

Target Your Audience

Place your ad where it is most effective. Take advantage of *Fly Fishing in Salt Waters* specific departments. One-page display ads are available across from the Table of Contents, Editor's Letter, Masthead, Fly Lines and any of our departments or features. Fractional display locations are available with the Editor's Letter, Masthead, Salt Spray, Fly Tier's Bench and Tackle and Technique.



FLY TIER'S BENCH

This three-part section is designed to help readers improve their fly tying techniques. Two exciting new patterns are outlined in step-by-step instruction within each issue. They solve a particular tying or presentation challenge and often relate to species-specific features within the same issue. Master's Vise is the third section, which covers a wide swath of saltwater fly-tying topics, from design philosophy to technical step-by-step instruction.

HOT SPOTS

Hot Spots offers readers the latest information on where and when to travel for popular fly-rod species worldwide. Each issue includes approximately five destinations based on optimal fishing conditions. Readers are offered specific information on species, gear and techniques for each location.

BOAT PROFILE

Fly-fishermen love their boats, and this column provides readers with a review of the latest small-water craft and outboards on the market. The column offers insight into the engineering, construction, fishability, overall design and value of the newest boats and motors available to marine fly-anglers.

NEW PRODUCTS

New Products presents readers with the latest and greatest fly-fishing gear. Seven different products are offered in each issue. They cover all the essential categories, including rods, reels, apparel, accessories, fly lines and fly-tying and boating-related products.

TACKLE AND TECHNIQUE

Another three-pronged section of the magazine, Tackle and Technique focuses on specific rigging and casting instruction and technique — with an emphasis on the fly-fishing gear readers need to get the job done. The lead column provides an in-depth analysis of a specific, endemic product category. Saltwater 101 is the second component, which focuses on technical rigging and on-the-water fishing situations and solutions. The Casting column is the third component, offering specific techniques to help readers become more efficient casters.

SALT SPRAY

Salt Spray offers readers a calendar of upcoming events and timely news stories related to marine fly-fishing, covering conservation, the fly industry, new records, noteworthy catches and book/DVD reviews.

FACT:

93% of *Fly Fishing in Salt Waters* readers influence their friends when making buying decisions.

Source: 2005 Subscriber Survey



2012

Editorial Content Is Subject to Change

COLUMNS & DEPARTMENTS

NEW PRODUCTS • TACKLE AND TECHNIQUE
NEWS AND CONSERVATION • TRAVEL • BOATS



MARCH / APRIL HOW-TO ISSUE

Get the inside scoop from three fish-feeding experts. Learn the techniques they use to entice the most stubborn fish in the ocean.

Close Date: 1/16/12

Material Due: 1/18/12

On Sale: 3/6/12

SEPTEMBER / OCTOBER NORTHEAST ISSUE

For many anglers, the close of the striper and bluefish season is the most anticipated time of the year. Bob Popovics gives readers an up-close-and personal view of the blitz that takes place during the fall.

Close Date: 7/9/12

Material Due: 7/11/12

On Sale: 8/28/12

MAY / JUNE TARPON ISSUE

Starting in late March the annual tarpon migration begins. By the time May comes around, anglers flood south Florida in pursuit of one of the greatest game fish in the sea.

Close Date: 3/5/12

Material Due: 3/7/12

On Sale: 4/24/12

NOVEMBER / DECEMBER WEST COAST ISSUE

Writer Al Quattrocchi shares the diversity of fly-fishing off the West Coast, a fantastic fishery that's often overshadowed.

Close Date: 9/10/12

Material Due: 9/12/12

On Sale: 10/30/12

JULY / AUGUST MID-ATLANTIC ISSUE

A mid-Atlantic pro shares his secrets on locating, chumming, teasing and fighting huge sharks.

Close Date: 5/7/12

Material Due: 5/9/12

On Sale: 6/26/12

JANUARY / FEBRUARY 2013 PROFILE ISSUE

Fly Fishing in Salt Waters goes in depth with three of the most talked about up-and-coming guides around the country.

Close Date: 11/12/12

Material Due: 11/14/12

On Sale: 1/1/13