

**FLY FISHING IN SALT WATERS** readers  
**POSSESS** the demographics of your **BUYERS**

**READER PROFILE**

Male	<b>98.3%</b>
Average age	<b>47.8</b>
Average household income	<b>\$146,410</b>
Average net worth	<b>\$991,700</b>
Married	<b>81.4%</b>
Graduated college	<b>60.8%</b>
Read 4 of last 4 issues	<b>75.3%</b>
Regular reader for more than 3 years	<b>46.6%</b>

**OUR READERS**

- Are affluent, with **46.9%** earning over **\$100K** per year
- **Fish** an average of **7.2 days per month** and have **fished 27.3 years in saltwater**
- **69.9%** have been fly fishing in saltwater for **3 YEARS** or more
- **53.4%** fished with a **professional guide** in the last 12 months
- **92.9%** influence their friends when making **buying** decisions
- **64%** took action based on an article or ad in ***Fly Fishing in Salt Waters***

Source: 2005 Snap Survey

**FLY FISHING IN SALT WATERS** readers are people of  
**ACTION** who **INFLUENCE** others

**TAKE ACTION**

Visited an advertiser's Web site	73.6%
Purchased a product or service mentioned in an ad	46.6%
Requested information about a product or service	56.8%
Visited a store or dealer	22.3%
Visited <i>Fly Fishing in Salt Waters</i> ' Web site	68.2%
Cut out an article	24.0%
Planned a fishing vacation	34.8%
Cut out an advertisement	10.8%
Sent for a catalog	44.9%

**GIVE ADVICE**

Boat purchases	27.0%
Fishing equipment	82.8%
Fishing trips and/or travel	45.9%
Marine electronics	18.6%
Motor purchases	19.3%
Guides	40.9%

Source: 2005 Snap Survey

**FLY FISHING IN SALT WATERS has LOW DUPLICATION  
with other fly magazines**

**LOW READERSHIP  
DUPLICATION**

American Angler	21.6%
Fish & Fly	8.8%
Fly Fish America	18.9%
The Fisherman	14.5%
Florida Sportsman	24.0%
Sport Fishing	7.8%
Fly Fisherman	32.1%
Fly Tyer	22.0%
Fly Rod & Reel	26.7%
Saltwater Fly Fishing	49.7%
Shallow Water Angler	24.0%

Source: 2005 Snap Survey

# FLY FISHING IN SALT WATERS MAGAZINE

## THE GUIDE FOR SALTWATER FLY ANGLERS

<b>AGE</b>	18 – 24	1.0%
	25 – 34	11.8%
	35 – 54	48.6%
	55 – 59	18.6%
	60 – 65	8.1%
	65+	9.8%

**Mean: 47.8 Years Old**

<b>ANNUAL HOUSEHOLD INCOME</b>	Less than \$50K	12.5%
	\$50K – \$99K	33.4%
	\$100K – \$199K	32.7%
	\$200K – \$499K	12.5%
	\$500K – \$1M	1.4%
	\$1M +	1.0%

**Mean: \$146,410**

**Median: \$101,170**

<b>HOUSEHOLD NET WORTH</b>	Less than \$100K	11.5%
	\$100K – \$199K	11.8%
	\$200K – \$499K	24.6%
	\$500K – \$999K	25.7%
	\$1M – \$2.99M	21.2%
	\$3M +	5.0%

