

The Authoritative Source Since 1969

ur regular contributors include internationally recognized guides and fly tiers like Hilary Hutcheson, George Daniel, Blane Chocklett, Landon Mayer, Michael Wier, 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.

















More Than Just Print

LY FISHERMAN is an omnichannel brand developing robust content including social media campaigns, digital apps, feature films, instructional videos, and the *Loop to Loop* podcast.

A recent example of FLY FISHERMAN'S multimedia approach is shown in the Oct.-Nov.-Dec. 2025 issue featuring Patagonia founder Yvon Chouinard. He is on the cover with an accompanying story from his new book *Pheasant Tail Simplicity*, and is complete with a QR code

to access an instructional video. After the life of the issue the story will live on *flyfisherman.com* in perpetuity. Fly Fisherman traveled to Jackson, Wyoming to film a podcast with him at Westbank Anglers fly shop. This will be released in late September 2025 to coincide with the issue launch. Additionally, the video podcast will be available on the Fly Fisherman YouTube channel, and the audio version will be on all major podcast platforms. Social promotion collaborating with Patagonia will reach multiple audiences.













Why FLY FISHERMAN?

LY FISHERMAN reaches the largest paid, audited circulation in the world of fly fishing, and is committed to providing advertisers with true, accurate circulation numbers verified by the Alliance for Audited Media. No other media company in this space is third-party verified.

Our readers are real consumers. They are self-identified fly fishers who are willing to pay for the best content and the best goods and services our sport has to offer. They sit, they read, and they thumb through every page of FLY FISHERMAN, savoring the experience as they would a day on the stream. The most common comment we hear is "I love looking at the ads."

FLY FISHERMAN is clearly the leader in the fly-fishing marketplace. Advertise in FLY FISHERMAN and reach your target market—experienced, passionate fly fishers who travel frequently to fly fish and use their disposable income to purchase fly fishing equipment.

Who Reads FLY FISHERMAN?

- Avg. household net worth \$1,500,000
- 33% have net worth > \$1,000,000
- Have been subscribing an average of 11 years
- 57% fly fish an average of 35 days per year
- Spends \$72,000,000+ annually on fly-fishing gear and equipment
- 97% rate their skill level at intermediate or better
- 66% rate their skill level at advanced or expert
- 76% took at least one overnight fly fishing trip in the past year, averaging a total of 16.5 days and spending over \$257,000,000 on overnight fly-fishing travel
- 35% fly fish in saltwater

Paid Circulation	72,028
Frequency	5x/year
Total Audience	780,106
Avg. Household Income	\$166,000



44

Excerpt from article: "Billions lost to dull ads: why print may be the overlooked winner in the attention economy." By Ulbe Jelluma, August 27, 2025, Print Power (*printpower.eu*).

Why Print Matters in the Attention Economy

Long dismissed as a legacy medium, print advertising demonstrates qualities that align well with the new attention-based logic.

- **High visibility:** Print ads are seen by 70–90% of readers, compared with single-digit percentages for much online inventory. For marketers, the gulf in readership rates between print and digital is striking.
- Stronger conditions for memory: With dwell times of 2–3.5 seconds, print pages remain open long enough to create more favourable conditions for building memory than many digital formats. While active attention data

for print are not yet published, its higher dwell time and view rates suggest it is far more likely to be processed than fleeting digital impressions.

• Efficiency: In Lumen's framework, print delivers 1,594 attentive seconds per 1,000 impressions — positioning it alongside out-of-home posters and far above banners and social media.

Financially, this places print outside the danger zone of "extremely dull" media and into territory where advertising continues to generate positive brand returns.



103 Minutes

Average time readers spend with each issue of FLY FISHERMAN

Source: 2025 Fly Fisherman magazine readership study.



Modern Heritage

A DESIGN EVOLUTION FOR ALL FLY FISHERS

fresh take on classic publication design begins with the redesign of FLY FISHERMAN in the Oct.-Nov.-Dec. 2025, Volume 57, Number 1 issue.

Throughout the past two years, art director Dennis Pastucha has been researching brand and consumer trends in the outdoor industry. Common themes he recognized in the post-Covid era of outdoor enthusiast culture were consumers leaning toward heritage aesthetics and product marketing, the sharing of their personal journeys in the outdoors with many "getting back to their roots" and exploring the history of their respective outdoor passions, and a renewed appeal

for long-format content in both traditional and digital media. Photography has also made its own dramatic evolution with photographers using smartphones on a much grander scale than ever before. All of these factors have lead to the new design and layout of FLY FISHERMAN.

