

SPORT FISHING MAGAZINE

TARGETED MARKETING WITH TANGIBLE RESULTS

READER PROFILE

Male	97.5%
Average age	48.5
Average HHI	\$177,200
Average net worth	\$1.315 M
Married	74.6%
Graduated college	74.4%
Read 4 of last 4 issues	86.7%
Read 3 of last 4 issues	91.5%

OUR READERS

- Are affluent, with **50.2% earning over \$100K per year**
- **Fish 6.6 days per month** and have **fished 24.2 years in salt water**
- **Influence their friends** when making buying decisions
- **Give advice to approximately 12 potential buyers**
- **Access the Internet** regarding purchases
- Have **low readership duplication** with other magazines

Source: 2004 Clear Research Subscriber Survey



AGE	18 – 24	.8%
	25 – 34	9.6%
	35 – 54	52.7%
	55 – 59	14.0%
	60 – 65	7.7%
	65+	12.5%
	Mean:	48.5 Years Old

ANNUAL HOUSEHOLD INCOME	Less than \$50K	13.0%
	\$50K – \$99K	36.7%
	\$100K – \$199K	32.1%
	\$200K – \$499K	13.1%
	\$500K – \$1M	2.6%
	\$1M +	2.4%
	Mean:	\$177,200
Median:	\$100,800	

HOUSEHOLD NET WORTH	Less than \$100K	11.5%
	\$100K – \$199K	11.0%
	\$200K – \$499K	23.4%
	\$500K – \$999K	23.4%
	\$1M – \$2.99M	19.4%
	\$3M +	11.0%
	Mean	\$1.31M
Median	\$587,500	

Source: 2004 Clear Research Subscriber Survey



TAKE ACTION

Recommended a product or service to a friend or relative	51.8%
Visited an advertiser's Web site	47.4%
Purchased a product or service mentioned in an article or ad	43.2%
Requested information about a product or service	37.6%
Visited a store or dealer	24.8%
Visited Sport Fishing's Web site	22.2%
Cut out an article	20.4%
Planned a fishing vacation	17.1%
Cut out an advertisement	6.8%

GIVE ADVICE

Boat charters	24.6%
Boat purchases	48.3%
Fishing equipment	56.4%
Fishing trips and/or travel	32.2%
Marine electronics	35.2%
Motor purchases	31.8%

**LOW READERSHIP
DUPLICATION**

Big Game Journal	9.8%
Billfishing	5.5%
Boating	18.3%
The Fisherman	14.5%
Florida Sportsman	25.2%
Fly Fishing in Salt Waters	6.0%
Marlin	17.1%
Motor Boating	12.4%
Power & Motor Yacht	10.9%
Saltwater Sportsman	38.0%*
Southern Boating	2.6%
Western Outdoors	4.7%
Yachting	5.0%

* Mail Merge Existing Subscriber File December 2005

Source: 2004 Clear Research Subscriber Survey