

COASTAL ANGLER *Magazine* THE ANGLER®

2016 MEDIA KIT



WWW.COASTALANGLERMAG.COM
WWW.THEANGLERMAG.COM

PARTNER WITH AN INDUSTRY LEADER.

Outstanding National Circulation

Coastal Angler Magazine and its freshwater interior publication, The Angler Magazine, have emerged as one of the largest outdoor publications in the country. With a combined national circulation, distributed to over 11,000 businesses in six regions, Coastal Angler Magazine and The Angler Magazine are the preferred resources for anglers and outdoor enthusiasts.

Each of our co-publisher franchise locations prints and distributes 10,000 copies per month in their respective markets. Normally this will include distribution at 150-250 marine specific businesses, Big Box stores, and wherever outdoor enthusiasts frequent.

Our unique business concept delivers results. The co-publisher franchisee provides the local editorial content within the format of a regional and national publication. As such, our readers can count on an informative publication with new product reviews and field tests from marine industry leaders, as well as destination fishing articles from around the world in the same publication as their local tide charts, local tournaments, and local catch photos. This model has enabled Coastal Angler and The Angler Magazine to develop a loyal readership base and a huge following in all markets.

Our national advertisers can count on the lowest cost per thousand in the industry with the largest distribution network. Rest assured, Coastal Angler Magazine and The Angler Magazine deliver the best bang for your advertising dollar.

OUR ADVERTISING PARTNERS



2016 Print Advertising Rates

National

Over 1 Million Readers Per Issue *Reach all markets*

SIZE	FULL	HALF	QUARTER	EIGHTH	Back Cover
(1x) 4-COLOR RATE	\$7082	\$3,799	\$2,161	\$1,192	\$9,337



All print advertisers are included in **e-magazines** with hyperlink to your website – **for free!**

Regional

Geo-target your region

	FLORIDA/ BAHAMAS	FRESHWATER	SOUTHEAST	NORTHEAST	GULF
MONTHLY CIRCULATION	190,000	140,000	110,000	60,000	30,000
(1x) 4-COLOR FULL PAGE	\$2,915	\$2,915	\$2,404	\$1,749	\$1,749
(1x) HALF	\$1,566	\$1,566	\$1,205	\$939	\$939
(1x) QUARTER	\$892	\$892	\$734	\$535	\$535
(1x) EIGHTH	\$491	\$491	\$367	\$295	\$295

Frequency Discounts

3X - **3%**

6X - **6%**

12X - **10%**

Multi-Market Regional

Geo-target your area

	GEORGIA	NORTH CAROLINA	SOUTH CAROLINA	SOUTHWEST FLORIDA	NORTH FLORIDA	SOUTH FLORIDA	CENTRAL FLORIDA
MONTHLY CIRCULATION	40,000	50,000	40,000	40,000	60,000	40,000	40,000
(1x) 4-COLOR FULL PAGE	\$1,660	\$1,660	\$1,590	\$1,590	\$1,690	\$1,590	\$1,590
(1x) HALF	\$870	\$870	\$850	\$850	\$880	\$850	\$850
(1x) QUARTER	\$490	\$490	\$480	\$480	\$500	\$480	\$480
(1x) EIGHTH	\$280	\$280	\$270	\$270	\$290	\$270	\$270

Local

10,000 circulation / month

	3X	6X	12X
4-COLOR FULL PAGE	\$1166	\$1010	\$943
HALF	\$626	\$526	\$506
QUARTER	\$357	\$319	\$288
EIGHTH	\$196	\$177	\$158

Ad Submission Guidelines

Required Format for Print Ads: Adobe .PDF File All advertising submitted should be created to exact size specifications and be in CMYK color format 300 dpi.

