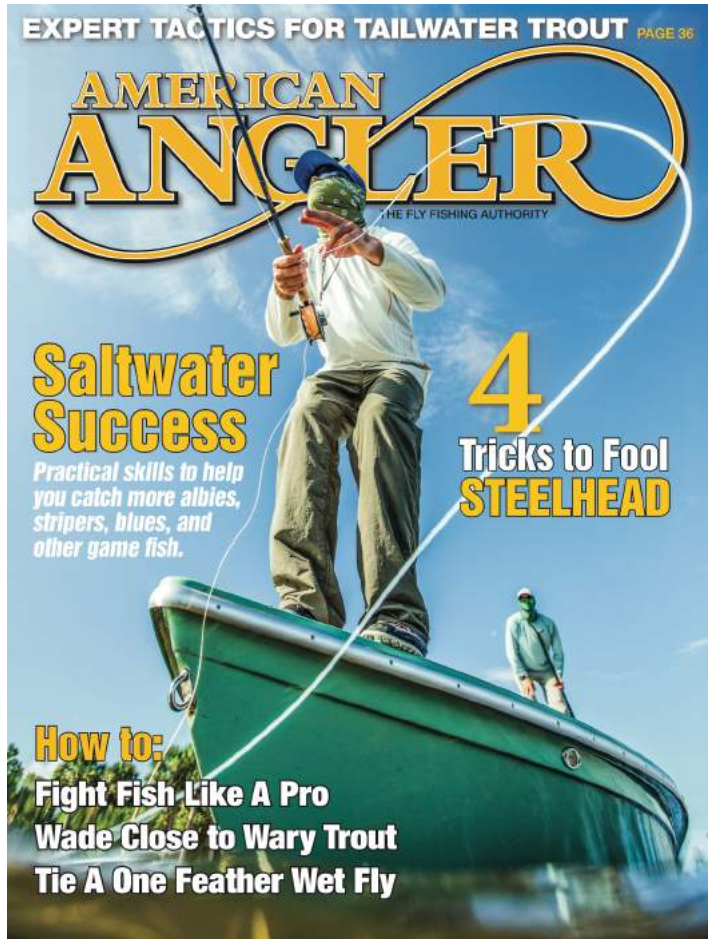


# AMERICAN ANGLER

American Angler is the **number one source** of accurate, authoritative and practical fly-fishing advice for over 40 years. Whether you're a beginner or an expert, we'll help you become a better angler by showing you the most practical techniques, most effective fly patterns, and the most incredible fly-fishing expeditions in the world.

Each issue is well written and loaded with sharp photographs and illustrations by fly fishing professionals who know and live the sport. No other magazine includes as much practical, easy to understand, yet entertaining information serious anglers want, as well as coverage of important conservation issues, compelling angler profiles, the scoop on the latest and greatest gear, and nearly anything else that has to do with the sport of fly fishing.

- **Average Paid Circulation: 26,837**
- **Published every other month: 6 Issues**
- **Readership: 76% Male / 24% Female**
- **Average Age: 52**
- **College Educated: 86%**
- **Average Household Income: \$154,000**
- **Action taken: 71% based on reading the issues**
- **Average Net Worth: \$1.3M**



Inside any one of American Angler's bimonthly issues, or daily on the magazine's website, readers will find:

**Editor's Page**—A fresh perspective on the sport, conservation issues, or anything in between from *American Angler* editor Greg Thomas.

**Headwaters**—The scoop on the latest fly-fishing news, books, and gear, and other short news and noteworthy highlights.

**History**—Contributor Will Ryan researches and reports on the personalities, publications, trends, and customs and how it all helped shape the sport we know today.

**Sweet Spot**—A long-time favorite contest among *American Angler* readers to guess the location of the angler and water pictured. (Sweet Spot sponsors have exclusive branding on the spread and online for the life of the issue).

**Features**—If you want to learn to be a better angler, tie amazing flies, or where to plan your next bucket-list adventure, then look no further.

**Closer Look**—Columnist Phil Monahan and artist Joe Tomelleri give readers an in-depth look at popular fishes, historically significant equipment, and other "insider" food for thought.

