

COASTAL ANGLER
Magazine

THE ANGLER
Magazine

2013

MEDIA KIT



COASTAL ANGLER
Magazine

RHODE ISLAND EDITION



A Well-Respected Voice of the Fishing and Boating Industry

The first *Coastal Angler Magazine* was published in the spring of 1995 for Brevard County, FL. From 1995-2008 the magazine established itself as a localized and highly respected monthly publication.

In 2008, Coastal Angler Magazine Franchising Inc. adopted this successful business model and began franchising. Over the next few years, the elevated standards promoted by *Coastal Angler Magazine* and its franchisee group have enabled the publication to be considered an industry leader. In 2011, *Coastal Angler Magazine* introduced *The Angler Magazine* to meet the demand for freshwater interior markets. These freshwater markets have been as successful as the coastal markets.

The cornerstone of *Coastal Angler* and *The Angler Magazines* business philosophy is to bring to the public a well-designed, thoughtful publication that provides newsworthy and entertaining information pertinent to the marine and fishing industries, and to do so within the format of a free monthly magazine. Each issue of *Coastal Angler* and *The Angler Magazine* is designed and formatted to be informative and enjoyable reading geared toward the outdoors enthusiast. Our readers have come to expect an informative publication geared toward their local interests within the format of a regional and national publication, a first in the industry.

1995

Humble Beginnings

- + Brevard County, FL
- First edition released in July
- Circulation: 10,000 copies per month

2008

- Local franchise concept introduced
- Florida Keys becomes Coastal Angler's 1st franchise

Franchise Based Expansion

- + Florida Keys
- + Volusia, FL
- + Orlando, FL
- + Tampa, FL
- + Greater Miami South

2009

Enveloping Florida

- + Palm Beach, FL
- + Treasure Coast, FL
- + Fort Myers, FL
- + Lakeland, FL
- + Citrus, FL
- + Panhandle, FL
- + Sarasota, FL
- + Big Bend, FL
- + Jacksonville, FL
- + Naples, FL

International Expansion

- + Bahamas

+ Locations listed in order of acquisition

2010

Expanding across the U.S

- + New Orleans, LA
- + Ft. Lauderdale, FL
- + Bay St. Louis, MS
- + Biloxi, MS
- + Galveston, TX
- + Hilton Head, SC
- + Mobile, AL
- + Charleston, SC
- + Wilmington, NC
- + Orange County, CA
- + Morehead City, NC
- + Los Angeles, CA
- + Baton Rouge, LA
- + SE & Coastal GA
- + Savannah, GA
- + Myrtle Beach, S.C.
- + Hawaii
- + Corpus Christi, TX
- + Cape Cod, MA

2011

The Angler Magazine

- *The Angler Magazine* brand introduced for inland franchises

- + New Hampshire
- + Atlanta, GA
- + San Antonio, TX
- + Kentucky

- + Boston, MA
- + Connecticut
- + Southwest GA
- + Central Coast and South TX
- + Orange Beach, AL

2012

Continued National Growth

- + Mid Atlantic Coast
- + North Central FL
- + Bristol County, MA
- + Middle TN
- + Knoxville, TN
- + Greater Miami North
- + NE GA (Augusta/Athens)

2013

- + Piedmont, N.C.
- + Rhode Island
- + Lafayette, LA

500,000 circulation

Relevant content.



EDITORIAL CALENDAR

JANUARY	Year in Review — Winter Fishing
FEBRUARY	Rods & Reels
MARCH	Spring Fishing – Outdoors Apparel Review
APRIL	Kayaks, Canoes, Standup Paddleboards, and Accessories
MAY	Terminal Tackle
JUNE	Boats and Motors – ICAST Preview
JULY	ICAST – Summer Fishing
AUGUST	Best of ICAST
SEPTEMBER	Fall Fishing and Hunting
OCTOBER	Electronics Review
NOVEMBER	Winter Travel Destinations
DECEMBER	Holiday Gift Guide

Editorial Contributors

- **Fish & Fishing** by Mark Sosin
- **Freshwater** by C. Boyd Pfeiffer
- **97 Miles South** by Phil Thompson
- **Fly Fishing** by Capt. Conway Bowman
- **Riggin' & Jiggin'** by Tim Barefoot
- **On The Water With Hobie** by John "Jd" donohue
- **Ask the Fish Wench** by Tracy Patterson
- **Rhode Island Edition** - longtime sportfishing writer and editor Zach Harvey and others

Features

- "Bucket List" Fishing destinations from around the world
- Articles from across the country
- New Product reviews
- Conservation updates
- regional Fishing and hunting Articles
- regional "here's What's Biting" Maps
- Tournament Announcements & recaps
- Boat Previews
- Field Tests
- Book reviews

The Power of Choice

Geo target your specific market

Now Advertisers Can Choose Local, Regional, Statewide or National coverage options.

