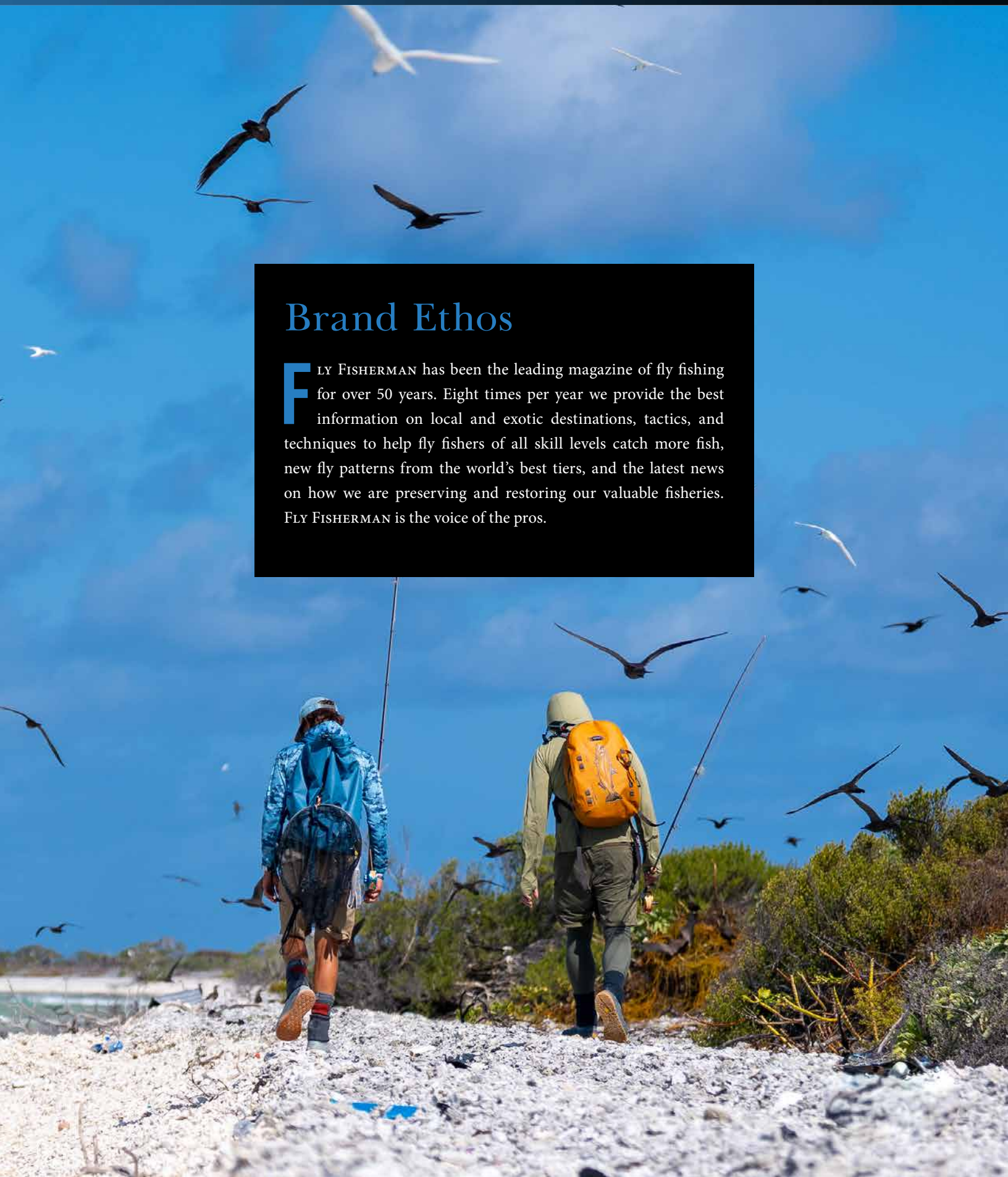


FLY FISHERMAN

Est. 1969

THE LEADING MAGAZINE OF FLY FISHING

2027 MEDIA KIT



Brand Ethos

Fly Fisherman has been the leading magazine of fly fishing for over 50 years. 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. Fly Fisherman is the voice of the pros.

The Authoritative Source Since 1969

Our 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 authors/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.