A blend of modern and classic fonts harkens back to FLY FISHERMAN's long-standing heritage as the premier publication and journal of record for the sport of fly fishing. An organic treatment of photography allowing freedom in each layout creates a unified reading experience while appealing to multiple generations of readership.







Flip Pallot: Casting Off

Anti-fragility starts with the mindset that life is going to be full of adversity, but we can control how we respond to that and find strength, growth, and meaning in that adversity,"—CRO, Fran Gilman







Ad Rates

Effective January 1, 2026

4-Color	1x	3x	5x	8x	10x	13x
Full Page	\$10,810	\$9,690	\$8,605	\$8,165	\$7,670	\$7,285
2/3 Page	8,805	7,895	6,830	6,680	6,260	5,940
1/2 Page	7,040	6,320	5,615	5,330	4,990	4,745
1/3 Page	5,365	4,805	4,255	4,050	3,795	3,605
1/6 Page	2,925	2,640	2,345	2,220	2,070	1,965
Two Page Spread	19,385	17,450	15,500	14,720	13,805	13,125

B&W	1x	3x	5x	8x	10x	13x
Full Page	\$7,890	\$7,075	\$6,285	\$5,960	\$5,605	\$5,320
2/3 Page	5,815	5,220	4,635	4,400	4,130	3,920
1/2 Page	4,610	4,140	3,680	3,490	3,270	3,105
1/3 Page	3,125	2,805	2,505	2,375	2,220	2,110
1/6 Page	1,665	1,500	1,335	1,265	1,175	1,120
Two Page Spread	14,205	12,740	11,310	10,750	10,085	9,575

Covers	1x	3x	5x	8x	10x	13x
Cover 2	\$11,780	\$10,555	\$9,300	\$8,820	\$8,365	\$7,945
Cover 3	11,560	10,365	9,115	8,660	8,210	7,795
Cover 4	12,215	10,930	9,625	9,140	8,660	8,225

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







2026 Issue Schedule

FEBRUARY-MARCH

AD CLOSE - 10/23/25 **ON SALE** - 1/6/26

APRIL-MAY

AD CLOSE - 12/18/25 **ON SALE** - 3/3/26

JUNE-JULY

AD CLOSE - 2/25/26 **ON SALE** - 5/5/26

AUGUST-SEPTEMBER

AD CLOSE - 4/27/26 **ON SALE** - 7/7/26

OCTOBER, NOVEMBER, DECEMBER

AD CLOSE - 7/28/26 **ON SALE** - 10/6/26

Marketplace

AD SIZE		1x	3x	5x
1/8 page	Color	\$715	\$660	\$605
	B&W	605	550	495
1/4 page	Color	1,430	1,320	1,210
	B&W	1,210	1,100	990

Market Place display ads will appear at the beginning of the Market Place section in each issue of FLY FISHERMAN

	Classified Rates	
1x	3x	5x
\$5.50 per word	\$5.15 per word	\$4.80 per word

Onstream

AD SIZE		1x	3x	5x
11/2"	Color	\$400	\$365	\$300
	B&W	375	340	275
3"	Color	755	665	550
	B&W	700	610	490
41/2"	Color	1,135	1,000	825
	B&W	1,050	920	735

Column width is 23/16"





Show(AD SIZE 1/8 page Co B88 1/4 page Co B88 Fly Tier's Show(

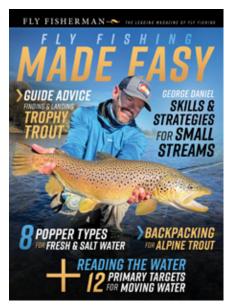
Fly Tier's Showcase

AD SIZE		1x	3x	5x
1/8 page	Color	\$715	\$660	\$605
	B&W	605	550	495
1/4 page	Color	1,430	1,320	1,210
	B&W	1,210	1,100	990

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

Fly Fishing Made Easy

ly Fishing Made Easy explains 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.









