

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

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