**Mean \$991,700**

**Median \$578,130**

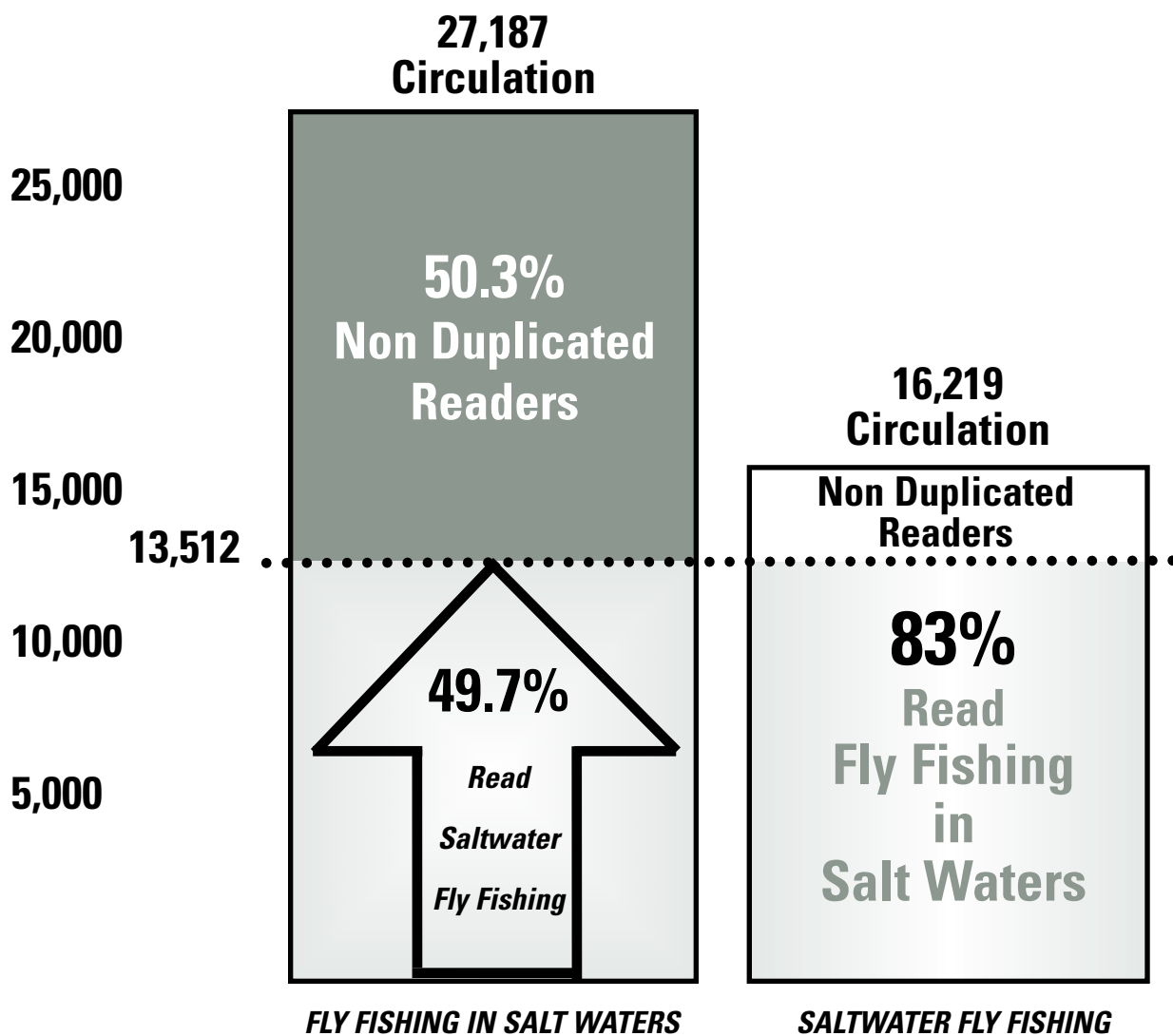
Source: 2005 Snap Survey

# FLY FISHING IN SALT WATERS MAGAZINE

## THE GUIDE FOR SALTWATER FLY ANGLERS

**FLY FISHING IN SALT WATERS** has

**67.6% LARGER** paid, audited circulation and reaches  
**83% of *Saltwater Fly Fishing's* circulation**



Source: ABC Fas-Fax ending December 31, 2006  
Source: 2005 Snap Survey

**FLY FISHING IN SALT WATERS** readers FISHED for a  
**VARIETY** of species in the last 12 months

**SPECIES**

Redfish	47.5%
Bluefish	46.8%
Seatrout	45.6%
Striped Bass	43.7%
Bonefish	40.5%
Snook	34.2%
Permit	23.4%
Salmon	22.2%
False Albacore	20.3%
Mackerel	19.0%
Tuna	14.6%
Shark	12.7%
Sailfish	8.2%
Marlin	7.0%