AD CLOSE - 3/4/26 **ON SALE** - 5/12/26

4-Color	1x	3x	5x
Full Page	\$2,205	\$2,070	\$1,835
2/3 Page	1,700	1,600	1,500
1/2 Page	1,475	1,385	1,295
1/3 Page	1,035	985	925
1/4 Page	815	765	715
1/6 Page	595	560	515
Spread	3,970	3,725	3,305

B&W	1x	3x	5x
Full Page	\$1,630	\$1,530	\$1,435
2/3 Page	1,255	1,185	1,105
1/2 Page	1,095	1,025	965
1/3 Page	765	715	670
1/4 Page	605	560	520
1/6 Page	440	410	385
Spread	2,935	2,755	2,585

Covers	1x	3x	5x
Cover 2	\$2,680	\$2,520	\$2,315
Cover 3	2,565	2,410	2,215
Cover 4	2,795	2,630	2,415









2027 Gear Guide

ear 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.



AD CLOSE - 8/25/26 **ON SALE** - 11/3/26

4-Color	1x	3x	5x
Full Page	\$2,755	\$2,590	\$2,290
2/3 Page	2,120	1,995	1,875
1/2 Page	1,845	1,730	1,620
1/3 Page	1,295	1,235	1,155
1/4 Page	1,020	960	890
1/6 Page	745	705	650
Spread	4,960	4,660	4,120







B&W	1x	3x	5x
Full Page	\$2,040	\$1,915	\$1,800
2/3 Page	1,570	1,480	1,385
1/2 Page	1,370	1,280	1,210
1/3 Page	960	890	835
1/4 Page	755	705	655
1/6 Page	550	520	480
Spread	3,760	3,450	3,240

Covers	1x	3x	5x
Cover 2	\$3,350	\$3,150	\$2,895
Cover 3	3,205	3,010	2,770
Cover 4	3,495	3,285	3,015









2026 Destinations

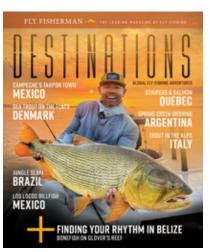
he fly-fishing travel market is strong. There are large numbers of hardcore fly fishers who are 55 to 65 years old who are top income earners in their professional fields, and in this post-covid era there is a strong motivation among this group to travel now, while they still have their health, and restrictions are limited or non-existent. They just need to hear about the opportunities. There is also a smaller group of younger professionals who don't yet have kids, and they are also seizing the opportunity right now to use that freedom for fly-fishing travel.

These groups are just two of the reasons why we publish *Destinations* magazine to help guide consumers toward the best lodges and outfitters in the world. *Destinations* goes on sale in early September 2026 and is on sale nationwide for 90 days.

This glossy, coffee-table magazine is targeted at traveling fly fishers who annually spend \$10,000 to \$20,000 on fly-fishing travel, and are looking for a quality experience tailored for their unique appetites for wild environments, rewarding fishing, and at the end of the day, comfortable accommodations and fine dining.

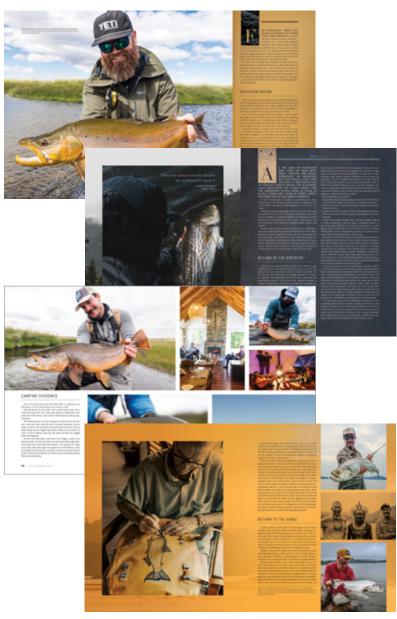
Destinations magazine is a stunning visual guide to these places. It is 120 pages printed on 50-pound #3 Somerset Gloss paper, perfect scored and hinged, with a cover printed on 150-pound paper and a soft touch gloss finish. It's a media experience that is cherished, saved, and read over and over again in living rooms, fly shops, and fine fishing lodges around the world.

Destinations is a handbook and a field guide, not just for future adventures, exotic species, giant trout, and great adventures, but for the best rods, reels, and outerwear they'll need to make it successful.



AD CLOSE - 6/24/26 **ON SALE** - 9/1/26

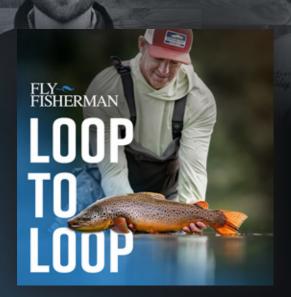
4-Color	
Full Page	\$1,645
Spread	\$2,755



YETI



MAKING DEEPER CONNECTIONS WITH THE PEOPLE BEHIND THE MAGAZINE.



