

# MARLIN MAGAZINE

## STILL THE INDUSTRY STANDARD

### OFFSHORE

**88.2% of MARLIN readers fish offshore**

Tournament	31.3%
Billfishing	65.9%
Tuna	64.1%
Shark	15.2%
Fly Fishing	31.3%
Mix bag natural bait	43.3%
Mix bag artificial bait	46.5%
Other	12.0%

### TOURNAMENTS

**49.3% of MARLIN readers competed in tournaments in the last 12 months**

1 – 3 Tournaments	33.5%
4 – 9 Tournaments	12.5%
10 or more	11.5%

### CHARTER BOATS

**44.2% of MARLIN readers booked a charter in the last 12 months**

1 Charter	17.4%
2 – 4 Charters	24.4%
5 or more	2.3%

### FISHING TRIP VACATIONS

**67.3% of MARLIN readers traveled in the last 12 months**

Domestic	63.8%
International	41.8%
Both	67.3%

Source: 2004 Clear Research Subscriber Survey