LIVE AD SIZE

Full Page

Trim Size:

8.125"

10.875"

Bleed Size:

8.625"

11.3975" (bleed)

Live Area Size:

7.625"

10.375"

Full Page

7.625"

10.375" (non bleed)

1/2 Page Horizontal

7.625"

5.0125" (non bleed)

1/2 Page Vertical

3.7625"

10.1375" (non bleed)

1/4 Page

3.7625"

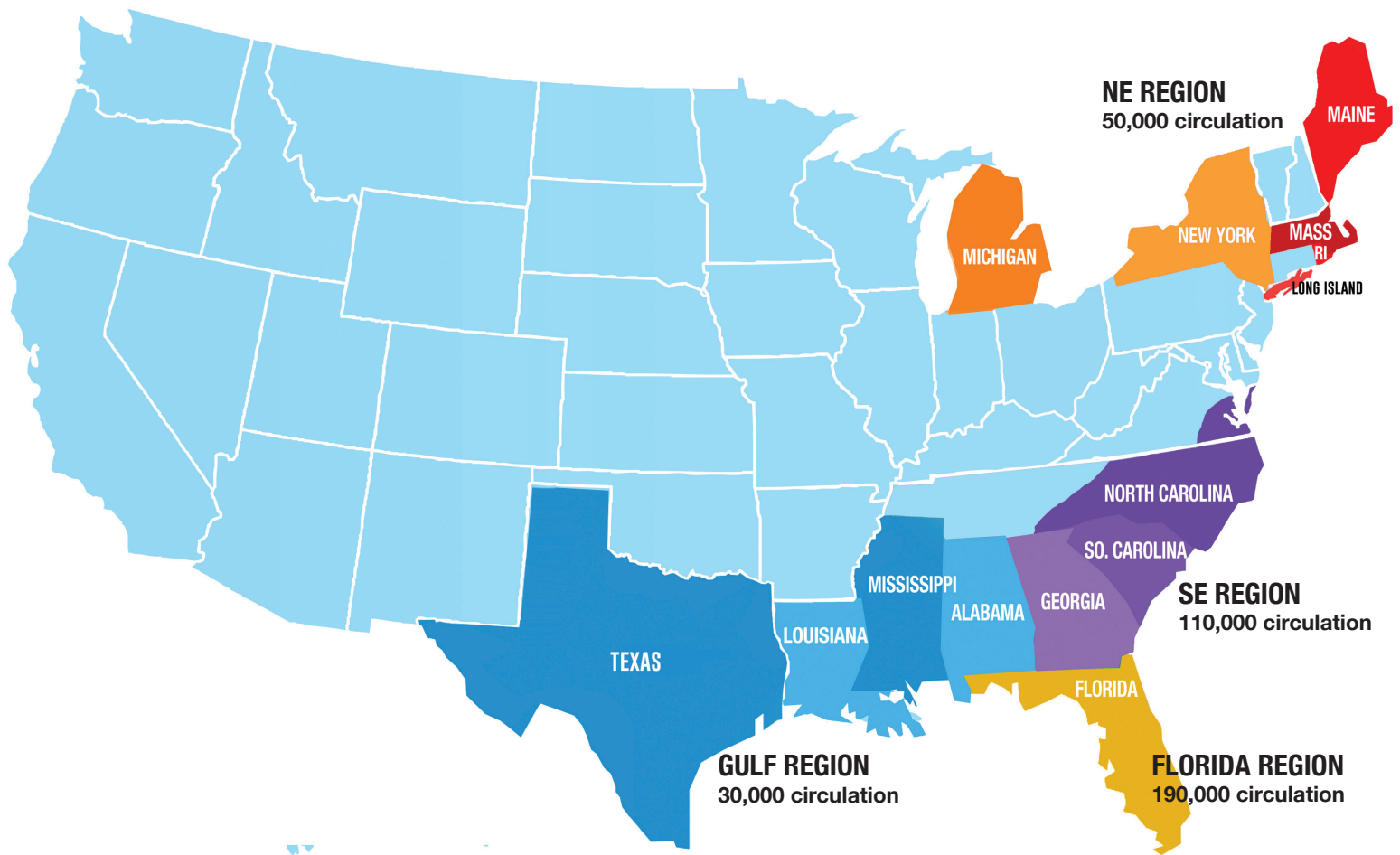
5.0125" (non bleed)

