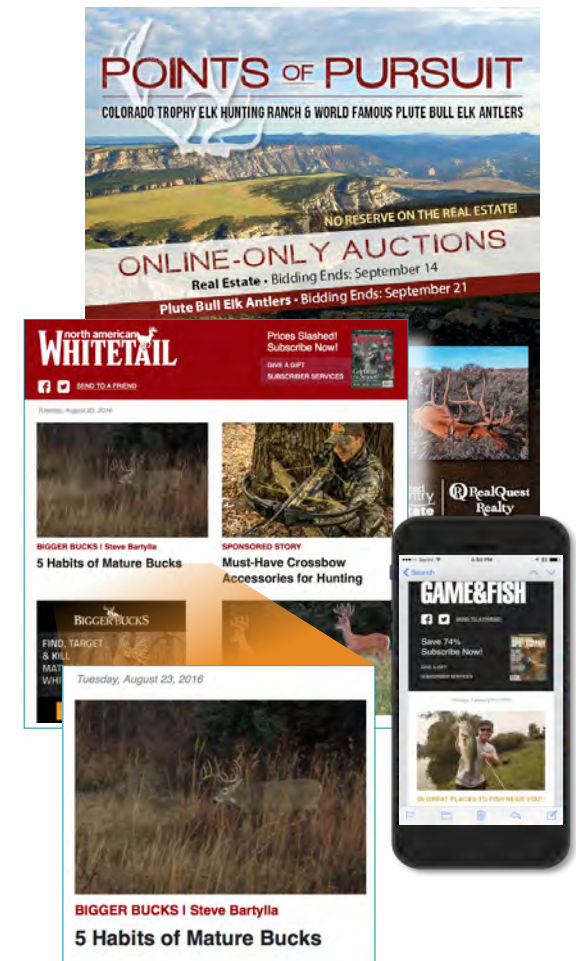
- (1) 300x250 ad surrounding the content area
- Reporting

High Impact Package Includes:

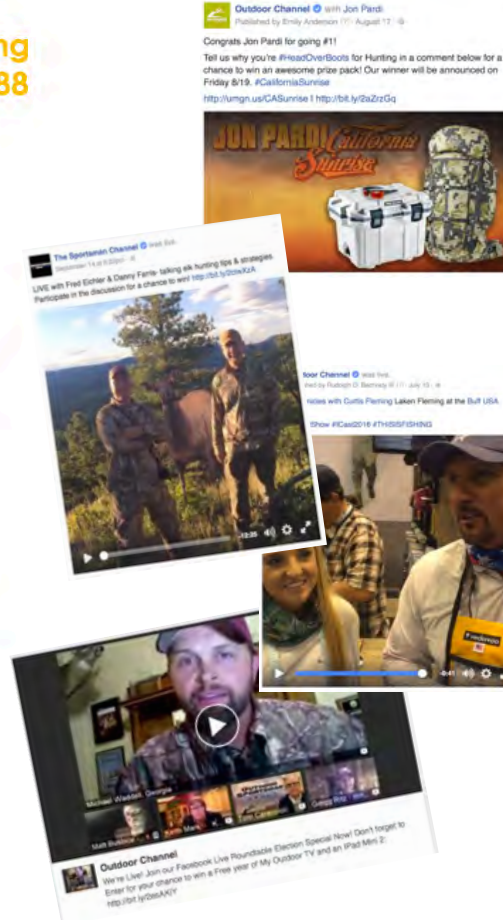
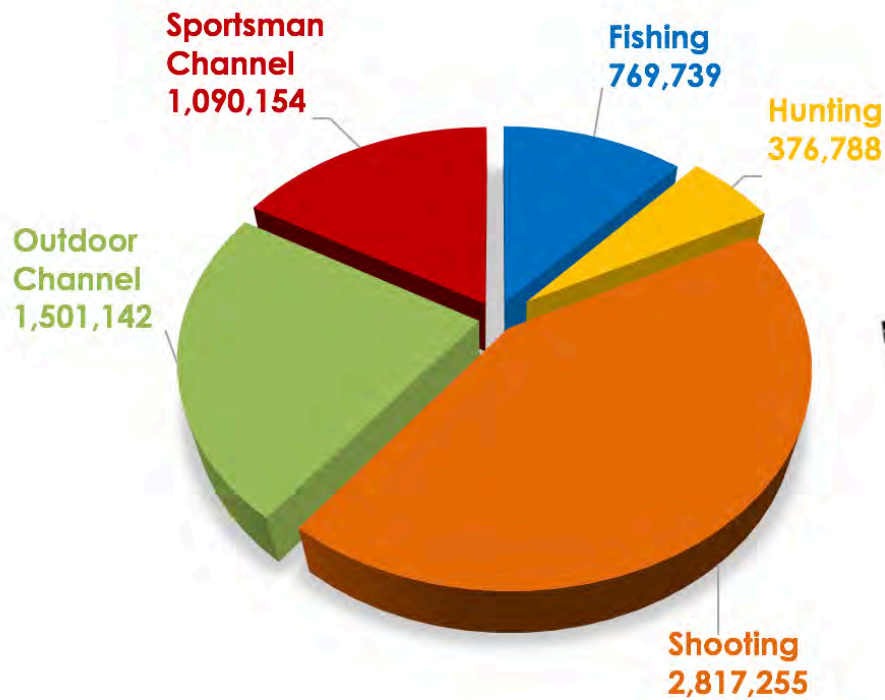
- (2) 300x250 ads surrounding content area
- Integration with Native Campaign to promote your sponsored content
- Reporting