Join the editor of FLY FISHERMAN magazine, Ross Purnell and guests for a deep dive into the stories, history, and projects that make fly fishing their passion.

BROUGHT TO YOU BY

patagonia[®] G·Ioomis

SOCIAL ANALYTICS

Reporting gathered on Sept. 11, 2025.

599,954 SOCIAL MEDIA IMPRESSIONS 587,312 VIDEO VIEWS 423,001
VIEWED & LISTENED
MINUTES:

PRINT ANALYTICS

Analytics for two regular issues.

360,000

PRINT
IMPRESSIONS

*Video views include YouTube, FlyFisherman.com, Social Media platforms and MOTV. **Combined listens and views for YouTube and audio platforms.

AVAILABLE ON ALL PLATFORMS:









Outdoor Sportsman Group's fastest growing platform for all things outdoors. In two years, subscribers went from 200K to 400K with continued vertical gains.

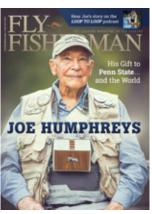


Social Analytics

Followers	115,514
Ann. Impressions	12,698,950
Ann. Engagements	308,278
Ann. Engagement Rate	3.1%

flyfisherman.com & e-mail

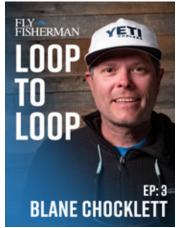
Avg. Monthly Unique users 72,282
Male (%)77%
Ann. Page Views1,592,965
Avg. Time Spent3:10
Pages Per Session 1.84
Traffic From Mobile/Tablet 67%
eNewsletter Subscribers30,492













Lefty: The Greatest of All Time

ore than 470 people attended the premiere screening of *Lefty: The Greatest of All Time* in Lefty's hometown of Frederick, Maryland. Many friends and acquaintances of Lefty attended the premiere—people such as Lily and Andy Renzetti, Blane Chocklett, Ed Jaworowski, Sam Talarico, and members of Lefty Kreh's family. Many others had never met Lefty but knew of his legendary status among fly fishers and wanted to learn more about the man who shaped modern fly fishing more than anyone else.

The documentary by filmmaker Jay Nichols tells the story of Bernard "Lefty" Kreh's life, from his humble upbringing during the Great Depression, to his service with the U.S. Army in the Battle of the Bulge, and his role as fly fishing's greatest ambassador. Lefty's longtime friend Flip Pallot narrates the film, which includes appearances by Bass Pro Shops founder and owner Johnny Morris, Patagonia founder Yvon Chouinard, Tom Brokaw, Blane Chocklett, Barry Beck, Heather Templeton, and many others. The 44-minute film was produced by FLY FISHERMAN magazine and sponsored by Yeti, Costa del Mar, Bonefish & Tarpon Trust (BTT), and Bass Pro Shops.

The premiere was held at the Weinberg Center for the Arts, with a cocktail party and reception prior to the screening. In 1947 the Weinberg Center was known as the Tivoli Theater,

and that's where Lefty met his future wife Evelyn when she was working at the ticket window. All proceeds from the premiere went to Bonefish & Tarpon Trust (BTT), which Lefty co-founded and supported for many years. Ticket sales and event sponsorships raised more than \$38,000 for BTT. The film was



broadcast on cable TV networks Outdoor Channel and World Fishing Network many times in April 2025, with additional showings on Outdoor Channel throughout July 2025. On September, 29 2025, the film will be available for free on the FLY FISHERMAN YOuTube channel and air on MOTV.

The film was also shown at select fly shops on May 17, 2025 which Lily Renzetti has designated as Lefty Day. The participating shops included: Fly Fish Food in Utah, Dirty Water Fly Co. in Texas, TCO Fly Shops in Pennsylvania, Feather Craft in Missouri, Bear's Den Fly Fishing Co. in Massachusetts, and Charlie's Fly Box in Colorado.

*Print, digital, and social analytics available upon request.



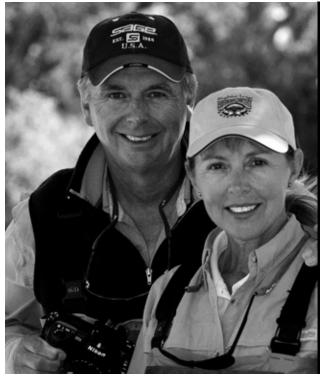






400K+ subscribers





Legacy: The Story of Cathy and Barry Beck

hat happens when you lose your fishing buddy, business partner, your muse, and your loving wife all in one moment? Award-winning filmmaker Joshua Caldwell, director of the Netflix hit *Mending the Line*, once again tackles the subjects of loss, healing, and recovery in the sweeping story of fly-fishing's best-known and influential couple.