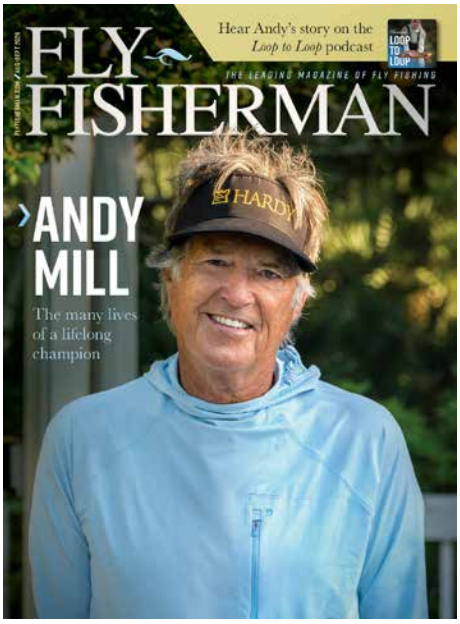


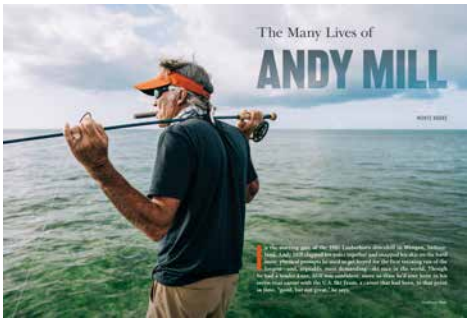


More Than Just Print

Fly 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 Aug.-Sept. 2026 issue featuring two-time Olympian and tarpon expert Andy Mill. He is on the cover with an accompanying story chronicling his life's story by best-selling author Monte Burke. A QR code to access the video podcast was included in the print story, Andy was photographed for a special subscriber cover, and social media cross-promotion with Andy and Nicky Mill's podcast, Mill House, helped drive audiences to learn more about one of fly fishing's legendary figures. After the life of the issue the story will live on *flyfisherman.com* in perpetuity. Fly Fisherman traveled to Vero Beach, Florida to film a podcast with him at the Lefty Kreh Tie Fest. Additionally, the audio version is on all major podcast platforms.











Why Fly Fisherman?

Fly 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."

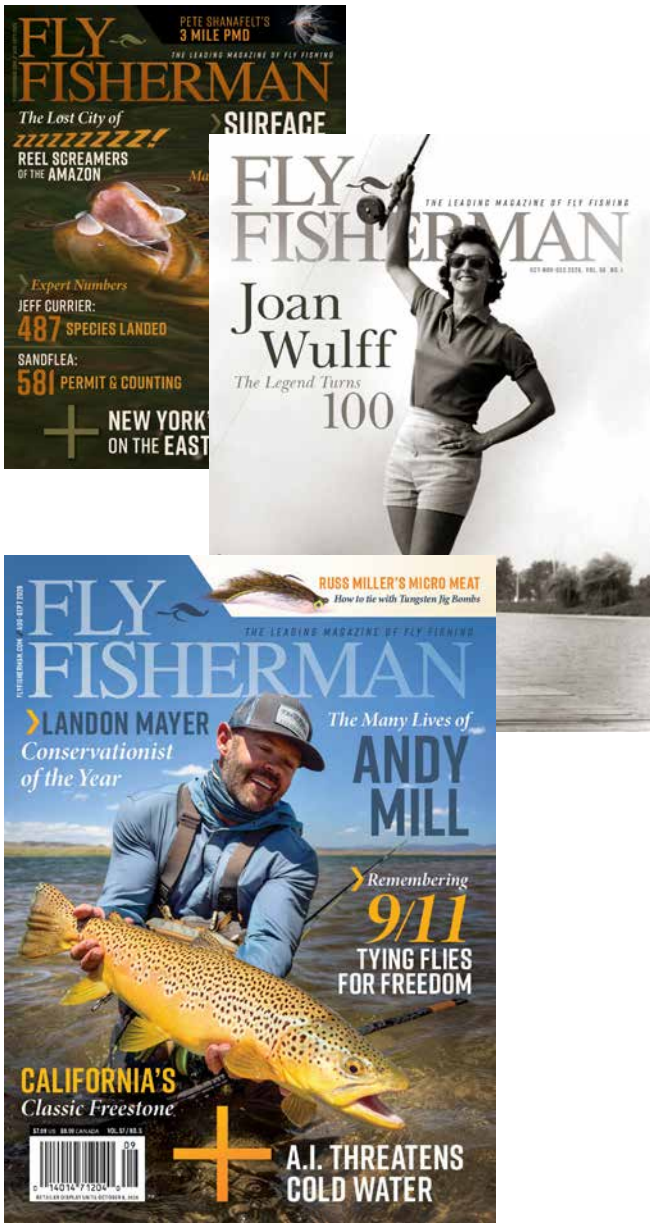
Fly Fisherman is clearly the leader in the fly-fishing marketplace. Advertise in Fly Fisherman and reach your target market—experienced, passionate fly fishers who travel frequently to fly fish and use their disposable income to purchase fly fishing equipment.

Paid Circulation..... 70,497

Frequency 5x/year

Total Audience..... 775,467

Avg. Household Income..... $166,000



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 $70,000,000+ 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 $251,000,000 on overnight fly-fishing travel
- 35% fly fish in saltwater

Sources: 2025 Fly Fisherman readership study, 2026 Spring MRI Doublebase, Alliance for Audited Media Statement 6 Months Ending June 30, 2026.

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.