Source: 2005 Snap Survey

**63.5% of *FLY FISHING IN SALT WATERS* readers  
OWN a boat**

<b>OWN</b>		
<b>Length</b>	15' – 20'	85.1%
	21' – 25'	12.2%
	26' – 35'	2.1%
<b>Type</b>	Flats	27.7%
	Bay	10.1%
	Catamaran	.5%
	Center Console	22.3%
	Kayak	27.7%
	Skiff	19.1%

**34.8% of *FLY FISHING IN SALT WATERS* readers  
PLAN TO BUY a boat in the next 24 months**

<b>PURCHASE PLAN</b>		
<b>Length</b>	19' and under	65.0%
	20' – 25'	24.3%
	26' – 35'	8.7%
<b>Type</b>	Flats	21.4%
	Bay	12.6%
	Center Console	23.3%
	Kayak	10.7%
	Skiff	5.8%

Base: Boat Owners

Source: 2005 Snap Survey

**72.8% of *Fly Fishing in Salt Waters* readers who plan to buy a boat in the next 24 months PLAN TO BUY an OUTBOARD motor**

**PURCHASE PLAN**

Type of Power		
	Outboard	72.8%
	Trolling/Electric Motor	1.9%
	Stern Drive	1.9%

**67.6% of *Fly Fishing in Salt Waters* readers OWN outboard motors**

**OWN**

Type of Power		
	Outboard	67.6%
	Trolling/Electric Motor	5.9%
	Stern Drive	2.7%

**81.6% of *FLY FISHING IN SALT WATERS* readers  
OWN marine ELECTRONICS**

**OWN**

<b>GPS</b>	Fixed-mount	21.5%
	Handheld	56.0%
<b>VHF</b>	Fixed-mount	24.9%
	Handheld	24.4%
<b>Fish Finder</b>	Video (LCD or CRT)	36.8%
	Depth (Flash or Digital)	34.0%

**FLY FISHING IN SALT WATERS** readers OWN lots of tackle

**OWN**

**Fly Rods**

	<b>PERCENTAGE WHO OWN</b>
1-3 wt.	25.3%
4-5 wt.	61.1%
6-7 wt.	67.6%
8-10 wt.	86.5%
11+ wt.	31.8%
<b>Mean: 11.9*</b>	

**Reels**

	<b>PERCENTAGE WHO OWN</b>
1-3 wt.	26.0%
4-5 wt..	60.5%
6-7 wt.	65.9%
8-10 wt.	85.5%
11+ wt.	31.4%
<b>Mean: 11.7*</b>	

**Lines**

	<b>PERCENTAGE WHO OWN</b>
Sinking	63.9%
Floating	91.9%
Intermediate Lines	62.2%
Shooting Heads	59.5%
<b>Mean: 10*</b>	

\*Source: 2000 Clear research Subscriber Survey

Source: 2005 Snap Survey

**FLY FISHING IN SALT WATERS** readers **PLAN TO BUY**  
tackle in the next 12 months**BUYING HABITS**

		PERCENTAGE WHO PURCHASED LAST 12 MONTHS	PLAN TO PURCHASE NEXT 12 MONTHS
<b>Fly Rods</b>	1-3 wt.	5.1%	6.1%
	4-5 wt.	15.5 %	5.1%
	6-7 wt.	13.5%	8.8%
	8-10 wt.	35.1%	20.9%
	11+ wt.	10.1%	14.2%
		PERCENTAGE WHO PURCHASED LAST 12 MONTHS	PLAN TO PURCHASE NEXT 12 MONTHS
<b>Reels</b>	1-2 wt.	4.4%	3.7%
	4-5 wt.	12.5%	4.4%
	6-7 wt.	11.5%	5.4%
	8-10 wt.	26.4%	19.6%
	11+ wt.	6.4%	13.2%
		PERCENTAGE WHO PURCHASED LAST 12 MONTHS	PLAN TO PURCHASE NEXT 12 MONTHS
<b>Lines</b>	Sinking	16.9%	18.9%
	Floating	36.1%	23.6 %
	Specialty Heads	22.6%	19.3%
	Shooting Heads	10.5%	11.5%