1/8 Page

3.7625"

2.48" (non bleed)

GEO TARGETING ENABLES YOU TO CHOOSE FROM 5 REGIONAL MARKETS



Geo-Targeting

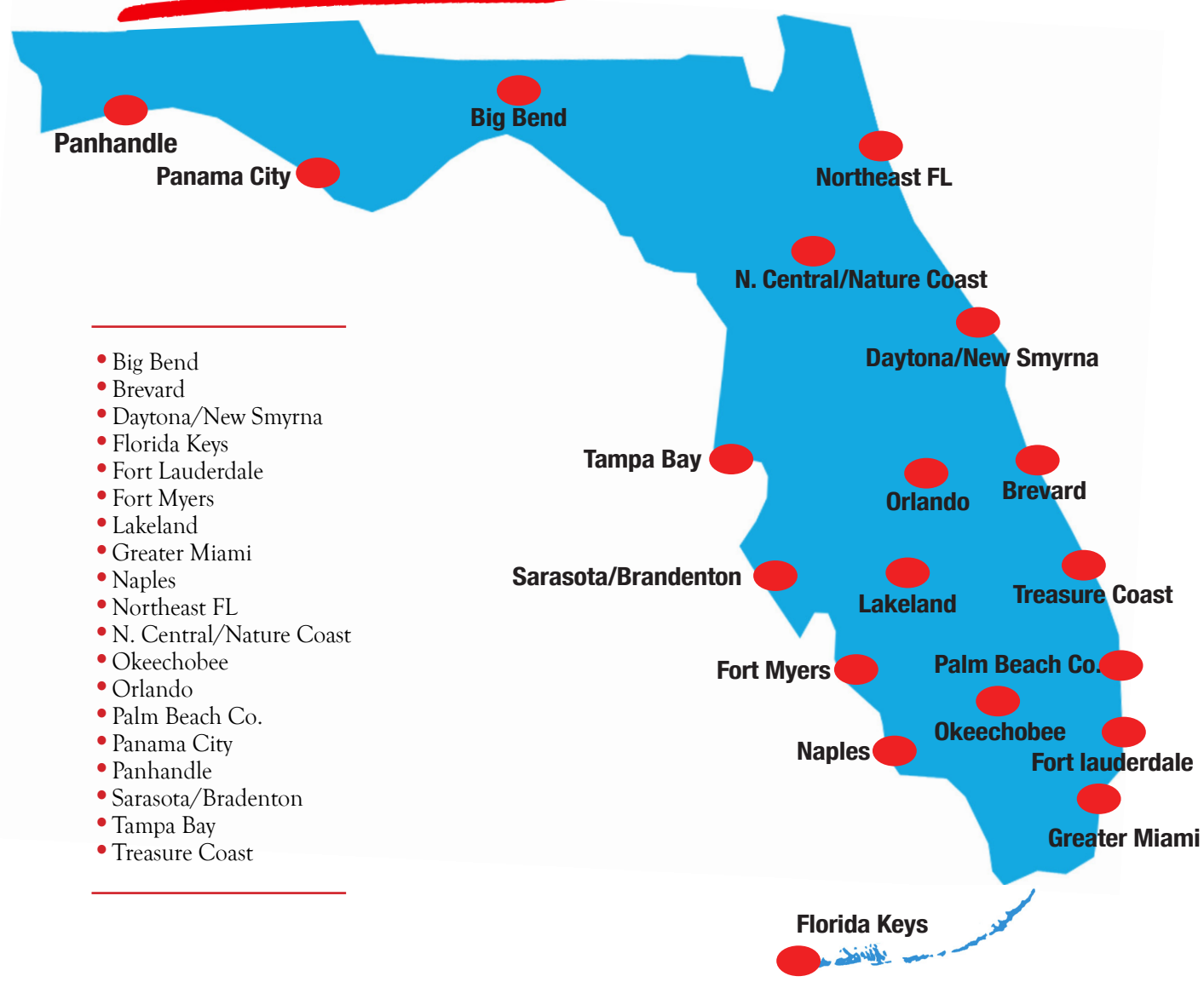
Now, one magazine can do it all. Choose local market coverage, multi market coverage, regional coverage, national coverage or any combination of coverage, all through one publication.