Ad Rates

Effective January 1, 2027

4-Color	1x	3x	5x	8x	10x	13x
Full Page	$7,750	$6,950	$6,170	$5,855	$5,500	$5,225
2/3 Page	6,315	5,660	4,900	4,790	4,490	4,260
1/2 Page	5,050	4,535	4,025	3,825	3,580	3,405
1/3 Page	3,850	3,450	3,050	2,905	2,725	2,585
1/6 Page	2,100	1,895	1,685	1,595	1,485	1,410
Two Page Spread	13,900	12,515	11,115	10,555	9,900	9,415

Covers	1x	3x	5x	8x	10x	13x
Cover 2	$8,450	$7,570	$6,670	$6,325	$6,000	$5,700
Cover 3	8,290	7,435	6,535	6,210	5,890	5,590
Cover 4	8,760	7,840	6,905	6,555	6,210	5,900

2027 Issue Schedule

FEBRUARY-MARCH
Ad Close - 10/22/26
On Sale - 1/5/27

APRIL-MAY
Ad Close - 12/17/26
On Sale - 3/2/27

JUNE-JULY
Ad Close - 2/24/27
On Sale - 5/4/27

AUGUST-SEPTEMBER
Ad Close - 4/27/27
On Sale - 7/6/27

OCTOBER-NOVEMBER-DECEMBER
Ad Close - 7/27/27
On Sale - 10/5/27







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

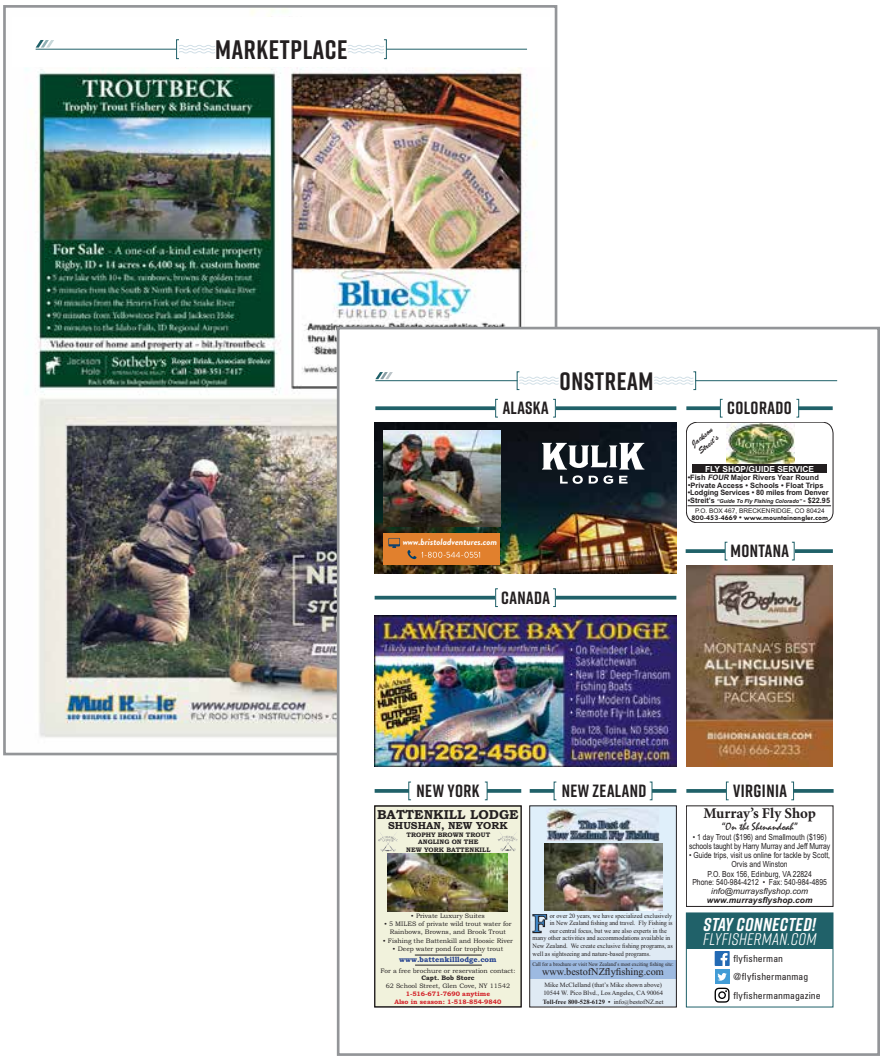
Market Place display ads will appear at the beginning of the Market Place section in each issue of Fly Fisherman

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

Onstream

AD SIZE		1x	3x	5x
1 1/2"	Color	$400	$365	$300
	B&W	375	340	275
3"	Color	755	665	550
	B&W	700	610	490
4 1/2"	Color	1,135	1,000	825
	B&W	1,050	920	735

Column width is 2 3/16"





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

Fly Fishing Made Easy explains what gear you need to get started and how to make smart purchasing decisions; demonstrates basic knots; teaches casting and presentation skills; promotes proper catch-and-release fishing; and explains how fly fishing is a four-season sport not just for trout but a variety of warmwater and saltwater species.