Source: 2005 Snap Survey

# FLY FISHING IN SALT WATERS MAGAZINE

## THE GUIDE FOR SALTWATER FLY ANGLERS

**73.6% of *FLY FISHING IN SALT WATERS* readers ACCESSED the INTERNET as a result of reading the magazine**

### TOOK ACTION

View an advertiser's Web site	73.6%
Access <i>Fly Fishing in Salt Waters'</i> web site	68.2%
Purchase fly tying materials	49.3%
Tackle and equipment purchase via Internet	61.5%

### PURCHASED

#### **87.2% MADE A PURCHASE based on Internet research**

Fishing equipment	76.7%
Fly fishing trips and/or travel	17.6%
Flies	50.7%
Marine electronics	10.8%
Other equipment and accessories	41.2%

### ONLINE PURCHASE PLAN

#### **87.8% PLAN TO PURCHASE products on the Internet**

Fishing equipment	78.4%
Fly fishing trips and/or travel	38.9%
Flies	53.4%
Marine electronics	20.6%
Other equipment and accessories	42.9%

Source: 2005 Snap Survey

**FLY FISHING IN SALT WATERS** readers  
**PURCHASE** from a **VARIETY** of shops

**TACKLE & EQUIPMENT**

Specialty Tackle Shop	89.9%
Mail Order Catalog	59.5%
Sporting Goods Dealer	38.5%
Boat/Fly Show	5.4%
Over the Internet	61.5%
Factory Direct	13.2%
Mass Merchants	14.9%
Marina	3.0%

**FLIES & FLY TYING  
MATERIALS**

	FLIES	MATERIALS
Local Fly Shop	84.4%	89.7%
Specialty Mass Merchants	30.1%	33.8%
Professional Tyer	15.6%	0.0%
Show	18.10%	32.9%
Internet	39.1%	49.3%
Mail Order	35.9%	56.5%
Craft Store	0.0%	39.6%

Source: 2005 Snap Survey

**28.7% of *FLY FISHING IN SALT WATERS* readers  
OWN WATERFRONT property**

**PRIMARY  
RESIDENCE**

<b>Waterfront</b>	9.5%
<b>Valued over \$500,000</b>	28.3%
<b>Average market value</b>	\$420,000

**VACATION /  
WEEKEND HOME**

<b>Waterfront</b>	16.9%
<b>Valued over \$500,000</b>	18.8%
<b>Average market value</b>	\$374,770

Source: 2005 Snap Survey

**FLY FISHING IN SALT WATERS** readers **TRAVELED** to  
fly fish in saltwater in the last 12 months

Took a fishing trip	79.7%
Found <i>Fly Fishing in Salt Waters</i> useful in planning trip	77.7%
<b>Hired a guide</b>	<b>53.4%</b>
Booked fishing trip via the Internet	37.8%
Average spent on travel per reader per year	<b>\$3,990</b>

**DOMESTIC**

<b>Florida</b>	<b>51.0%</b>
Keys	43.7%
Panhandle	13.9%
Other areas in Florida	60.3%
<b>Other U.S.</b>	<b>36.5%</b>
Alabama	3.7%
Alaska	7.5%
California	25.4%
Hawaii	7.5%
Louisiana	4.6%
Mississippi	1.9%
Oregon	10.4%
Texas	12.0%
Washington	16.4%

**INTERNATIONAL**

<b>Africa</b>	1.7%
<b>Australia</b>	2.4%
<b>Canada</b>	11.5%
<b>Caribbean</b>	22.0%
<b>Central America</b>	11.8%
<b>Mexico</b>	17.6%
<b>South America</b>	3.7%
<b>Other</b>	11.8%

Source: 2005 Snap Survey

Rate Card No. 15  
 Effective Date of Rates:  
 January/February 2008 Issue  
 Rate Base: 27,000

## 2008 DISPLAY RATES

	1X	3X	6X
<b>FOUR COLOR</b>			
■ Spread	\$8,240	\$7,640	\$7,085
■ Full-Page	4,340	4,020	3,735
■ 2/3 Page	3,560	3,310	3,050
■ 1/2 Page (Isl)	3,145	2,910	2,695
■ 1/2 Page (H)	2,830	2,630	2,425
■ 1/3 Page	2,235	2,080	1,925
■ 1/6 Page	1,385	1,285	1,195
■ 1/12 Page	815	760	700

