

# MARLIN MAGAZINE

STILL THE INDUSTRY STANDARD

## READER PROFILE

<b>Male</b>	<b>96.5%</b>
Average age	<b>49.0</b>
Average HHI	<b>\$310,000</b>
Average net worth	<b>\$2.24 M</b>
Married	<b>77.1%</b>
Graduated college	<b>72.8%</b>
Read 4 of last 4 issues	<b>82.0%</b>
Spend 1.5 – 3 hours reading <i>MARLIN</i>	<b>58.7%</b>

## OUR READERS

- Are affluent, with **74.7% earning over \$100K per year**
- Fish an average **97 days offshore per year**
- **Fish 8.1 days per month** and have **fished 26.6 years in salt water**
- **Competed in 1.5 tournaments** in the last 12 months
- Take **4.3 fishing trips/vacations per year**
- Spend an average of **\$9,110 in fishing trips** in the last 12 months
- **63.0%** find *MARLIN* useful as a **source of information** for booking fishing trips

Source: 2010 Clear Research Subscriber Survey

**MARLIN MAGAZINE**

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<b>AGE</b>	18 – 24	1.1%
	25 – 34	10.0%
	35 – 54	52.0%
	55 – 59	13.0%
	60 – 64	11.0%
	65+	10.6%

**Mean: 49.0 Years Old**

**Median: 50.5 Years Old**

<b>ANNUAL HOUSEHOLD INCOME</b>	Less than \$50K	4.4%
	\$50K – \$99K	20.6%
	\$100K – \$199K	36.8%
	\$200K – \$499K	26.9%
	\$500K – \$1M	4.7%
	\$1M +	6.3%

**Mean: \$310,100**

**Median: \$161,700**

<b>HOUSEHOLD NET WORTH</b>	Less than \$100K	5.9%
	\$100K – \$199K	7.6%
	\$200K – \$499K	15.7%
	\$500K – \$999K	19.9%
	\$1M – \$2.99M	25.8%
	\$3M +	24.8%

**Mean: \$2,240,000**

**Median: \$1,026,300**

Source: 2010 Clear Research Subscriber Survey

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## TAKE ACTION

Recommended a product or service to a friend or relative	19.0%
Visited an advertiser's Web site	66.5%
Purchased a product or service mentioned in an article or ad	66.6%
Requested information about a product or service	36.8%
Visited a store or dealer	31.8%
Visited <i>MARLIN's</i> Web site	58.9%
Went to a resort or booked a charter	33.6%
Discussed an article	51.7%

## LOW READERSHIP DUPLICATION

Big Game Journal	18.8%
Billfishing	10.2%
Boating	13.2%
Florida Sportsman	24.2%
In the Bite	15.8%
Motor Boating	10.6%
Power & Motor Yacht	17.7%
Southern Boating	4.8%
Yachting	10.8%

Source: 2010 Clear Research Subscriber Survey

**OFFSHORE**

**98.3% of *MARLIN* readers fish offshore**

Average days per month fishing	8.1
Trolling artificial bait	86.0%
Trolling live bait	52.9%
Trolling dead bait	68.4%
Tournament	37.7%
Billfishing	68.4%
Fly Fishing	11.8%
Other	15.3%

**TOURNAMENTS**

**52.1% of *MARLIN* readers competed in tournaments in the last 12 months**

1 – 2 Tournaments	59.3%
3 – 5 Tournaments	30.5%
6 or more	10.2%

**CHARTER BOATS**

**55.1% of *MARLIN* readers booked a charter in the last 12 months**

1 – 2 Charters	52.8%
3 – 4 Charters	25.4%
5 or more	21.5%

**FISHING TRIP VACATIONS**

**69.1% of *MARLIN* readers traveled in the last 12 months**

Domestic	69.1%
International	55.3%

Source: 2010 Clear Research Subscriber Survey

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## OWN

### MARLIN readers OWN tackle!

		PERCENTAGE WHO OWN
<b>Rods</b>	Trolling	81.2%
	Spinning	82.7%
	Bait Casting	74.5%
	Fly Rods	33.8%
<b>Reels</b>	Trolling	80.3%
	Spinning	81.6%
	Bait Casting	70.8%
	Fly Reels	33.5%

## PURCHASED

### MARLIN readers BUY tackle!

		BOUGHT IN LAST 12 MONTHS
<b>Rods</b>	Trolling	16.5%
	Spinning	18.4%
	Bait Casting	15.2%
	Fly Rods	5.0%
<b>Reels</b>	Trolling	16.2%
	Spinning	15.4%
	Bait Casting	10.6%
	Fly Reels	4.1%

Source: 2010 Clear Research Subscriber Survey

**OWN**

**77.7% of MARLIN readers OWN a boat**

**Two or more boats owned**

**41.1%**

**LARGEST BOAT**

**Currently owned**

**Length**

20' and under

14.8%

21' – 30'

37.9%

31' – 40'

27.0%

41' – 50'

