

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

READER PROFILE

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

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

| | | |
|------------|---------|-------|
| AGE | 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

| | | |
|------------------------------------|-----------------|-------|
| ANNUAL HOUSEHOLD INCOME | 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

| | | |
|--------------------------------|------------------|-------|
| HOUSEHOLD NET WORTH | 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