	1X	3X	6X
<b>TWO COLOR</b>			
■ Spread	\$7,415	\$6,865	\$6,370
■ Full-Page	3,900	3,615	3,345
■ 2/3 Page	3,045	2,830	2,615
■ 1/2 Page (Isl)	2,695	2,510	2,315
■ 1/2 Page (H)	2,420	2,250	2,085
■ 1/3 Page	1,905	1,775	1,645
■ 1/6 Page	1,170	1,085	1,005
■ 1/12 Page	660	610	565

	1X	3X	6X
<b>BLACK &amp; WHITE</b>			
■ Spread	\$6,175	\$5,735	\$5,315
■ Full-Page	3,245	3,020	2,795
■ 2/3 Page	2,540	2,360	2,180
■ 1/2 Page (Isl)	2,240	2,085	1,930
■ 1/2 Page (H)	2,015	1,870	1,725
■ 1/3 Page	1,595	1,475	1,365
■ 1/6 Page	975	900	845
■ 1/12 Page	550	500	465

	1X	3X	6X
<b>COVERS &amp; SPECIAL POSITIONS</b>			
■ Cover 2	\$4,995	\$4,630	\$4,285
■ Cover 3, Pages 3, 4, 7, 9	4,760	4,415	4,095
■ Cover 4	5,425	5,040	4,665

	9X	12X	15X
<b>BULK RATES</b>			
■ Four Color	\$3,685	\$3,645	\$3,510
■ Two Color	3,320	3,285	3,165
■ Black & White	2,760	2,735	2,635

*Note: Rates are gross, agency commissionable.*

## OUTFITTERS

	1X	3X	6X
<b>FOUR COLOR</b>			
■ 1/6 Page	\$550	\$525	\$475
■ 1/12 Page	330	310	285
<b>TWO COLOR</b>			
■ 1/6 Page	--	\$430	\$405
■ 1/12 Page	--	280	245

	1X	3X	6X
<b>BLACK &amp; WHITE</b>			
■ 1/6 Page	--	\$360	\$330
■ 1/12 Page	--	245	220

*Note: Rates are net, noncommissionable.*

## GUIDES/DESTINATIONS

	1X	3X	6X
<b>FOUR COLOR</b>			
■ 1/6 Page	--	\$500	\$415
■ 1/12 Page	--	280	220

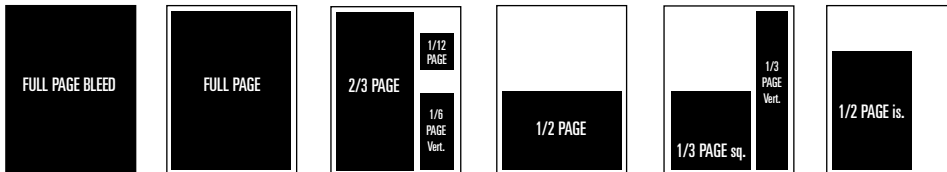
*Note: Rates are net, non-commissionable.*

## CLOSING DATES

2008 Issue	Reserve Space	Material Due	On Sale Date
<b>Jan/Feb</b>	11/15/07	11/19/07	01/08/08
<b>Mar/Apr</b>	01/22/08	01/24/08	03/11/08
<b>May/June</b>	03/11/08	03/13/08	04/29/08
<b>July/Aug</b>	05/12/08	05/14/08	07/01/08
<b>Sept/Oct</b>	07/15/08	07/17/08	09/02/08
<b>Nov/Dec</b>	09/16/08	09/18/08	11/04/08