13.0%

51' or over

7.3%

**Mean: 32'**

**Price**

**Mean: \$270,600**

**Type**

Convertible

22.8%

Center Console

31.8%

Express

17.5%

Walkaround/Cuddy Cabin

12.5%

Other

15.4%

**PURCHASE PLAN**

**31.1% of MARLIN readers  
PLAN TO BUY a boat in the next 24 months**

**Power**

Outboard	45.8%
Inboard – Diesel	32.6%
Inboard – Gas	2.8%
Sterndrive	2.1%
Not Sure	12.5%

**Length**

20' and under	17.4%
21' – 30'	29.1%
31' – 40'	29.9%
41' – 50'	8.3%
51' and over	11.1%
<b>Mean: 32.3'</b>	

**Price**

ESTIMATED TO SPEND

\$100,000 – \$199,000	9.9%
\$200,000 – \$499,000	14.8%
\$500,000 and more	20.6%
<b>Mean: \$312,400</b>	

**Type of Boat**

Convertible	19.4%
Center Console	25.0%
Express	16.0%
Walkaround/Cuddy Cabin	10.4%
Flats/Skiff	7.6%
Other	11.8%
Not Sure	9.0%

Source: 2010 Clear Research Subscriber Survey

**OWN****MARLIN boat owners own marine electronics****GPS**

Fixed-mount	82.2%
Handheld	57.4%

**VHF**

Fixed-mount	77.7%
Handheld	51.8%

**Video Fish Finder****82.2%****Electronic Chart Plotter****66.3%****Radar****52.4%****Autopilot****46.5%****Satellite Communication****17.0%****Laptop Computers****45.1%****SSB****14.2%****EPIRB****34.6%****Flatscreen/Plasma TV****44.3%**

Source: 2010 Clear Research Subscriber Survey

**OWN**

**MARLIN Boat Owners OWN accessories**

**BOAT**

	<b>PERCENTAGE WHO OWN</b>
Anchor	83.3%
Bilge Pump	79.4%
Bimini Top/Enclosure/Cover	51.5%
Davits/Lift System	13.6%
Survival Life Raft	33.4%
Trailer	64.9%
Trim Tabs	61.8%
Watermaker/Desalinator	8.9%

**POWER**

Generator	37.9%
Marine Battery	79.7%
Power Inverter	36.2%

**OTHER**

Binoculars	79.1%
Deck Shoes	79.1%
Fire Extinguisher	82.2%
Foul Weather Gear	76.3%
Polarized Sunglasses	85.0%
Safety Equipment	80.2%
Sunscreen	81.9%
Waterproof Watches	68.0%

Source: 2010 Clear Research Subscriber Survey

**TRAVEL PATTERNS**

**MARLIN readers' travel patterns for the last 12 months**

Took a domestic fishing trip	69.1%
Took an international fishing trip	55.3%
Number of fishing vacations taken	4.3
Amount spent on fishing vacations	\$9,110

**DESTINATION**

	<u>Past 12 Months</u>	<u>Next 12 Months</u>
Florida	80.8%	87.6%
North Carolina	20.3%	22.4%
Hawaii	11.1%	22.0%
Bahamas	19.0%	28.1%
Venezuela	4.5%	8.3%
Costa Rica	27.1%	43.4%
Puerto Rico	5.7%	10.2%
Panama	11.3%	31.8%
Caribbean (net)	27.8%	65.6%
Guatemala	6.9%	20.9%
Mexico, East Coast	8.1%	10.2%
Mexico, West Coast	18.2%	20.0%
Baja	24.3%	24.0%
Cancun	4.9%	12.2%

Source: 2010 Clear Research Subscriber Survey

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## OWN PROPERTY

### *MARLIN* readers are property owners

85.9% own a house

69.2% own 2 or more homes and a boat

## PRIMARY RESIDENCE

Own	92.4%
Waterfront	25.5%
Valued over \$500,000	45.9%
Average market value	\$874,400

## VACATION / WEEKEND HOME

Own	41.2%
Waterfront	54.0%
Valued over \$500,000	53.9%
Average market value	\$838,900

Source: 2010 Clear Research Subscriber Survey

**85.9% of *MARLIN* readers have visited MarlinMag.com in the last 12 months**

**PURCHASED**

**What items *MARLIN* readers bought in the last 12 months:**

Fishing equipment	83.1%
Apparel	80.7%
Marine electronics	50.7%
Fishing trips & travel	52.6%
Other travel	67.2%
Boats	18.1%
Other equipment & accessories	66.2%

**PURCHASE PLAN**

**What items *MARLIN* readers plan to buy online:**

Fishing equipment	19.0%
Apparel	15.5%
Marine electronics	20.2%
Fishing trips	29.4%
Boats	15.6%
Other equipment & accessories	20.3%

**ACCESSED**

***MARLIN* readers use the Internet to get information on:**

Boat dealers	45.2%
Buying a boat	43.3%
Selling a boat	6.3%
Fishing events	49.6%
Planning a fishing trip	63.9%
Booking a charter	46.8%
Tide/fishing	65.4%
Weather	81.0%
Fishing equipment	81.6%
Marine electronics	61.9%
Outboard motors	32.5%
Other equipment & accessories	47.2%

Source: 2010 Clear Research Subscriber Survey