An official selection for the International Fly Fishing Film Festival 2025 an 8-minute version of *Legacy* was screened to a select audience after The Fly Fishing Show in Edison, NJ in January 2025.

On October 4, 2025 at 6PM EST, a 44-minute director's cut will air on Outdoor Channel, with four additional showings that month. Legacy will then be available on MOTV and the FLY FISHERMAN YouTube channel.

*Print, digital, and social analytics available upon request.



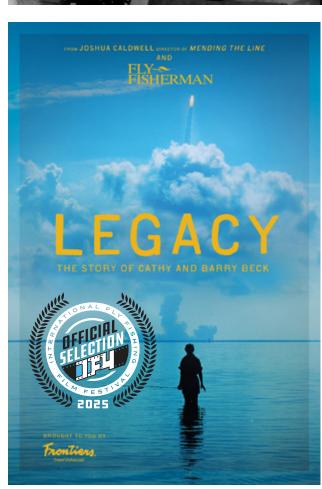






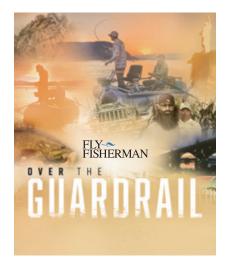








*Print, digital, and social analytics available upon request.

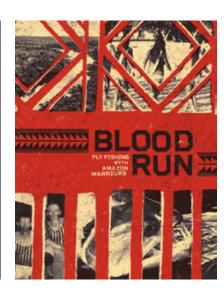


Jan. 21, 2023 at Tröegs Independent Brewing with 100+ paying attendees. Posters placed throughout the brewery for one month in advance (reaching thousands at the largest brewery in the region). Tröegs also promoted the film through their social media.

TCO Fly Shop was a local sponsor and promoted the film through their social media and email list, reaching over 75,000 customers.

\$9,000+ was raised for the local Doc Fritchey chapter of Trout Unlimited through raffles, and a silent auction. TCO Fly Shop, along with other sponsors, donated great prizes such as Abel reels, Orvis H3 fly rods, NRS kayak, fly lines from Scientific Anglers, artwork, guide trips, and more! Over the Guardrail received first place in the "Excellence in Craft Award" presented by the Outdoor Writers Association of America in 2024.

The 90-minute documentary film *Blood Run: Fly Fishing with Amazon Warriors* highlighted the incredible fishing in the clear headwaters of the Amazon River, and detailed the conservation efforts of the Kayapo people in preserving their land and their pristine rivers from encroaching fires, clear-cutting, and mining. *Blood Run* premiered in prime time twice on Outdoor Channel on the opening night in August of 2020, and it aired multiple times in the months after on Outdoor Channel, Sportsman Channel, and World Fishing Network. In October 2020, the film enjoyed digital premieres on Facebook, Instagram, and YouTube with a total audience of more than 1.3 million combined on cable TV networks and social media.





FLY FISHERMAN'S documentary film *One Path: The Race to Save Mongolia's Giant Salmonids* won "Best Freshwater Fishing Film" at The Drake magazine's 2019 Flyfishing Video Awards. Editor and publisher Ross Purnell received the "2019 President's Choice Award" presented by the Outdoor Writers Association of America in their annual "Excellence in Craft Contest," as well as first place in the "TV/Video Contest Fishing Category," and second place in the "TV/Video Contest Conservation or Nature Category."







Production Specifications

SWOP-standard proof, pulled from the supplied file, should be submitted with each 4-color (CMYK) ad.

Magazine Trim Size: 7.75-in. wide x 10.5-in. high

Non-Bleed: .5-in. inside trim. Non-bleed ads should have all elements within this measurement.

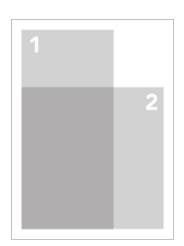
Bleed: .125-in. past the trim.

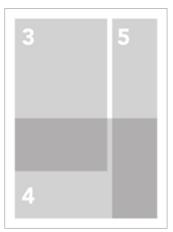
Trim: The edge of the page.

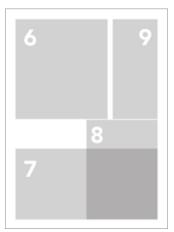
Safety: .25-in. inside of trim. All image and text not intended to bleed need to be within this measurement.