**Natural Reflections**—In each issue, author and photographer Ted Fauciglia profiles a specific bug, reptile, fish, or other living foodstuff important to trout (and anglers).

**Fly Tye**—Renowned for his innovative and effective fly patterns, fly designer and tier Sco Sanchez takes a look at simple ways to save anglers time and money at the bench, while spinning some amazing flies.

**Expeditions**—Every angler has a bucket list of places they'd like to visit, and water they'd like to fish. To help add a few more destinations to their rundown, this feature showcases the best lodges, most amazing adventures, and finest fishing around the world.

**Waterlines**—We reserve the last page of each issue for some of the most thought-provoking and emotionally rich essays and narratives from some of the greatest fly-fishing writers around today.



FREQUENCY	1X	3X	6X
<b>FOUR-COLOR:</b>			
FULL-PAGE	\$4,570	\$4,040	\$3,390
TWO-THIRDS	3,590	3,170	2,670
ONE-HALF	3,170	2,740	2,360
ONE-THIRD	2,320	1,950	1,640
ONE-SIXTH	1,220	1,020	890
ONE-TWELFTH	880	710	610
<b>FOUR-COLOR COVERS:</b>			
BACK COVER	\$5,770	\$5,090	\$4,380
INSIDE FRONT	5,380	4,740	4,090
INSIDE BACK	5,110	4,500	3,880

## AD SIZES

**FULL PAGE**  
8 1/8" x 10 7/8"  
**TRIM**  
8 3/8" x 11 1/8"  
**BLEED**  
(SEE MECHANICAL REQUIREMENTS)

**TWO-THIRDS VERTICAL**  
4 5/8" x 10"  
**ONE-THIRD VERTICAL**  
2 1/4" x 10"

**ONE-HALF VERTICAL**  
4 5/8" x 7 3/8"  
**ONE-TWELFTH**  
2 1/4" x 2 3/8"  
**ONE-SIXTH HORIZONTAL**  
4 5/8" x 2 3/8"

**ONE-THIRD SQUARE**  
4 5/8" x 4 7/8"  
**ONE-SIXTH VERTICAL**  
2 1/4" x 4 7/8"  
**ONE-HALF HORIZONTAL**  
7" x 4 7/8"