Ad Close - 3/3/27

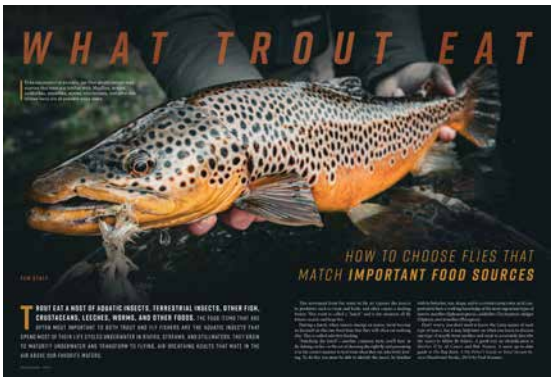
On Sale - 5/11/27

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

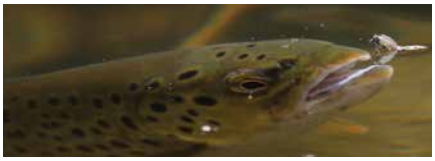
B&W	1x	3x	5x
Full Page	$1,630	$1,530	$1,435
2/3 Page	1,255	1,185	1,105
1/2 Page	1,095	1,025	965
1/3 Page	765	715	670
1/4 Page	605	560	520
1/6 Page	440	410	385
Spread	2,935	2,755	2,585

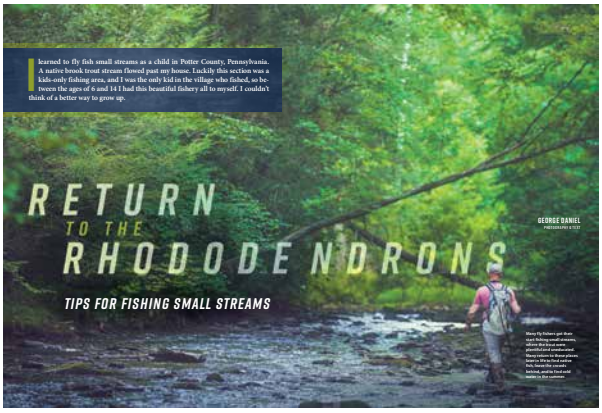
Covers	1x	3x	5x
Cover 2	$2,680	$2,520	$2,315
Cover 3	2,565	2,410	2,215
Cover 4	2,795	2,630	2,415















2028 Gear Guide

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.













Ad Close - 8/24/27

On Sale - 11/2/27

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







2027 Destinations

The 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 late August 2027 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.

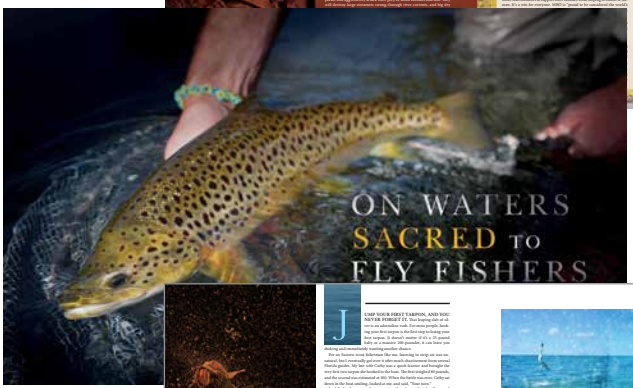


AD CLOSE - 6/23/27
ON SALE - 8/31/27

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









FLY FISHERMAN Est. 1969
THE LEADING MAGAZINE OF FLY FISHING

LOOP TO LOOP PODCAST





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.

YouTube | Listen on Podcasts | Spotify

AVAILABLE ON ALL PLATFORMS INCLUDING:

MOTV MYOUTDOORTV®

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



*2025 date range 3/1/25 - 9/1/25. 2026 date range 9/2/2025 - 9/1/2026. **Video views include YouTube, FlyFisherman.com, social platforms, and MOTV. ***Combined listens and views for YouTube, MOTV, and audio platforms.

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Sponsor Promotion

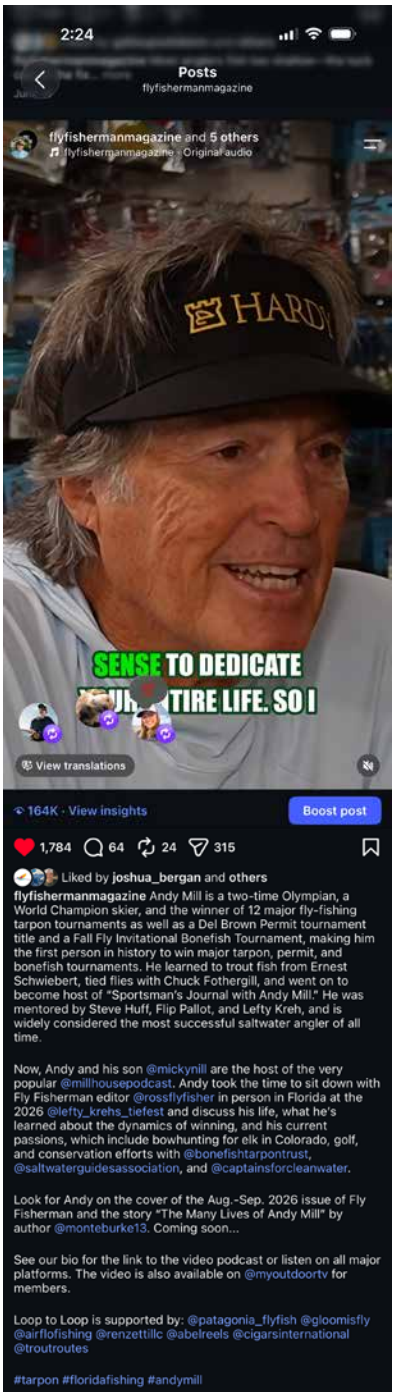
Fly Fisherman's podcast, *Loop to Loop*, brings added value with the name recognition and trustworthiness forged by the print magazine. Each podcast episode is filmed and launched on YouTube, *flyfisherman.com*, and all major audio platforms featuring reads in the introduction. Reads throughout the podcast are also available. Sponsors are shown in each of the five regular issues of Fly Fisherman on the Table of Contents (page 3), within stories featuring podcast guests, and in all additional print promotion. A multichannel social media campaign includes a sponsor line of text, tags, and collaborations with guests and sponsoring brands (if applicable).

