

SPORT FISHING MAGAZINE

TARGETED MARKETING WITH TANGIBLE RESULTS

OWN / LEASED

57.1% of *SPORT FISHING* readers OWN only DOMESTIC CARS

GM

	PERCENTAGE WHO OWN	ABC RATE BASE 150K
Chevrolet	43.3%	64,950
GM	7.3%	10,950
Cadillac	2.9%	4,350
Buick	2.4%	3,600
Oldsmobile	.5%	750
Pontiac	1.5%	2,250
Saturn	4.4%	6,600
SUB NET:	62.3%	93,450

FORD

	PERCENTAGE WHO OWN	ABC RATE BASE 150K
Ford	40.0%	60,000
Lincoln	2.4%	3,600
Mercury	3.4%	5,100
SUB NET:	45.8%	68,700

CHRYSLER

	PERCENTAGE WHO OWN	ABC RATE BASE 150K
Chrysler	.4%	600
Dodge	9.1%	13,650
Plymouth	.8%	1,200
SUB NET:	10.3%	15,450

Source: 2004 Clear Research Subscriber Survey

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OWN / LEASED

11.2% of *SPORT FISHING* readers OWN only IMPORTED CARS

ASIAN

	PERCENTAGE WHO OWN	ABC RATE BASE 150K
Toyota	10.7%	16,050
Nissan	5.8%	8,700
Honda	4.9%	7,350
Lexus	3.3%	4,950
Acura	2.5%	3,750
Subaru	2.1%	3,150
Mazda	1.6%	2,400
Other	2.0%	3,000
SUB NET:	32.9%	49,350

EUROPEAN

	PERCENTAGE WHO OWN	ABC RATE BASE 150K
BMW	2.5%	3,750
Mercedes	2.5%	3,750
Volvo	2.1%	3,150
Audi	.8%	1,200
Porsche	.8%	1,200
SUB NET:	8.7%	13,050

DOMESTIC / IMPORTED

30.7% of *SPORT FISHING* readers OWN both DOMESTIC AND IMPORTED

Source: 2004 Clear Research Subscriber Survey

TOW VEHICLE DEFINITION

SPORT UTILITY / FULL SIZE TRUCK / FULL SIZE VAN

75.7% of SPORT FISHING readers OWN / LEASE TOW VEHICLES

76.6% considered tow ability a critical factor during their purchase

22.0% of SPORT FISHING readers will PURCHASE in the next 12 months

68.6% will consider tow ability a critical factor during the purchase

TOW FREQUENCY

<u>TIMES PER MONTH</u>	<u>PERCENTAGE WHO USE</u>
1 – 3	38.6%
4 – 7	20.6%
8 – 14	6.7%
15 – 22	1.3%
23 – 31	3.1%
Do not use a vehicle to tow	29.6%

Mean: 5.3 times per month

TOW WEIGHT

<u>INTENDED TOW WEIGHT</u>	<u>PERCENTAGE WHO USE</u>
Less than 2,000 lbs	15.8%
2,001 – 5,000 lbs	51.3%
5,001 – 10,000 lbs	26.3%
10,000 or more lbs	3.3%

Mean: 4,500 lbs

Median: 3,900 lbs

Source: 2004 Clear Research Subscriber Survey

OWN / LEASED

SPORT FISHING readers OWN Tow Vehicles

Full-size or mini van	42.8%
SUV	69.1%
2 door truck	34.2%
4 door truck	21.8%

Source: 2004 Clear Research Subscriber Survey