AD SIZES	Width	x	Height
FULL PAGE TRIM SIZE	8-1/8" (8.125")		10-3/4" (10.75")
FULL PAGE WITH BLEED	8-3/8" (8.375")		11"
FULL PAGE (live area)	7"		10"
2-PAGE SPREAD BLEED	16-1/2" (16.5")		11"
2-PAGE SPREAD TRIM	16-1/4" (16.25")		10-3/4" (10.75")
2/3 PAGE VERTICAL ONLY	4-9/16" (4.5625")		10"
1/2 PAGE HORIZONTAL	7"		4-7/8" (4.875")
1/2 PAGE ISLAND	4-9/16" (4.5625")		7-3/8" (7.375")
1/3 PAGE VERTICAL	2-3/16" (2.1875")		10"
1/3 PAGE SQUARE	4-9/16" (4.5625")		4-7/8" (4.875")
1/6 PAGE VERTICAL	2-3/16" (2.1875")		4-7/8" (4.875")
1/6 PAGE HORIZONTAL	4-9/16" (4.5625")		2-3/8" (2.375")
1/12 PAGE SQUARE	2-3/16" (2.1875")		2-3/8" (2.375")

Hold live matter 1/2" from trim on all sides of full page ads.



## GENERAL CONDITIONS

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
2. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertisers index.
3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
4. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
5. Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher.

6. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner.

7. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.

8. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.

9. Until credit is approved, Advertisements are run on a prepaid basis only.

## SHIPPING INSTRUCTIONS

**Questions? Please contact Jennifer Derviss,  
Advertising Services Manager, at 407-571-4892.**

PHOTOS, COPY, LOGOS, MATERIALS, ETC.  
FOR AD DESIGN SERVICES AT  
FLY FISHING SHIP TO:  
**Fly Fishing in Salt Waters**  
Advertising Services Manager  
460 North Orlando Avenue, Suite 200  
Winter Park, FL 32789  
Phone 407-571-4666

FINAL AD MATERIALS  
(READY TO PRINT)  
SHIP TO:  
**RR Donnelley & Sons Company**  
Lancaster Premedia Center  
Attn: Fly Fishing Ad Management Module  
216 Greenfield Road, Lancaster, PA 17601  
Phone 717-481-2890

## DIGITAL REQUIREMENTS

**Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.**

**AD SIZES:** All ads must be created to exact size specifications on the rate card or will incur charges for re-sizing. No live matter within 1/4" of gutter or trim on full page or spread ads.

**PREFERRED FORMAT:** PDF/X-1a format is the preferred file format for submission. When preparing PDF/X-1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see <http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf> for guidelines and instructions.

**ACCEPTED FORMATS:** InDesign or QuarkXpress for Macintosh with associated graphic files and fonts. Files should conform to SWOP guidelines and total area density should not exceed 300%. View specifications online at [www.swop.org](http://www.swop.org). To ensure you have all the necessary files, including fonts, use the InDesign "Package" feature or Quark "Collect For Output." Other Desktop Application Files such as Illustrator or Photoshop are also accepted.

**FONTS:** All native format files must be accompanied by the screen and printer fonts used in those files. Apple TrueType fonts should not be used. Black type on white background should be defined as 100% black ONLY.

**PHOTOS:** All four-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale. If RGB images are in supplied file, we will automatically convert to CMYK at \$15 per image.

**GRAPHICS:** TIFF; EPS (for Illustrator and Freehand EPS files, fonts must accompany file even if text has been converted to paths); JPEG (charges will be added for images requiring conversion to TIFF or EPS).

**PROOFS:** For full page and spread ads, advertisers MUST submit a contract-level digital proof at 100% that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof at a charge of \$42 per page. The publisher and printer will not accept responsibility when contract proofs are not submitted.

**MEDIA TRANSFER:** CD-ROM, DVD

**ELECTRONIC TRANSMISSIONS:** Ad files can be delivered via our Ad Portal at <http://www.rrd-lpc.com/bonnier>. For ads supplied electronically advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof at a charge of \$11 will be sent to advertiser for approval and an Epson proof will be made at \$42 per page for full page ads and spreads. We do not accept ads via e-mail.

**FOR MORE INFORMATION:** Contact your *Fly Fishing in Salt Waters* Production Manager, at 407-571-4892. Electronic files are stored for one year only, unless otherwise requested in writing.

**BINDING:** Perfect, foot jog.

**INSERTS:** Consult your advertising representative.

Production and prepress services are available; rates upon request.