For more details and more information on the podcast contact:

Ben Hoffman, Advertising Manager
717-695-8075
benh@flyfisherman.com











YouTube

Scan the code to watch the *Loop to Loop* Playlist or visit: *youtube.com/flyfishermanmagazine*

Social Content

Fly Fisherman runs media across multiple digital platforms and social media sites. From YouTube tutorials, to engaging reels, short films, in-person events, and dramatic catches, Fly Fisherman provides a robust digital offering

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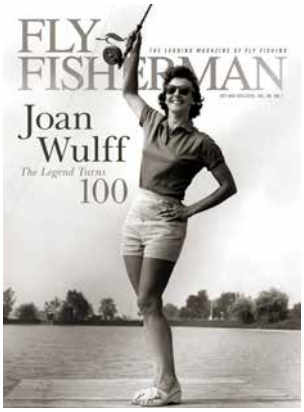

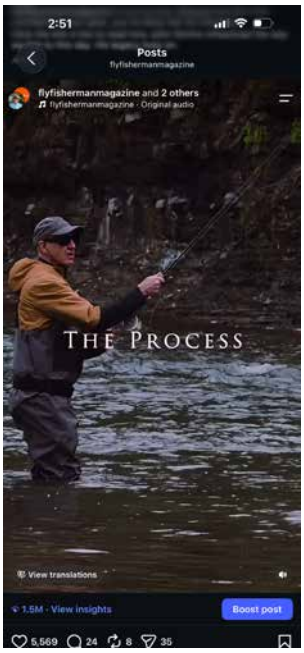

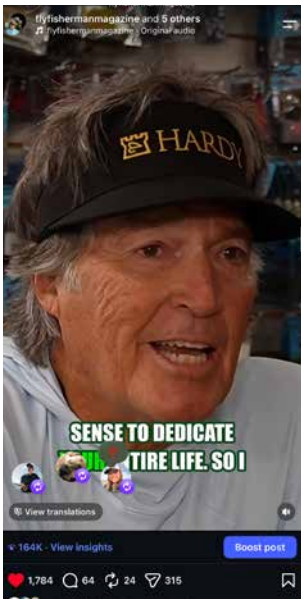

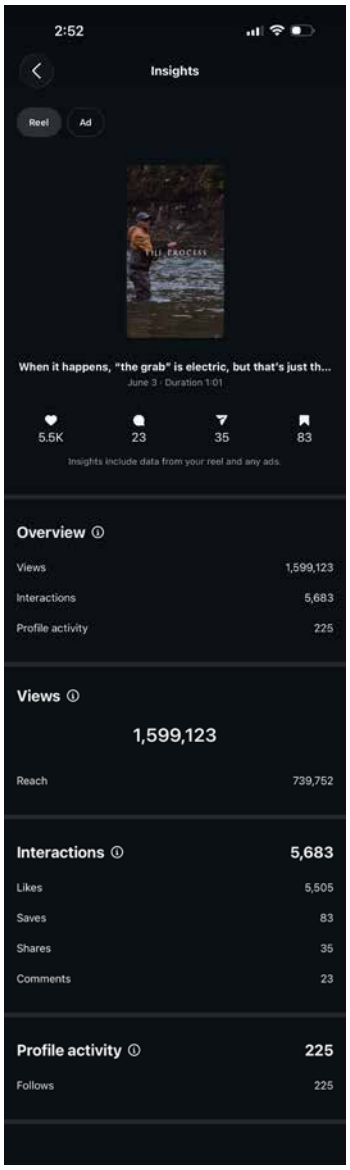

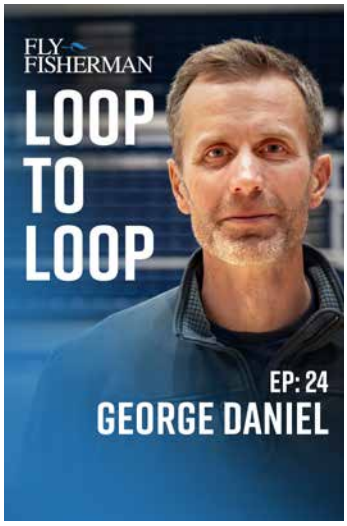

Social Analytics

Followers..... 125,744
Ann. Impressions 12,989,512
Ann. Engagements 388,031
Ann. Engagement Rate 2.90%

flyfisherman.com & e-mail

Avg. Monthly Unique users..... 60,749
Male (%)..... 74%
Ann. Page Views.....1,347,021
Avg. Time Spent.....1:51
Pages Per Session 1.85
Traffic From Mobile/Tablet 51%
eNewsletter Subscribers 26,188

Sprout Social, Flyfisherman.com - Google Analytics 4, Email -Whatcounts (9/1/2025 - 8/31/2026).