Advantages of Geo Targeting

- Specific local market penetration
- Franchisee assistance with local event opportunities
- Editorial support, field testing and product reviews
- Distributed at 125-250 local retailer locations per market
- Increased specific market area sales and dealer promotional support
- Over 11,000 distribution sites throughout the U.S.



Over 190,000 statewide circulation **CHOOSE FLORIDA**
to 19 Florida Markets
Florida's largest Outdoor Publication.



**19 Florida Markets,
Each One Distributing 10,000 Copies
With Local Content.**

**Bigger Than Both Of Florida's Other
Fishing Magazines Combined.**

**Coastal Angler Magazine's 190,000 Florida regional circulation
is bigger than most of the other Florida marine magazines combined.**

Reader Survey: Global Marketing Research International™

FLORIDA RATES

MONTHLY CIRCULATION	190,000
(1x) 4-COLOR FULL PAGE	\$2,915
(1x) HALF	\$1,566
(1x) QUARTER	\$892
(1x) EIGHTH	\$491

CHOOSE SOUTHEAST

Over 110,000 circulation
The Southeast's Largest Outdoor Publication

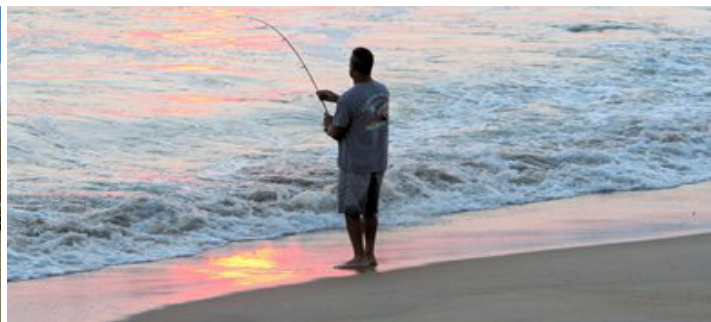
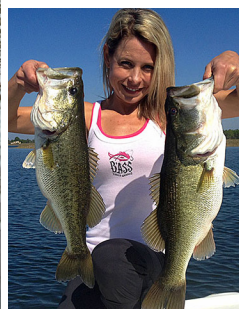
- Morehead City, NC
- Outer Banks, NC/Tidewater Region, VA
- Piedmont, NC
- Wilmington, NC
- Western North Carolina
- Charleston, SC/Columbia, SC
- Low Country, SC
- Myrtle Beach, SC
- Atlanta, GA
- SE & Coastal GA
- Southwest GA



SOUTHEAST RATES

11 Southeast Markets, Each One Distributing 10,000 Copies With Local Content.

MONTHLY CIRCULATION	110,000
(1x) 4-COLOR FULL PAGE	\$2,404
(1x) HALF	\$1,205
(1x) QUARTER	\$734
(1x) EIGHTH	\$367



Over 30,000 circulation **CHOOSE GULF COAST**
The Gulf Coast's Largest Outdoor Publication