National

Coast to coast coverage, maximum results.

**500,000
circulation**

Regional

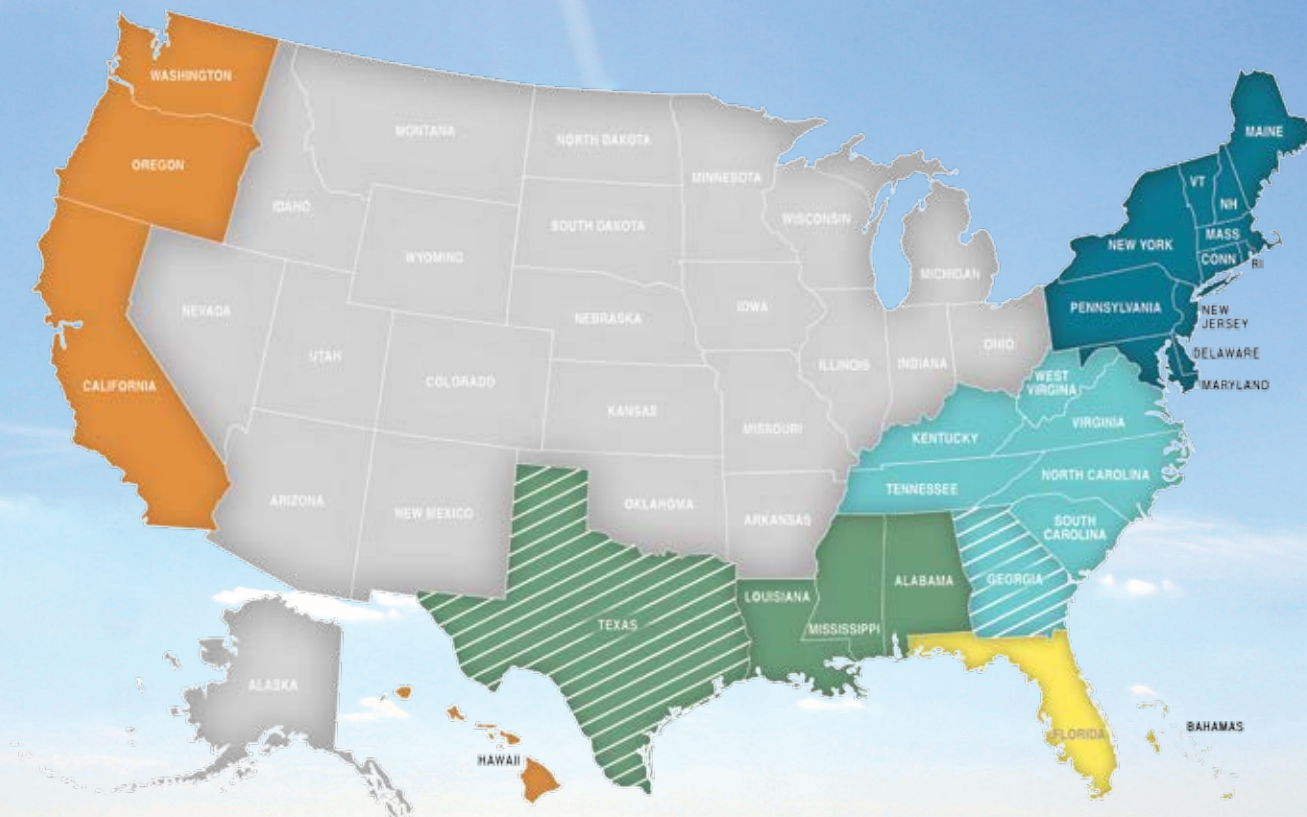
Choose from 5 different regions.

**30,000-190,000
circulation**

Local

Maximize focus on a local market.

**10,000 copies per
franchise location**



Regional Options

Florida	Gulf Coast
South East	Texas
Georgia	New England
West Coast	

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 9,000 distribution sites throughout the U.S.