eBlast:

- Connect with our 3rd party opt-in subscribers at 100% share of voice.
- Deliver a message directly to the OSG audience
- Reporting





Over 6.6 Million Followers



PACKAGES

- **Per Post Syndication**
- **Facebook Live Events**
 - Episodics
 - Topics & Tips
 - Products
 - Hunt/Fish Roundtable
 - Tradeshows
 - Magazine Article Extension
- **Sweeps**
 - Comment to Win
 - Enter to Win

Activating Engagement
Authentically position your brand's message and creative content on our trusted OSG social platforms — Increasing brand awareness, reach, impressions, video views, engagement and more.

			HIGH IMPACT 	
Unit	Size	CPM	Road Block (choice of 2 positions)	Take Over (All 4 positions included)
DESKTOP/MOBILE			CPM	CPM
Superheader Expanded/Superheader	1400x500/1400x200	\$25	\$18	\$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		✓

*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
Interstitial	\$20

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	
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	15-sec, 3x loops max	User Initiated	5 Business Days
Half Page	300x600	600x600	60kb	15-sec, 3x loops max	User Initiated	5 Business Days
Medium Rectangle	300x250	500x250	60kb	15-sec, 3x loops max	User Initiated	5 Business Days
Leaderboard	728x90	728x180	60kb	15-sec, 3x loops max	User Initiated	5 Business Days
Mobile Leaderboard	320x100	N/A	35kb	15-sec, 3x loops max	User Initiated	5 Business Days
Mobile Leaderboard	320x50	N/A	35kb	15-sec, 3x loops max	User Initiated	5 Business Days
Interstitial	600x600	N/A	100kb	15-sec, 3x loops max	User Initiated	5 Business Days

[Click here for Video Specs.](#)



Image Sizes:

650x650 & 1200x628

Videos

- **Dimensions:** 1280x720
- **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: 140-character limit.
- IG: No character limit currently. It is recommended to keep character limit to 9 (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.

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, 2017, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base	Variance to Rate Base
67,682	8,147	75,829	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	61,583	2,557	64,140	3,601		3,601	65,184	2,557	67,741	9,497	132	9,629	74,681	2,689	77,370
Apr/May	61,180	2,618	63,798	3,582		3,582	64,762	2,618	67,380	7,636	83	7,719	72,398	2,701	75,099
Jun/Jul	60,073	2,420	62,493	5,433		5,433	65,506	2,420	67,926	7,000	95	7,095	72,506	2,515	75,021
Average	60,945	2,532	63,477	4,205		4,205	65,150	2,532	67,682	8,044	103	8,147	73,194	2,635	75,829

PRICES

	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: 5,814

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 279

Included in Paid Circulation

- Individual 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

STEVE HOFFMAN

Publisher

AAM Member since: 1984