*3 Gulf Coast Markets, Each One Distributing
10,000 Copies With Local Content.*

GULF COAST RATES

MONTHLY CIRCULATION	30,000
(1x) 4-COLOR FULL PAGE	\$1,749
(1x) HALF	\$939
(1x) QUARTER	\$535
(1x) EIGHTH	\$295



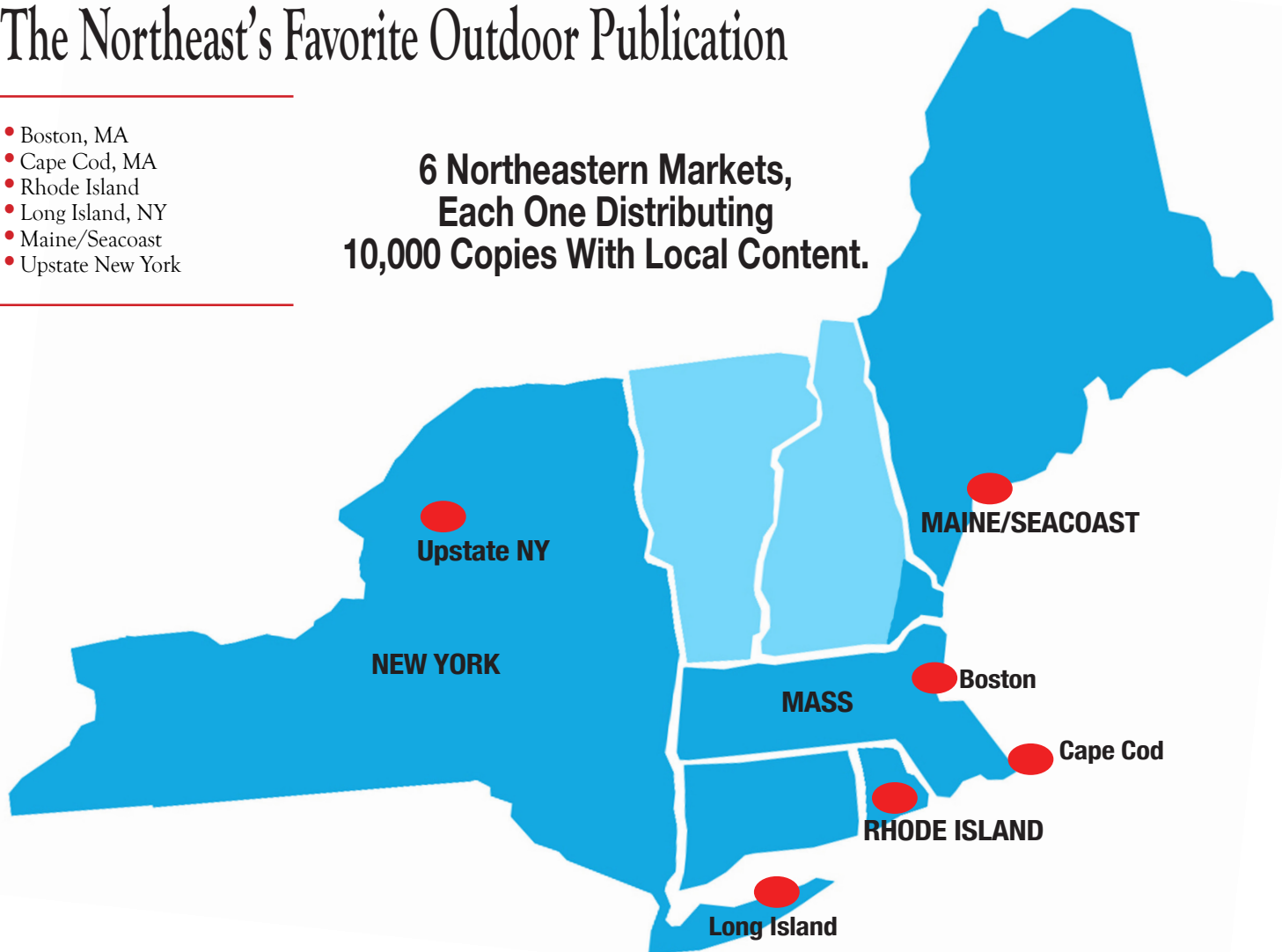
CHOOSE NORTHEAST

Over 60,000 circulation

The Northeast's Favorite Outdoor Publication

- Boston, MA
- Cape Cod, MA
- Rhode Island
- Long Island, NY
- Maine/Seacoast
- Upstate New York

