

Wading with Great Whites / Bahamas Bonefish Rehab / Backcountry Flies

# AMERICAN ANGLER

THE FLY FISHING AUTHORITY

2020

media kit

## *Adventures*

The Beartooth High  
Wind River Goldens  
Wyoming's Cirques  
Kamloops Rainbows  
Bayou Reds

## *Roosters*

The Best Sport  
Money Can't Buy

## *Save It!*

Wildest Float  
in the Lower 48



# Cheers!

American Angler is the **number one source** of accurate, authoritative fly-fishing advice for over 41 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 local and far reaching fly-fishing trips across the globe.

Each issue is well-written and loaded with stunning photography provided by fly-fishing professionals who live the sport. No other brand includes as much fun, interesting, and entertaining information serious anglers want. In addition, we'll not shy from important conservation coverage, 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. – Greg



AMERICAN  
**ANGLER**





# Experiences Come to Life

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

**SIGNATURE**—A fresh perspective on travel, issues, gear, conservation or anything in between from *American Angler* editor Greg Thomas.

**OUT THERE**—Wide angle, two-page imagery from the stream, lake, bend or flat, offering readers an place they'd like to be.

**DESTINATION**—Some of the best destinations in the US

**PROFILE**—Significant groups, individuals and their back story

**HATCHES**—Match the right hatch to the fish

**MEDIA**—The latest good read you can not miss

**GRASS ROOTS**—Covering the smallest of efforts starting with a passionate individual or group

**GUIDE FLIES**—The best flies to use in the right situation on fish of all types.

**GATE CHECKED**—A flyaway destination carved out of a weekend or half week.

**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.

**PERSONAL HISTORY**—Deeply moving fly fishing stories told from personal experience

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

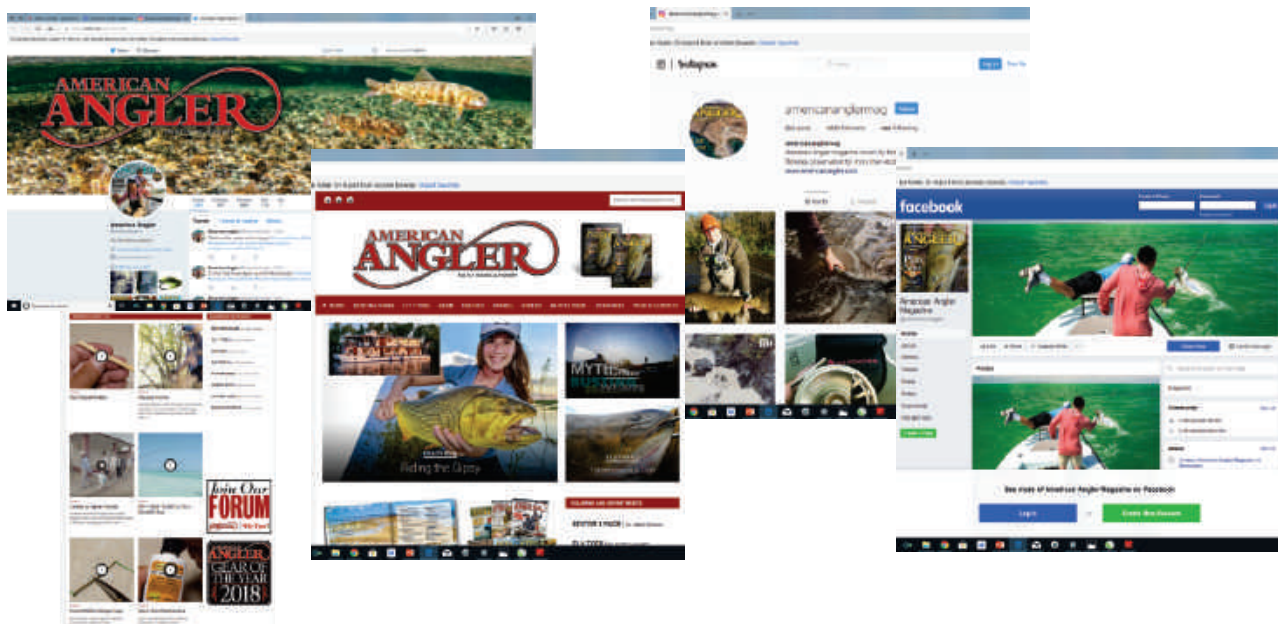
**CONSERVATION**—Offering the pros and cons of efforts to conserve our waterways, environment, habitats and livelihoods.

