

MARLIN MAGAZINE

STILL THE INDUSTRY STANDARD

READER PROFILE

Male	96.1%
Average age	48.6
Average HHI	\$320,600
Average net worth	\$2.19 M
Married	73.7%
Graduated college	80.0%
Read 4 of last 4 issues	86.5%
Spend 1.5 – 3 hours reading <i>MARLIN</i>	49.6%

OUR READERS

- Are affluent, with **69.3% earning over \$100K per year**
- Fish an average **73 days offshore per year**
- **Fish 6.1 days per month** and have **fished 26.8 years in salt water**
- **Competed in 1.9 tournaments** in the last 12 months
- Take **4.1 fishing trips/vacations per year**
- Spend an average of **\$10,000 in fishing trips** in the last 12 months
- **MARLIN** has a **low readership duplication** with other magazines
- **71.2%** find **MARLIN** useful as a **source of information** for booking fishing trips

Source: 2004 Clear Research Subscriber Survey

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AGE

18 – 24	2.3%
25 – 34	10.1%
35 – 54	57.5%
55 – 59	13.6%
60 – 65	10.8%
65+	10.6%

Mean: 48.6 Years Old

Median: 49.5 Years Old

ANNUAL HOUSEHOLD INCOME

Less than \$50K	11.1%
\$50K – \$99K	19.5%
\$100K – \$199K	35.1%
\$200K – \$499K	23.4%
\$500K – \$1M	5.0%
\$1M +	5.8%

Mean: \$320,600

Median: \$152,900

HOUSEHOLD NET WORTH

Less than \$100K	6.8%
\$100K – \$199K	8.0%
\$200K – \$499K	17.0%
\$500K – \$999K	21.3%
\$1M – \$2.99M	26.4%
\$3M +	20.5%

Mean: \$2,192,200

Median: \$ 926,700

Source: 2004 Clear Research Subscriber Survey

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STILL THE INDUSTRY STANDARD

TAKE ACTION

Recommended a product or service to a friend or relative	53.5%
Visited an advertiser's Web site	51.0%
Purchased a product or service mentioned in an article or ad	52.9%
Requested information about a product or service	30.8%
Visited a store or dealer	24.4%
Visited <i>MARLIN's</i> Web site	18.0%
Cut out an article	68.1%
Went to a resort or booked a charter	46.5%
Cut out an advertisement	7.5%

GIVE ADVICE

Boat charters	43.4%
Boat purchases	44.9%
Fishing equipment	51.0%
Fishing trips and/or travel/resorts	44.4%
Marine electronics	36.9%
Motor purchases	37.9%
Tournaments	25.8%

LOW READERSHIP DUPLICATION

<i>Big Game Journal</i>	21.9%
<i>Billfishing</i>	10.2%
<i>Boating</i>	18.9%
<i>Florida Sportsman</i>	27.3%
<i>In the Bite</i>	5.5%
<i>Latitudes & Attitudes</i>	1.2%
<i>Motor Boating</i>	17.1%
<i>Power & Motor Yacht</i>	24.9%
<i>Showboats International</i>	4.2%
<i>Southern Boating</i>	4.8%
<i>Yachting</i>	8.8%

Source: 2004 Clear Research Subscriber Survey