6 Northeastern Markets,
Each One Distributing
10,000 Copies With Local Content.



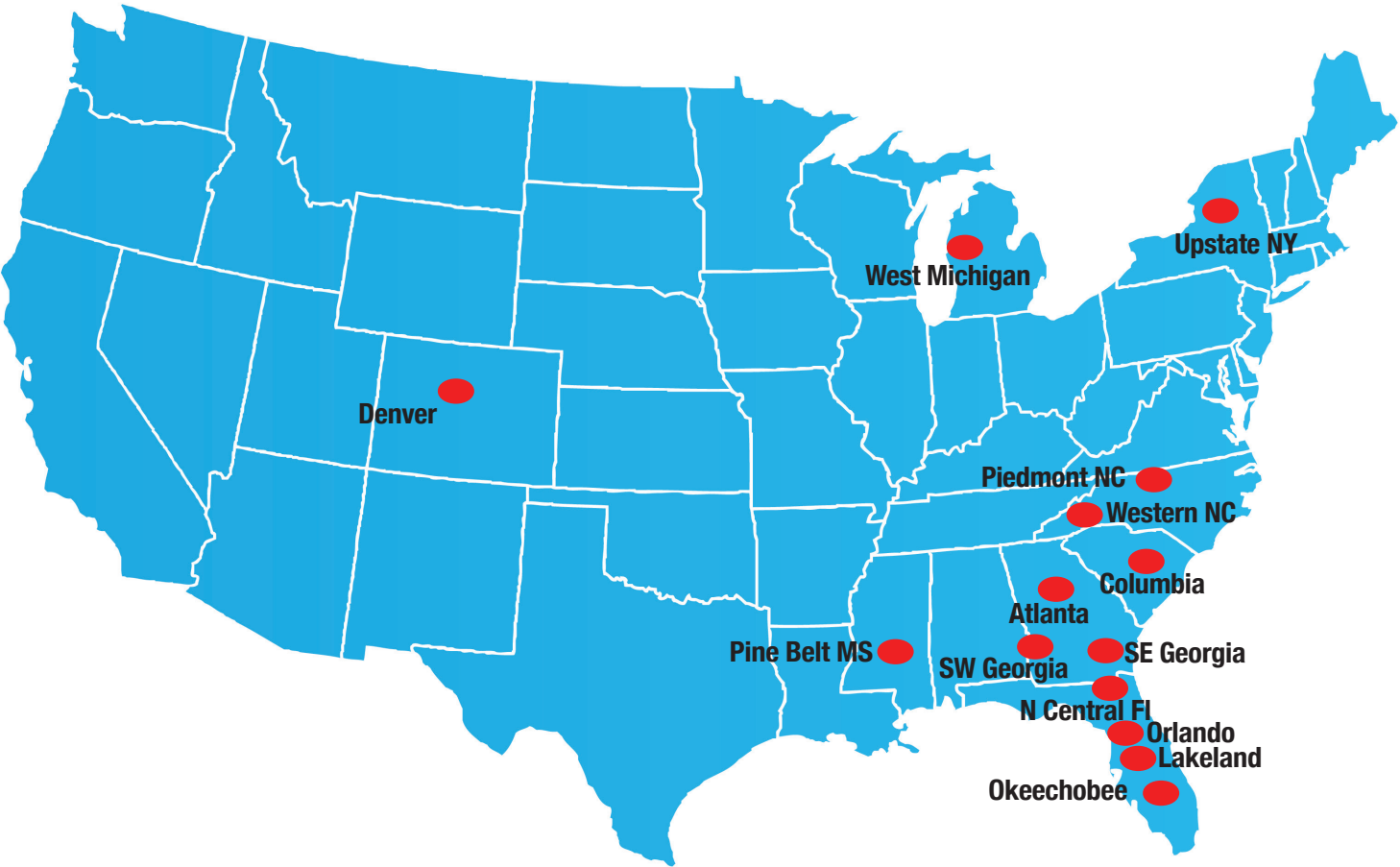
NORTHEAST RATES

MONTHLY CIRCULATION	60,000
(1x) 4-COLOR FULL PAGE	\$1,749
(1x) HALF	\$939
(1x) QUARTER	\$535
(1x) EIGHTH	\$295



Over 140,000 circulation **CHOOSE FRESHWATER**

Now You Can Reach 14 Freshwater Markets With One Ad.



140,000 Circulation to 14 of the Fishiest Freshwater Markets in the U.S.

FRESHWATER RATES

- Atlanta, GA
- Columbia, SC
- SW Georgia
- SE Georgia
- Piedmont, NC
- Western NC
- Lakeland, FL
- North Central FL
- Okeechobee, FL
- Orlando, FL
- West Michigan
- Pine Belt, MS/Mississippi
- Denver, CO
- Upstate New York

MONTHLY CIRCULATION	140,000
(1x) 4-COLOR FULL PAGE	\$2,915
(1x) HALF	\$1,566
(1x) QUARTER	\$ 892
(1x) EIGHTH	\$ 491



14 Freshwater Markets, Each One Distributing 10,000 Copies With Local Content.

CONTENT THAT SPEAKS VOLUMES.



EDITORIAL CALENDAR

JANUARY	Winter Fishing
FEBRUARY	Rods & Reels
MARCH	Outdoors Apparel Review
APRIL	Kayaks, Canoes, Standup Paddleboards, and Accessories
MAY	Electronics Review
JUNE	Boats and Motors/Boating Accessories
JULY	Summer Fishing & Sunglasses Review
AUGUST	Best of ICAST & Deep Sea Fishing Equipment
SEPTEMBER	Fall Fishing and Hunting/Foul Weather Gear and Apparel
OCTOBER	Fly Fishing Equipment
NOVEMBER	Fishing Excursions & Travel Destinations
DECEMBER	Holiday Gift Guide

Editorial Contributors

- **Fish & Fishing** by Mark Sosin
- **Freshwater** by C. Boyd Pfeiffer
- **Fly Fishing** by Capt. Conway Bowman