SMALL JAWS

SMALLIES. BRONZEBACKS. SMALL JAWS.

Call them what you will, smallmouth bass have gripped fly fishers across North America as a challenging and accessible gamefish. From explosive "toilet bowl flush" eats on topwater flies, to spooky subsurface takes where you watch your fly simply disappear, targeting smallmouths is a technical fly-fishing endeavor that rivals the complexities of trout angling.

Pre-spawn smallmouth bass are voracious predators. In tributaries and waterways across the Northeast, Midwest, and Mid-Atlantic, these migratory fish feast after a long winter dormancy before their spawning cycle. This makes for some of the most exciting fly-fishing in this hemisphere.

Small Jaws explores the places most wading anglers and power boats can't access. The places and the secret stretches only a raft can quietly glide into.

Guides and NRS rafters such as Jake Villwock of Relentless Fly Fishing in Pennsylvania, Mike Schultz of Schultz Outfitters in Michigan, and Blane Chocklett of Virginia are not only some of the top fly designers for smallmouth bass, but avid guides chasing them every year. They're the champions bringing smallmouth bass to the forefront of North American fly fishing. Additionally, renowned Montana guide, fly-fishing explorer, activist, and fly shop owner Hilary Hutcheson will be experiencing this fishing for the first time and learning about what makes smallies North America's favorite freshwater gamefish.

Small Jaws is a 22-minute film and will air on the Outdoor Channel in Q2 2027, and the Game & Fish TV fast channel in Q3 2027, on MOTV in Q3, and YouTube in Q4 (December 2027). Additional print promotion and integrated social and digital media will also accompany the film. Sponsorship opportunities are still available for 2027 in some categories.







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NRS

patagonia

SCIENTIFIC ANGLERS

Scott

Outdoor CHANNEL

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HOUSEHOLDS

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400K
PAID SUBSCRIBERS

GAME & FISH TV

250M
MONTHLY ACTIVE USERS



MOTHER OF THE FISH



According to the tribal legends in the remote western Amazon jungle, the first humans were born from a snake and all the fish in the Amazon River come from the headwaters of the Rio Marie. This is the home of the "Mother of the Fish" —a giant peacock bass that for hundreds of generations has raised and protected all the other fish in the river system.

The waters where she lives are sacred—the natives do not fish there, it's far from their villages. They don't fish for food, harvest, settle, or build in this realm.

In August 2026, Fly Fisherman editor/publisher Ross Purnell and jungle explorer Rodrigo Salles tent camped in these extraordinary headwaters hundreds of miles from the nearest tribal village and caught 20-pound+ peacock bass without disturbing or offending the Mother of the Fish.

The tribal legends and rich history of this region will be captured by filmmaker Joshua Caldwell, director of the Netflix hit *Mending the Line* and the film *Legacy: The Story of Cathy and Barry Beck*. With his creative storytelling, a pristine location, and a river known for giant bass, an unparalleled film is about to unfold. We invite you to be a part of it.

Mother of the Fish is a 22-minute film and will air on the Outdoor Channel in Q1 2027, and the Game & Fish TV fast channel in Q2 2027, on MOTV in Q3, and YouTube in October 2027. Additional print promotion and integrated social and digital media will also accompany the film. Sponsorship opportunities are still available for 2027 in some categories.