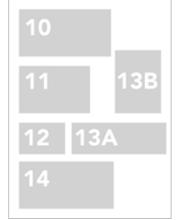
Binding: Guides (*Fly Fishing Made Easy, Gear Guide*) & FLY FISHERMAN - Saddle Stitched

Printed: Web Offset











Ad Sizes - Regular Issues and Guides

I. 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

2. 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

3. 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

4. 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

5. 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

6. ONE-THIRD SQUARE

Non-Bleed: 4.375 x 4.75 Bleed: 5.25 x 5.5 Trim: 5 x 5.25 Safety: 4.5 x 4.75

7. 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

8. ONE-QUARTER VERTICAL

Non-Bleed: 3.375 x 4.75

9. ONE-SIXTH VERTICAL

Non-Bleed: 2.125 x 4.75

10. ONE-SIXTH HORIZONTAL

Non-Bleed: 4.375 x 2.25

II. ONE-EIGTH HORIZONTAL

Non-Bleed: 3.375 x 2.25

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

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

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

ONSTREAM AD SIZES

12. 1 1/2"Non-Bleed: 2.1875 x 1.5

13. 3"

A. Non-Bleed Vert: 2.1875 x 3 B. Non-Bleed Horz: 4.5 x 1.5

14. 41/2"

Non-Bleed: 4.5 x 2.25

General Inquiries

For general production inquires please contact the production manager for specs, quantities, and delivery information for supplied inserts and cards.

Melissa Williams

melissa.williams@outdoorsg.com

Additional Contacts

Ross Purnell

Editor & Publisher (717) 395-8545 ross@flyfisherman.com

Dennis Pastucha

Art Director

(717) 659-8500 dennis@flyfisherman.com

Ben Hoffman

Advertising Manager (717) 406-8511 benh@flyfisherman.com

Mailing Address:

Fly Fisherman 6385 Flank Drive, Suite 800 Harrisburg, PA 17112-2784



OUTDOOR SPORTSMAN

GROUP®
PUBLISHING & BRANDED MEDIA

Submitting your ad

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

File requirements:

- Files must be submitted as PDF/X-1a format.
- All fonts embedded.
- Page geometry defined and consistent (trim, bleed, and media/art boxes).
- Color space for elements (CMYK or grayscale).
- Spot colors converted to CMYK.
- Color and grayscale image resolution
 266 300 ppi at 100% placement.
- Bitmap image resolution 600 1200 ppi.
- Total ink coverage should not exceed 300% saturation level.
- If submitting an ad with a bleed be sure the bleed option is turned on in the PDF settings.

Terms & Conditions

- 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
- 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 Colorado 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 Colorado.

Alliance for Audited Media Statement



Publisher's Statement

6 months ended June 30, 2025, Subject to Audit

Learn more about this media property at auditedmedia.com

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	Single Copy	Total	Rate	Variance			
Subscriptions	Sales	Circulation	Base	to Rate Base			
67,899	4,129	72,028	None Claimed				

TO	TOTAL CIRCULATION BY ISSUE															
		Paid Subscriptions Verified Subscriptions					Single Copy Sales		Total	Total						
				Total			Total	Paid & Verified	Paid & Verified	Total			Total	Paid & Verified	Paid & Verified	Total
			Digital	Paid		Digital	Verified	Subscriptions	Subscriptions -	Paid & Verified		Digital	Single Copy	Circulation -	Circulation	Paid & Verified
	Issue	Print	Issue	Subscriptions	Print	Issue	Subscriptions	- Print	Digital Issue	Subscriptions	Print	Issue	Sales	Print	- Digital Issue	Circulation
	Feb/Mar	51,762	940	52,702	13,768	1,221	14,989	65,530	2,161	67,691	4,503	15	4,518	70,033	2,176	72,209
	Apr/May	51,295	902	52,197	13,767	2,140	15,907	65,062	3,042	68,104	3,727	13	3,740	68,789	3,055	71,844
	Average	51,529	921	52,450	13,768	1,681	15,449	65,297	2,602	67,899	4,115	14	4,129	69,412	2,616	72,028

PRICE				
	Suggested Retail Prices (1)			
Single Copy	\$6.99			
Subscription	\$31.94			

(1) For statement period

RATE BASE

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 4,019

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 6 Included In Paid Circulation: Included in paid circulation are copies obtained through:

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

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