- **Boating 101** by John Tiger
- **Riggin' & Jiggin'** by Tim Barefoot
- **On The Water With Hobie** by John "JD" Donohue
- **Boating & Towing** by John Tiger
- **Lady Angler News** by Tracy Patterson
- **Local Editions** - Over 250 Captains' Fishing Reports from USA

Features

- "Bucket List" Fishing Destinations from around the world
- Articles from across the country
- New Product Reviews
- Conservation Updates
- Regional Fishing and Hunting Articles
- Tournament Announcements & Recaps
- Boat Previews
- Field Tests

BUILDING BRAND LOYALTY IS WHO WE ARE.

Becoming part of the Coastal Angler and The Angler Magazine Team provides your company with access to our loyal readership.

Average Days of Fishing Yearly

60 Days or More.....33.6%

86%

Owens truck, van, or SUV

72%

Owens 2 or more automobiles

68%

Owens a boat

36%

Owens 2 or more boats

Plans On Buying a Boat In The Next 18 Months.....

29%

Age of Reader 82% at 35+ years old

Gender of Reader.....82% are Male
..... 18% are Female

College/Post-graduate Degree 35%

Average Reader Income\$66,012

Average Household Income\$82,301

Home Ownership of Readers 79.5%

95.1%

Readers' boats use an outboard

81.3%

trailer their boat to different fishing locales

41.6%

Readers own 11 or more fishing rods

34.7%

Readers own 11 or more fishing reels

Reader Survey: Global Marketing Research International TM

Expanded National Circulation

CHOOSE NATIONAL

10,000 Copies Per Market. Lowest Cost Per Thousand In The Industry.