Supported by: Duck Camp LOOP SCIENTIFIC ANGLERS

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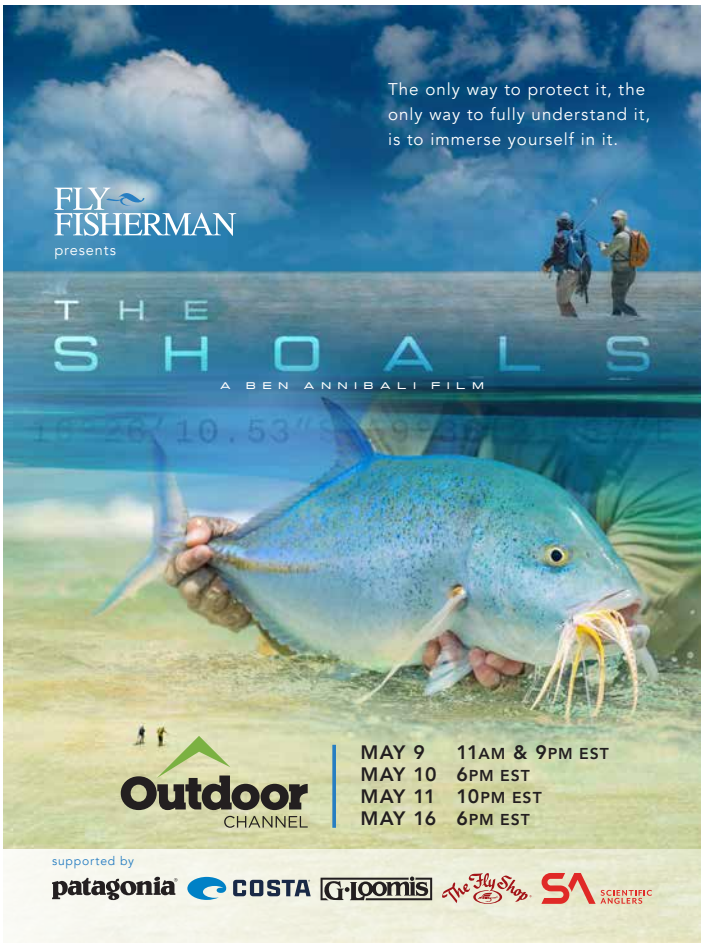


16°26'10.53"S 59°36'21.67"E



Outdoor CHANNEL

MOTV MYOUTDOORTV®

The Shoals

St. Brandon's Atoll is a tiny spit of sand in the Indian Ocean with no permanent human habitation. Also known as the Cargados Carajos Shoals, it's 31 miles long, in places 8 miles wide, and almost no one is there. Located in the island nation of Mauritius, only 200 visitors are allowed to visit by permit each year to protect the pristine, remote ecosystem from overuse and development.

It's one of the most difficult places on earth to access. The only way to get there is via a 27-hour ride on a cargo ship that reaches the region once per week to deliver supplies. It's notoriously difficult to get to, but once you overcome these obstacles, you'll find the Indian Ocean in its perfect form. You are finally "out there" . . . and about as far away from civilization as you can get.

Fly Fisherman editor/publisher Ross Purnell—from films like *One Path* (Mongolia), *Blood Run* (Brazil), and *Descent* (Yosemite Falls)—once again headed to the wildest, most remote adventure he could find. Accompanied by filmmaker Ben Annibali with the newest drone and video technology to capture life & adventure on St. Brandon's Atoll like never before. Astonishingly new cinematography brings this ecosystem and the gritty hunt for giant bonefish, giant trevally, blue trevally, and Indo-Pacific permit to life. The action, adventure, grueling conditions, failures and accomplishments are on display in one of the most difficult and rewarding ecosystems in the world.

The Shoals aired on Outdoor Channel with a live premiere at the Harrisburg Fly Fishers Club in March 2026. In October 2026, the film will be available on YouTube and MOTV. A story in the August-September issue of Fly Fisherman and in the special issue entitled *Destinations: Global Fly Fishing Adventures*, along with an upcoming podcast with filmmaker Ben Annibali, accompanies this multimedia film experience.

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



More 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.

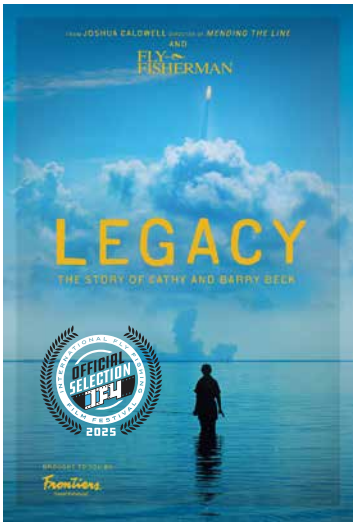
The premiere was held at the Weinberg Center for the Arts, with a cocktail party and reception prior to the screening. In 1947 the Weinberg Center was known as the Tivoli Theater, and that's where Lefty met his future wife Evelyn when she was working at the ticket window. All proceeds from the premiere 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. The film is now available for free on the Fly Fisherman YouTube channel and 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.

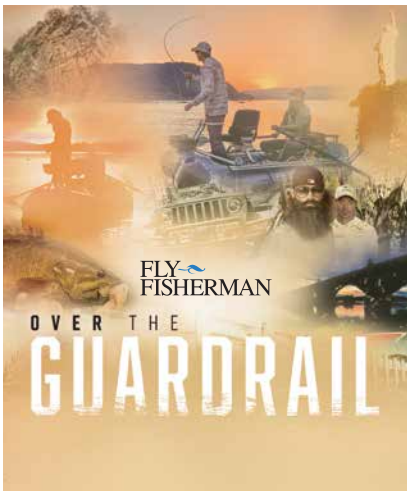
What happens when you lose your fishing buddy, business partner, your muse, and your loving wife all in one moment? Award-winning filmmaker Joshua Caldwell, director of the Netflix hit *Mending the Line*, once again tackles the subjects of loss, healing, and recovery in the sweeping story of fly-fishing's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

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

In October 2025 a 44-minute director's cut aired on Outdoor Channel, with four additional showings that month. Legacy is now available on MOTV and the Fly Fisherman YouTube channel.



