

# FLY FISHING

*in* SALT WATERS

2012 MEDIA GUIDE



# PASSION ADVENTURE TECHNIQUE

*Fly Fishing in Salt Waters* is the only publication in existence dedicated exclusively to the sport. For 18 years, the magazine has earned this distinction by consistently providing readers the finest editorial content written by the most respected authorities in the field. It is the trusted source of intelligence for avid saltwater fly-fishermen who demand only the best. As the sport's journal of record, *Fly Fishing in Salt Waters* inspires readers — both seasoned and beginners — to engage in the pastime through a dynamic mix of content, including technical how-to articles, exciting travel-destination stories and nostalgic pieces that evoke strong emotional connections to saltwater fly-fishing.



# BONNIER

*FLY FISHING IN SALT WATERS* is produced by BONNIER, a family-owned, international multimedia entity that operates 175 companies in more than 21 countries.

In the United States, BONNIER is the leading developer of passionate enthusiast audiences, with 50+ special-interest brands and related multimedia projects and events.

**Bonnier was named 2011 Publishing Innovator of the Year by *Publishing Executive* magazine.**

**HOLDINGS INCLUDE:** Digital, TV Networks, Music, Gaming, Publishing

**175 Companies in 21 Countries**

**2011 Publishing Innovator of the Year**

**\$5 Billion Annual Revenue**

# FLY FISHING

*in* SALT WATERS



## MAGAZINE

**20,000**  
Circulation

**60,000**  
Total Audience

**6x**  
Frequency

**1994**  
Year Established



## ONLINE

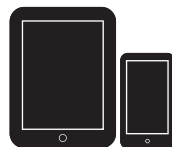
**74,000**  
Monthly Page Views

**14,000**  
Monthly Unique Visitors

**9,000**  
Opt-In Editorial eNews Subscribers

**13,000**  
Opt-In Custom eMail Subscribers

**3,464**  
Facebook & Twitter Followers



## DIGITAL

**All 6**  
Issues Available on Multiple Tablets



## VIDEO

**80**  
Videos Hosted

**26**  
New Videos in 2011

**73,388**  
Number of Plays in 2011

**327,982**  
Minutes Downloaded in 2011

# Active Consumers

*Fly Fishing in Salt Waters* readers are typically affluent professionals who have fished most of their lives and average seven days or more each month on the water. They are active consumers that embrace the tropical lifestyle associated with fly-fishing in the brine. They look to *Fly Fishing in Salt Waters* to be their expert adviser when deciding when, where and how to fish, who to fish with and what to buy. They also read the magazine to dream about the sport since they can't always be fishing, but *Fly Fishing in Salt Waters* offers them a virtual escape.



Age	48
Average HHI	\$146,410
Average net worth	\$991,700
Male	98%
College-educated	61%
Married	81%
Read 4 of the last 4 issues	75%
Regular reader for more than 3 years	47%
Years fished in salt water	27
Average spent on trips	\$3,990
Took a fishing trip in past 12 months	80%
Hired a guide	53%
Boat owner	64%
Plan to buy a boat in next 24 months	34.8%
Own waterfront property	28.7%
Influence friends on buying decisions	92%
Took action based on article or ad	64%
Primary fishing-boat range	Up to 24'

Source: 2005 Subscriber Survey

# Editorial Voice and Tone

Two components comprise *Fly Fishing in Salt Waters'* voice. The first is that of established legends, including Lefty Kreh, Lou Tabory, Nick Curcione, Bob Popovics and Dan Blanton. The second comes from an emerging group of experts such as Scott Sommerlatte, Diana Rudolph, Dave Skok, Pat Ford and Capt. John McMurray. All inform and educate by relating their specific how-to knowledge through anecdotal experiences. No other fishing magazine has such a diverse masthead of respected experts who not only contribute, but also feel they have an emotional investment in the product.



**John Frazier**  
**EDITOR**

John Frazier started fishing at the age of 5 and once he picked up his first fly rod, there was no turning back. He is as passionate about fly-fishing as he is dedicated to providing the readers of *Fly Fishing in Salt Waters* with new and exciting technical information, as well as showcasing the lifestyle that comes along with the sport.

John.Frazier@bonniercorp.com



**Lefty Kreh**  
**EDITOR AT LARGE**

Lefty Kreh is one of the founding editors of *Fly Fishing in Salt Water*, and literally wrote the book "*Fly Fishing in Salt Water*". His popular Q&A column continues to grace the back page of the magazine. An outdoors writer for more than 45 years, Lefty is a member of both the IGFA Hall of Fame and the Fly Fishing Hall of Fame, and he excels in every aspect of the sport. A true angling legend, Lefty has advanced modern fly-fishing techniques in virtually every ocean of the world.



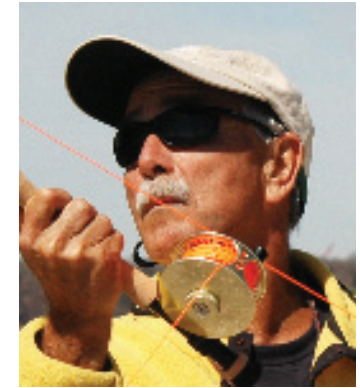
**Dan Blanton**  
**EDITOR AT LARGE**

A pioneer in the development of saltwater fly-fishing on the Pacific Coast and in Central America, Dan Blanton is an acclaimed fly-caster and tier, as well as an award-winning outdoors writer and photographer. A 2002 Fly Fishing Hall of Fame inductee, Dan operates danblanton.com, one of the most popular fly-fishing websites on the Internet.



**Nick Curcione**  
**CONTRIBUTING EDITOR**

Nick Curcione is an internationally recognized instructor, outdoor writer, lecturer and tackle consultant. Especially noted for his casting expertise and knowledge of knots and rigging, Nick has fished throughout the world and has been on the *Fly Fishing in Salt Waters* editorial staff since the magazine's inception. He has authored three fly-fishing books.



**Lou Tabory**  
**CONTRIBUTING EDITOR**

A saltwater fly-fishing pioneer in the Northeast, Lou Tabory has written for *Fly Fishing in Salt Waters* since its launch and was inducted into the Fly Fishing Hall of Fame in 2007. An outdoors writer for more than 40 years, Lou has authored several books and annually participates in over a dozen saltwater fly-fishing schools. Lou has fished extensively throughout the world.

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