Over 1 Million Readers Per Issue!



FLORIDA

- Big Bend
- Brevard
- Daytona/New Smyrna
- Florida Keys
- Fort Lauderdale
- Fort Myers
- Lakeland
- Greater Miami
- Naples
- Northeast
- N. Central/Nature Coast
- Okeechobee
- Orlando
- Palm Beach Co
- Panama City
- Panhandle
- Sarasota/Bradenton
- Tampa Bay
- Treasure Coast

SOUTHEAST

- Morehead City, NC
- Outer Banks, NC/
Tidewater Region, VA
- Piedmont, NC
- Wilmington, NC
- Western North Carolina
- Charleston/Columbia, SC
- Hilton Head, SC/Savannah, GA
- Myrtle Beach, SC
- Atlanta, GA
- SE & Coastal GA
- Southwest Georgia

GULF COAST

- Galveston/Houston, TX
- Mississippi Gulf Coast/
Pine Belt
- Alabama Gulf Coast

INTERNATIONAL

- The Bahamas
- Costa Rica
- Puerto Rico/
Virgin Islands

NORTHEAST

- Boston, MA
- Cape Cod, MA
- Rhode Island
- Long Island, NY
- Maine/Seacoast
- Upstate New York

GREAT LAKES

- West Michigan

ROCKY MOUNTAINS

- Denver, CO

MEET OUR DREAM TEAM



Sarasota
Phil Previor



**Atlanta/
SW Georgia**
Bob Rice



**Charleston/
Columbia**
Leslee Hamilton



Tampa Bay
Chuck Atkins



Boston
George Regan



Naples
Mike Weber



Okeechobee
Ken Gabryel



Ft Lauderdale
Pat & Jim
McKinney



**Alabama
Gulf Coast**
Sarah Clark



Orlando
Giselle &
Phil Wolf



**Treasure Coast
& Bahamas**
Misti & Gary Guertin



Brevard
David String



NE Florida
Danny Patrick



Lakeland
Mary Flaitz



Big Bend
Mike McNamara



Denver
John Keck Jr.



**MS Gulf Coast/
MS Pine Belt**
Ben Bloodworth



New Orleans
Franchise for
Sale



Panama City
Randy & Dawna
Cnota



Florida Keys
Ed Gocher



Pensacola
Kevin Ogle



**SE & Coastal
Georgia**
Travis Harper



**N. Central
Florida**
Cary & Lynn
Crutchfield



Piedmont
Roscoe
Worth-Jones



Western NC
Joe & Debra
Woody



Galveston
Chanci Mowry



**Upstate
New York**
Frank Geremski
& Lisa Halsdorf



W. Michigan
Phil Belsito



Myrtle Beach
Kenneth &
Ana Moore



**Rhode Island/
Long Island**
Michael & Lisa
Danforth



Miami
Monica & Scott
Deal



**Daytona
New Smyrna**
Don Meadows



Palm Beach
Barbara Ryan



Morehead City
Eddie Hardgrove
& Brian Slesinski



Wilmington
Brian Slesinski
& Eddie Hardgrove



**SE & Coastal
Georgia**
Tony Martin



Ft Myers
Nadeen Welch



**Outer Banks/
Virginia Beach**
John Tiger &
Laura Seitz



Cape Cod
Paul Drepanos



Costa Rica
Tom Hauer &
Thomas Hauer Jr.



Maine
Jessica Baptista



**Puerto Rico/
Virgin Islands**
Ace Bassue



Hilton Head
Mark & Kathy
McElheney

COASTAL ANGLER
Magazine
THE ANGLER®

WWW.COASTALANGLERMAG.COM
WWW.THEANGLERMAG.COM
888-800-9794

FRANCHISE OPPORTUNITIES AVAILABLE WORLDWIDE