

SPORT FISHING MAGAZINE

TARGETED MARKETING WITH TANGIBLE RESULTS

OFFSHORE

88.2% of *SPORT FISHING* readers FISH offshore

Artificial bait	64.5%
Billfishing	29.4%
Bottomfishing	63.3%
Dead bait	45.2%
Live bait	33.7%

INSHORE

81.1% of *SPORT FISHING* readers FISH inshore

Bay	56.8%
Flats	24.4%
Fly	11.5%

NEARSHORE

73.5% of *SPORT FISHING* readers FISH nearshore

Bottom	58.7%
Cast	31.2%
Drift	36.5%
King mackerel	27.1%

KNOWLEDGE

FISH 6.6 days per month and have FISHED 24.2 years in salt water

Advanced	49.2%
Intermediate	36.3%
Novice	8.1%
Professional	6.4%

Source: 2004 Clear Research Subscriber Survey