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

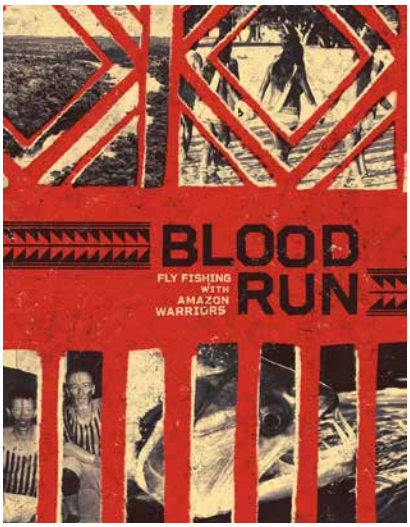


Jan. 21, 2023 at Tröegs Independent Brewing with 100+ paying attendees. Posters placed throughout the brewery for one month in advance (reaching thousands at the largest brewery in the region). Tröegs also promoted the film through their social media.

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."

WORLD FISHING NETWORK
Outdoor CHANNEL
MOTV MYOUTDOORTV®

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.

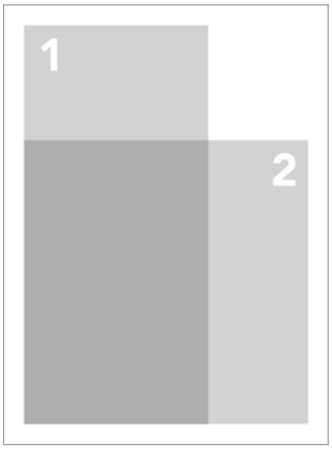
Trim: The edge of the page.

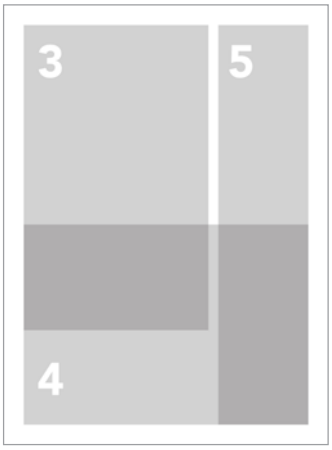
Safety: .25-in. inside of trim. All image and text not intended to bleed need to be within this measurement.

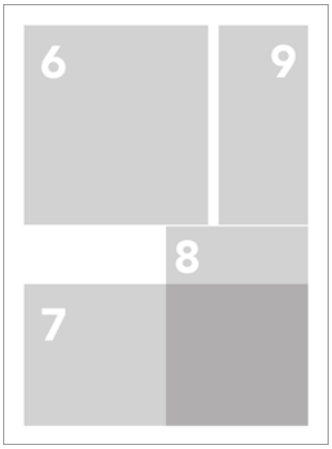
Binding: Guides (*Fly Fishing Made Easy, Gear Guide*) & Fly Fisherman - Saddle Stitched

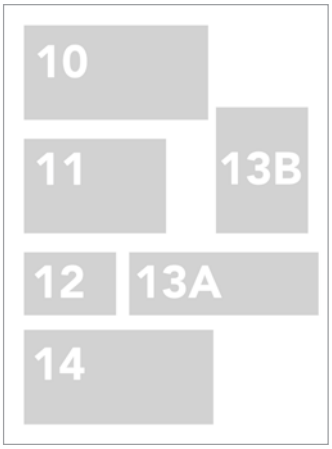
Printed: Web Offset











Ad Sizes - Regular Issues and Guides

1. 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

11. 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. 4 1/2"
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

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

Dennis Pastucha
Art Director
(717) 659-8500
dennis@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

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 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

Alliance for Audited Media
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FLY FISHERMAN

Publisher's Statement

6 months ended June 30, 2026, Subject to Audit

Learn more about this media property at auditedmedia.com

Annual Frequency: 5 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
66,926	3,571	70,497	None Claimed	

TOTAL CIRCULATION BY ISSUE

	Paid Subscriptions			Verified Subscriptions						Single Copy Sales					
Issue	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions	Paid & Verified Subscriptions - Print	Paid & Verified Subscriptions - Digital Issue	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales	Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
Feb/Mar	47,510	2,048	49,558	17,346		17,346	64,856	2,048	66,904	3,333	15	3,348	68,189	2,063	70,252
Apr/May	47,559	2,056	49,615	17,331		17,331	64,890	2,056	66,946	3,770	23	3,793	68,660	2,079	70,739
Average	**47,535**	**2,052**	**49,587**	**17,339**		**17,339**	**64,874**	**2,052**	**66,926**	**3,552**	**19**	**3,571**	**68,426**	**2,071**	**70,497**

PRICE

	Suggested Retail Prices (1)
Single Copy	$7.99
Subscription	$31.94

(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: 3,702

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 7

Included In Paid Circulation: Included in paid circulation are copies obtained through:
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Single Copy Sales

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

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FLY
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Est. 1969
THE LEADING MAGAZINE OF FLY FISHING