**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.



# Connected to Fly Fishing

Video storytelling, QuickLearn video, Live on the Vice, GoCatchnRelease, eNews





**JAN/FEB**



**State of the Bone**

\*Ad Close: 10/22/19  
\*Materials Due: 10/29  
\*Copies Mailed: 11/27

**MAR/APR**



**Greatest Hatches**

\*Ad Close: 12/16  
\*Materials Due: 12/24  
\*Copies Mailed: 1/24/20

**MAY/JUN**



**Classic Road Trips**

\*Ad Close: 2/20/20  
\*Materials Due: 2/26  
\*Copies Mailed: 3/27

**JUL/AUG**



**Canadian North**

\*Ad Close: 4/15  
\*Materials Due: 4/21  
\*Copies Mailed: 5/22

**SEPT/OCT**



**Cast & Blast**

\*Ad Close: 6/19  
\*Materials Due: 6/26  
\*Copies Mailed: 7/24

**NOV/DEC**



**Budget Trips**

\*Ad Close: 8/21  
\*Materials Due: 8/28  
\*Copies Mailed: 9/25



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

\*cover topics subject to change

## 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 our VIP list (Over 11,000 recipients)
- \$750 four week flight

## b. Banner Ad medium rectangle

- Consists of 300 x 250 pixel ad position.
- Delivering an average of 17,500+ impressions monthly.
- Includes equal ad space on monthly e-newsletter.
- \$275 four week flight

## c. Banner Ad large rectangle

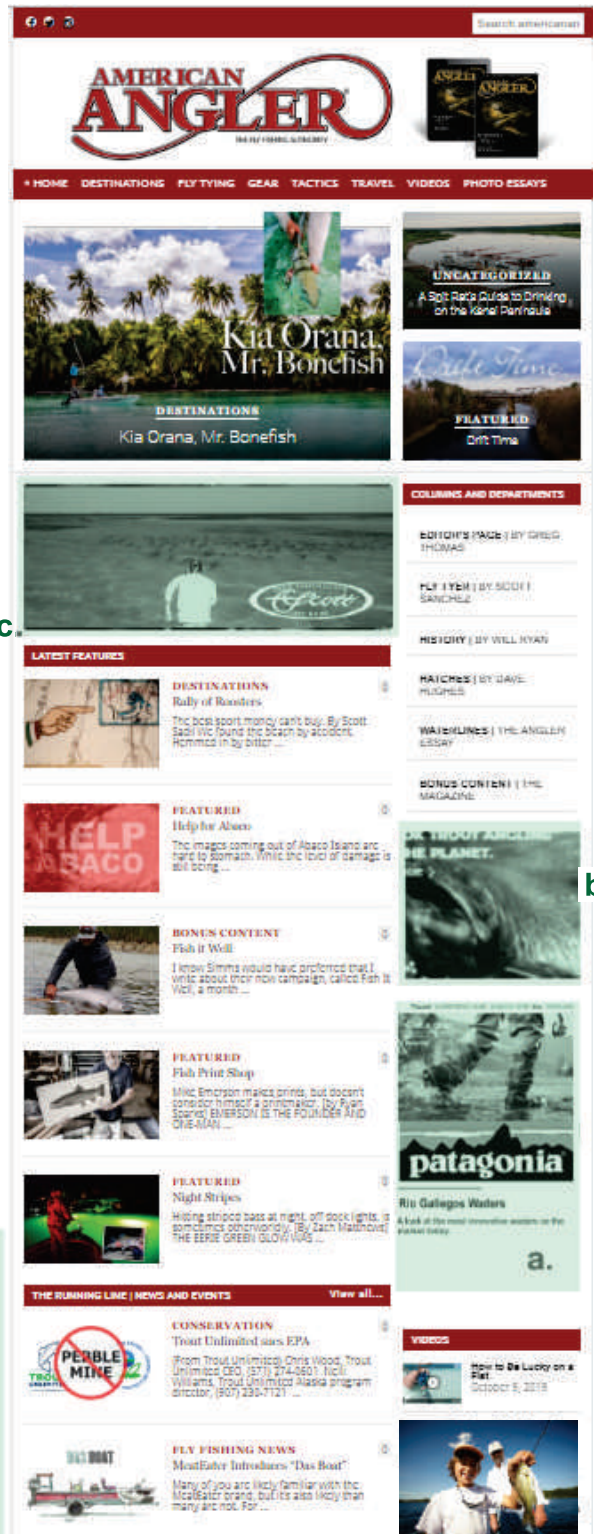
- Consist of (3-5) alternating 620 x 250 pixel ads
- Delivering an average of 17,500+ impressions monthly.
- Includes 300 x 250 pixel ad space on monthly e-newsletter.
- \$450 four week flight

## d. Stand-Alone eBlast

- Advertiser promotional message
- Over 11,000 unique, opt-in subscribers
- \$400 per eBlast



17,538 avg monthly pageviews  
 6,374 FB followers  
 1,968 Instagram followers  
 6,218 unique site visitors  
**Sporting Group** 58,086 avg pageviews





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

**FOUR-COLOR COVERS:**

BACK COVER	\$5,770	\$5,090	\$4,380
INSIDE FRONT	5,380	4,740	4,090
INSIDE BACK	5,110	4,500	3,880



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

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

<b>TWO-THIRDS VERTICAL</b> 4 5/8" x 10"	<b>ONE-THIRD VERTICAL</b> 2 1/4" x 10"

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

**BeFree** - Backpack Hydration System. 4000oz. \$129.95.

**Black Diamond** - Fusion Headlamp and Muff Laminar. \$129.95.

**Agave Canyon** - Hydration System. \$129.95.

**Black Diamond** - Fusion Headlamp and Muff Laminar. \$129.95.

**Agave Canyon** - Hydration System. \$129.95.





## 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  
735 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)