### MAR/APR 2018

\*Ad Close: 12/18/2017  
\*Materials Due: 12/28/2017  
\*Copies Mailed: 2/1/2018

### MAY/JUN 2018

\*Ad Close: 2/22/2018  
\*Materials Due: 2/28/2018  
\*Copies Mailed: 4/2/2018

### JUL/AUG 2018

\*Ad Close: 4/18/2018  
\*Materials Due: 4/24/2018  
\*Copies Mailed: 5/31/2018

### Sept/Oct 2018

\*Ad Close: 6/21/2018  
\*Materials Due: 6/27/2018  
\*Copies Mailed: 8/1/2018

### NOV/DEC 2018

\*Ad Close: 8/22/2018  
\*Materials Due: 8/28/2018  
\*Copies Mailed: 10/29/2018

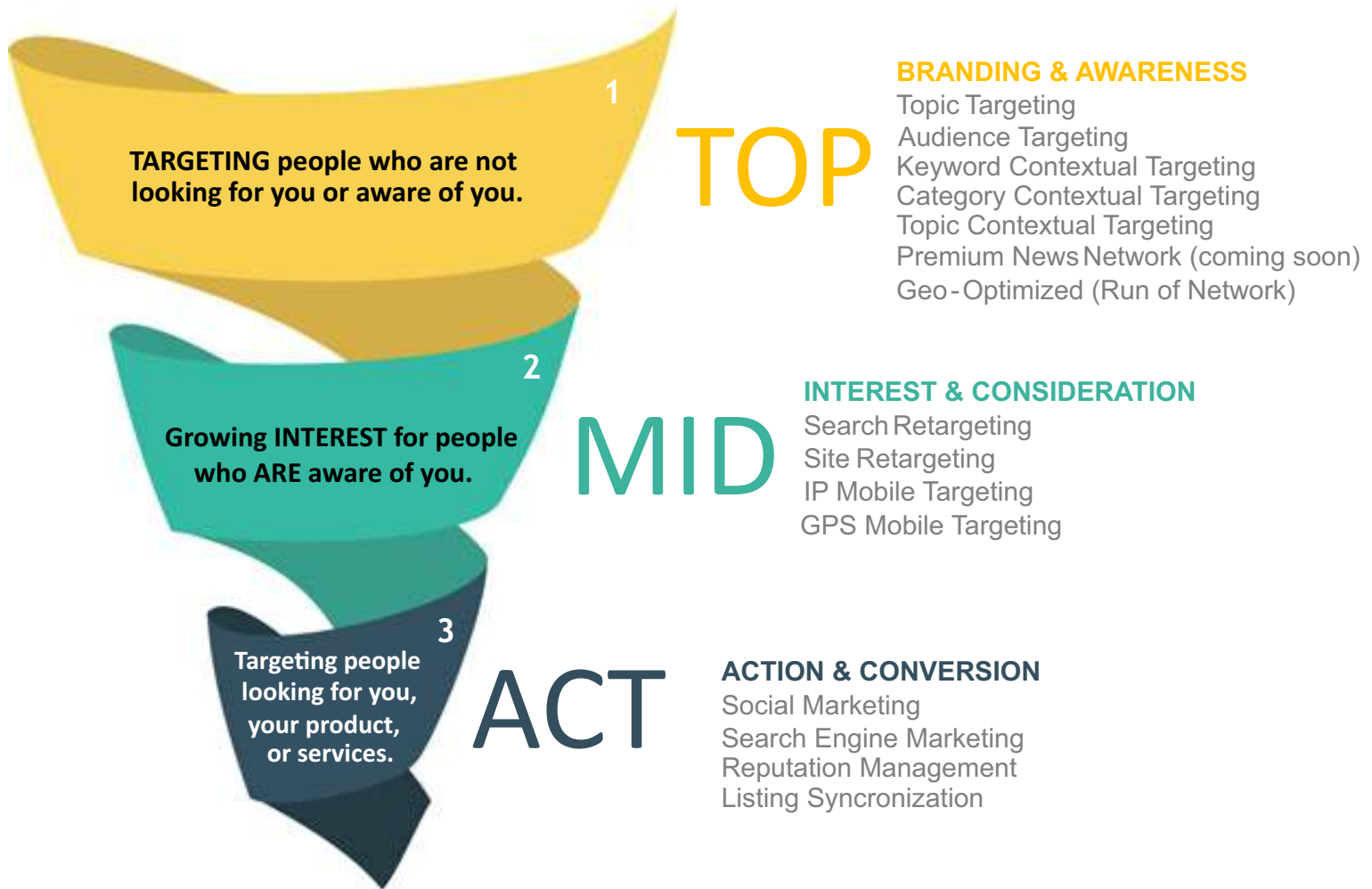
### JAN/FEB 2019

\*Ad Close: 10/18/2018  
\*Materials Due: 10/24/2018  
\*Copies Mailed: 12/3/2018

For mechanical requirements, please visit [www.americanangler.com](http://www.americanangler.com)

## Our Campaign Philosophy

We build your digital campaigns based on your goals whether it is “Top of funnel awareness” or “Bottom of funnel” call to action.



Global Audience



Targeting



Creative



mainstreetdigital



Optimization



Results

**ONE TRUSTWORTHY SOLUTION**

# Digital Starter Kit

Our Digital Starter Plans offers you peace of mind when purchasing social and digital media advertising. Working with your Account Manager and the digital team at our sister company, mainstreetdigital, your business has extensive digital resources and staff that use the latest technology in programmatic, native, video, audience targeting, SEO and SEM operations while optimizing your campaigns for maximum return on investment.

21 Week Plan	Flight / Timing	Impressions Throughout Campaign	Value
Online Brand Analysis	initial meeting	Report and Analysis of your Site	\$5,000
Site Direct Display	21 weeks	100,000 impressions	\$1,000
Audience Retargeting	21 weeks	100,000 impressions	\$1,600
Listing Sync your site	upon start	accurate business listing sync	\$1,200
Reputation Management	21 weeks	digital brand optimization	\$1,200

**~200,000 min Impressions**      \$10,000

A perfect fit for a seasonal business looking to improve site traffic, generate leads and track audience for maximum return on your monthly digital media investment.

**YOUR Starter Kit Price: \$500/month or \$2,500 total**

38 Week Plan	Flight / Timing	Impressions Throughout Campaign	Value
online Brand Analysis	initial meeting	Report and Analysis of your Site	\$5,000
Category Contextual Targeting	advertiser choice	270,000 impressions	\$2,700
Two (2) Facebook Posts	advertiser choice	765,000+ Followers	\$1,800
Two (2) Sponsored Native Campaigns	advertiser choice	200,000 impressions	\$8,600
Site Direct Display	38 weeks	270,000 impressions	\$2,700
Audience Retargeting	38 weeks	270,000 impressions	\$2,700
Listing Sync your site	upon start up	accurate business listing sync	\$1,200
Reputation Management	38 weeks	digital brand optimization	\$1,200

**~1,775,000 min Impressions**      \$25,900

A perfect fit for any business looking to improve brand awareness and affinity, site traffic, generate leads and track audience for maximum return on your monthly digital media investment.

**YOUR Starter Kit Price: \$1,000/month or \$9,000 total**

ONE TRUSTWORTHY SOLUTION

# Digital Conversion Campaign

38 Week Plan	Flight / Timing	Impressions Throughout Campaign	Value
online Brand Analysis	initial meeting	Report and Analysis of your Site	\$5,000
Category Contextual Targeting	advertiser choice	270,000 impressions	\$2,700
Two (2) Facebook Posts	advertiser choice	765,000+ Followers	\$1,800
Two (2) Sponsored Native Campaigns	advertiser choice	200,000 impressions	\$8,600
Site Direct Display	38 weeks	270,000 impressions	\$2,700
Audience Retargeting	38 weeks	270,000 impressions	\$2,700
Listing sync your site	upon start up	accurate business listing sync	\$1,200
Reputation Management	38 weeks	digital brand optimization	\$1,200
Contest or Sweepstakes!	exclusive timing	4 week promotion	\$51,450
Custom landing page - Win a trip, Contest open to all!			
Two (2) dedicated eMails		82,000 impressions	
One (1) Social Media Post per week		400,000 impressions	
Alaska Magazine, alaskamagazine.com and Milepost.com promo ads		600,000 readership	
Two (2) eNewsletters		82,000+ impressions	
Direct Display on Four Sister sites		300,000+ impressions	
Audience Extension		300,000+ impressions	
Direct Display on sister Brand sites		300,000+ impressions	

**~2,064,000 min Impressions**      \$77,350

Our Contest Campaign drives response and interaction with our products or services. This campaign fits businesses looking to improve brand awareness and affinity, site traffic, and generate and track leads while creating a buzz-worthy digital event.

**YOUR Starter Kit Price: \$34,500 total**



Global Audience



Targeting



Creative



mainstreetdigital



Optimization



Results

**ONE TRUSTWORTHY SOLUTION**



americanangler.com



- 23,852 avg monthly pageviews
- 4,300 FB followers
- 1,100 Instagram followers
- 5,676 unique site visitors

### a. Native Content

- Only one available per month.
- Prominent home page presence for one full month.
- Advertiser produced message.
- Includes Facebook post to promote content.
- Includes 300 x 250 pixel ad space
- Also includes an e-blast to the VIP list (Over 10,000 viewers)
- **\$750 four week flight**

### b. Banner Ad #1

- Consists of 300 x 250 pixel ad position.
- Delivering an average of 15,000+ impressions monthly.
- Includes equal ad space on monthly e-newsletter.
- **\$275 four week flight**

### c. Banner Ad #2

- Consist of (3-5) alternating 620 x 250 pixel ads
- Delivering an average of 15,000+ impressions monthly.
- Includes 300 x 250 pixel ad space on monthly e-newsletter.
- **\$450 four week flight**

### d. Stand-Alone eBlast (not shown)

- Advertiser promotional message
- Over 10,000 unique, opt-in subscribers
- **\$400 per eBlast**



a.

b.

c.



American Angler is a vital source of accurate, authoritative and practical fly fishing advice from experts. It is the consummate how-to and where-to fly fishing magazine in the U.S. - American Angler was established in 1978

[www.americanangler.com](http://www.americanangler.com)

- **Average Paid Circulation:** 26,900
- **Published every other month:** 6 Issues
- **Readership:** 76% Male / 24% Female
- **Average Age:** 52
- **College Educated:** 86%
- **Average Household Income:** \$154,000
- **Action taken:** 71% based on reading the issue
- **Average Net Worth:** \$1.3M
- **Subscription:** \$21.95 for six issues



## Gray's Sporting Journal

The Magazine for Discerning Sportsmen



Gray's Sporting Journal caters to the sophisticated, highly-accomplished sportsman. Intent on exploring the why of the next long-cast, covey-rise or hunt while leaving the how and where to others. World-class photography, sporting art, and an unmatched dedication to providing the best outdoor literature for our outdoor enthusiasts. - Gray's Sporting Journal was established in 1975

[www.grayssportingjournal.com](http://www.grayssportingjournal.com)

- **Average Paid Circulation:** 28,200
- **Published:** 7 Issues over twelve months
- **Readership:** 99% Male / 1% Female
- **Average Age:** 54
- **College Educated:** 94%
- **Average Household Income:** \$332,251
- **Order online:** 95%
- **Average Net Worth:** \$3.1M
- **Subscription:** \$40 for seven issues



## Fly Tyer



Fly Tyer is the only title in North America completely dedicated to the art and craft of tying flies. These highly passionate consumers are avid Tyers whose involvement in every aspect of fly-fishing is second to none. - Fly Tyer was established in 1978

[www.flytyer.com](http://www.flytyer.com)

- **Average Paid Circulation:** 26,400
- **Published quarterly:** 4 Issues
- **Readership:** 81% Male / 19% Female
- **Average Age:** 53
- **College Educated:** 84%
- **Average Household Income:** \$107,000
- **Action taken:** 71% based on reading the issue
- **Average Net Worth:** \$824,000
- **Subscription:** \$21.95 for four issues



For 30 years, The Angling Report has delivered authentic fishing expedition reports, straight from the stream. That's right, the good, the bad and the ugly, shared by our affluent angling subscribers across the globe. - The Angling Report was established in 1987

[www.theanglingreport.com](http://www.theanglingreport.com)

- **Average Paid Circulation:** 1,500
- **Published every month:** 12 Issues
- **Readership:** 98% Male / 2% Female
- **Average Age:** 45-75 years of age
- **Well Educated:** 96%
- **Average Household Income:** \$150,000
- **Action taken:** 98%
- **Average Net Worth:** \$5M
- **Subscription:** \$49 for twelve issues



## Alaska

The Magazine of Life on the Last Frontier



Alaska Magazine is the only publication in the world that showcases the stunning beauty, abundant wildlife, and extraordinary adventure found along the Last Frontier. This is where residents, tourists and adventurers are connected through the tapestry of all things Alaskan. - Alaska magazine was established in 1936

[www.alaskamagazine.com](http://www.alaskamagazine.com)

- **Average Paid Circulation:** 89,500
- **Published:** 10 Issues
- **Readership:** 59% Male / 41% Female
- **Average Age:** 59
- **College Educated:** 86%
- **Average Household Income:** \$85,700
- **Order online:** 85%
- **Average Net Worth:** \$518,700
- **Subscription:** \$16.95 for ten issues plus Alaska Sportsman



# Angler's Outlet

affordable advertising section

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In every issue you'll find an affordable advertising section called "Tackle Shop". This section will offer loyal readers some of the best shops, equipment, services, gear, and outfitters in the country.

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- **Waterlines**—We reserve the last page of each issue for some of the most thought-provoking and emotionally rich essays and narratives from some of the greatest fly-fishing writers around today.

Find all your Fly Fishing needs in the Angler's Outlet



ONE-EIGHTH  
3¼ x 2¼

ONE-QUARTER  
3¼ x 4⅞



Issues:

- Jan/Feb: ad close 10/19
- Mar/Apr: ad close 12/18
- May/June: ad close 2/22
- Jul/Aug: ad close 4/18
- Sept/Oct: ad close 6/21
- Nov/Dec: ad close 8/22

Quarter Page: \$600 // Eighth Page: \$400





## Magazine PRINT Display ads

### Creative Material Requirements

No Film Accepted

Apple/MAC Platforms Only

Applications/Formats: InDesign, Photoshop, Illustrator, PDF/X-1a

Media: PDF, CD-ROM, DVD

### PROOFS

Please include a complete set of full-size, advertiser-approved accurate laser proofs\* of all pages. Mark placed art as FPO (for position only) if it is to be replaced by designer. Please send color proofs for high-quality proof matching. FOUR-COLOR ADS, ADVERTISER APPROVED COLOR PROOF MUST BE PROVIDED

\*See [www.swop.org](http://www.swop.org) for a listing of swop certified proofs.

### FILES

File is considered complete if no additional work is required prior to output. Client/Agency will be notified if files are not to our specifications and will be asked to deliver via our FTP site. If Client/Agency is unable to resend file and if materials allow, there will be a \$100 charge for resizing inaccurate ad.

### FONTS

Screen and printer fonts used both in ads and in the graphics must be included to image your job correctly (including embedded fonts). All fonts used in Adobe Illustrator should be converted to outlines. No True Type Fonts!

### SUPPORT FILES

Include all images and art created.

### Digital Image Requirements :

- Image resolution minimum of 300 dpi.
- Four-color images' maximum density is 285%.
- Blackshadow dot should not exceed 85%.
- Save images as EPS format (no JPEG or TIFF file format).
- Preview should be 8bits/pixels; DCS should be OFF (SingleFile).
- Encoding needs to be Binary.

### Mechanical Requirements

Printing: Weboffset, perfect bound Trim Size: 8 1/8" x 10 7/8"

Bleed page sizes allow for 1/8" trim on each edge. Bleed page size is 8 3/8" x 11 1/8" allowing at least 1/8" added on all sides to allow for bleed. All type and images must be no closer than 1/4" from trim.

### Preferred Positions

Requested positions are subject to availability. Any guaranteed or special position will be charged an additional 10% of earned rate.

### Cancellations

Cancellations must be in writing and received by Publisher prior to the ad reservation close date.

### Frequency Discounts and Inserts

Frequency discounts are based on the number of ads run in a contract year. (A contract year may start at anytime) Advertisers who increase their frequency during the contract year will be rebated; advertisers who cancel or do not fulfill their contract will be charged the difference of rate earned.

## GENERAL CONDITIONS

Recognized agencies earn a 15% discount. The publisher reserves the right to reject any advertising or to request alteration in content prior to publication. Advertisers and agencies assume liability for all content, expressed or implied, including copyrighted material. Publisher is not responsible for any errors or omissions contained in the advertisement submitted or for the production quality of the advertisement produced by outside agencies. All restrictions on ad placement or other stipulations are at the sole discretion of the Publisher. All advertising orders accepted are subject to the rates and terms of the current ratecard; any order submitted within correct terms or rates will be inserted according to current rates and terms. Rates are subject to change upon notice from the Publisher.

## Production Contact Information

### Shipping Instructions:

Address all advertising materials and accompanying insertion orders to:

Nina Eastman  
643 BROAD STREET  
AUGUSTA, GEORGIA 30901

### Production Questions:

If you have any questions about production specifications, contact the Ad Coordinator at: Nina Eastman

Phone: 706-823-3569  
[nina.eastman@morris.com](mailto:nina.eastman@morris.com)