National 500,000 circulation / month *Reach all 50 markets***National
Frequency
Discounts**3X - **3%**6X - **6%**12X - **10%**

SIZE	FULL	HALF	QUARTER	EIGHTH	Back Cover
(1x) 4-COLOR RATE	\$6,268	\$3,362	\$1,913	\$1,055	\$8,263

Regional Geo-target your region**Regional
Frequency
Discounts**3X - **3%**6X - **6%**12X - **10%**

	FLORIDA/ BAHAMAS	GULF	SOUTHEAST	NEW ENGLAND	WEST COAST + HAWAII
MONTHLY CIRCULATION	190,000	100,000	130,000	50,000	30,000
(1x) 4-COLOR FULL PAGE	\$2,580	\$1,980	\$2,128	\$1,548	\$1,548
(1x) HALF	\$1,386	\$990	\$1,067	\$831	\$831
(1x) QUARTER	\$790	\$605	\$650	\$474	\$474
(1x) EIGHTH	\$435	\$302	\$325	\$261	\$261

Local 10,000 circulation / month

	3X	6X	12X
4-COLOR FULL PAGE	\$1032	\$929	\$835
HALF	\$554	\$498	\$448
QUARTER	\$316	\$283	\$255
EIGHTH	\$174	\$157	\$140

Ad Submission Guidelines

Required Format for Print Ads: Adobe .PDF File
PDF/X-1a is preferred file format for submission.
Paper Type: Newsprint

All advertising submitted should be created to exact size specifications and be in CMYK color format at 200 dpi.

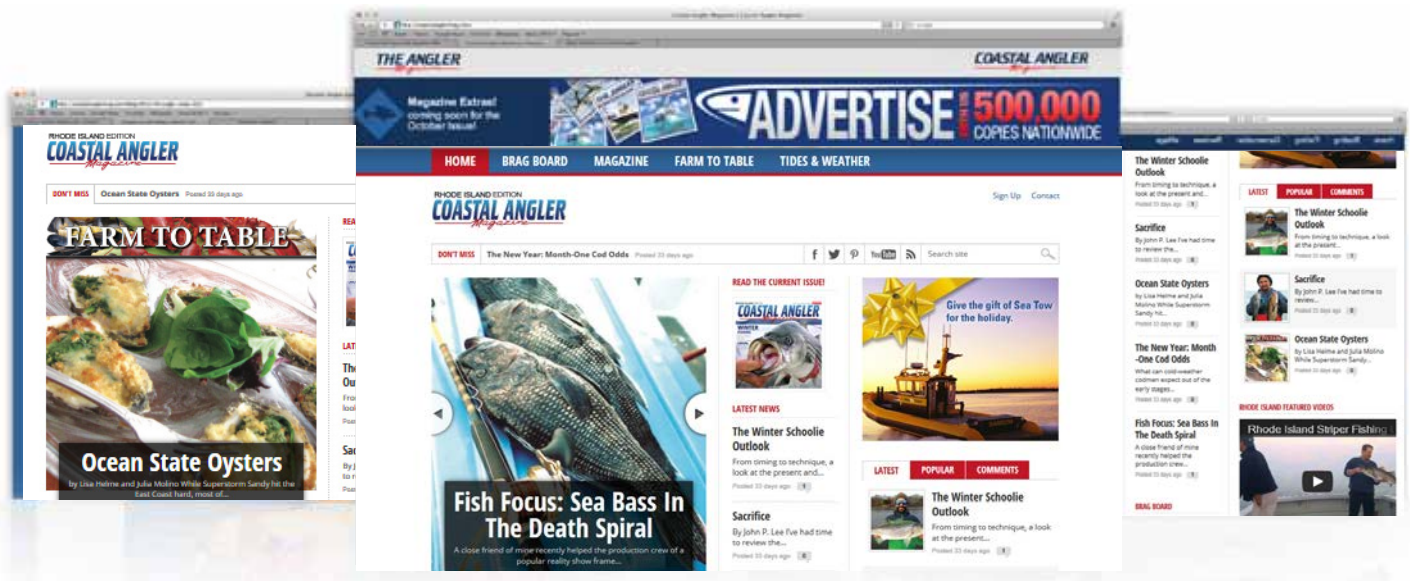
Total ink density should **not exceed 240%**.

View detailed designer print specs at
www.coastalanglermag.com/printspecs

LIVE AD SIZE	WIDTH	HEIGHT
Full Page	9.5"	10"
1/2 Page Horizontal	9.5"	4.8"
1/2 Page Vertical	4.7"	9.7"
1/4 Page	4.7"	4.8"
1/8 Page	4.7"	2.4"



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



Introducing Our Rapidly Growing Web Presence

Our Website at a Glance:

Our new and improved website offers our readers what we can't provide in print: an interactive and engaging atmosphere, rich multimedia content, and fresh outdoors content on a daily basis.

Features on the Web:

- Exclusive online features
- Extended articles from the mag
- Interactive brag board
- Online contests
- Tons of monthly fishing reports
- Videos, photo galleries, & more
- Archives of our readers' favorite editorials
- Forums & classifieds coming soon!

Many Advertising Campaigns Available:

We offer a variety of highly flexible and customizable campaigns designed to most effectively meet your company's branding and marketing needs.

- CPM for a variety of Ad sizes with full rich media support
- Duration-based sponsorship of editorial categories
- Featured story promotion of products, events, and services
- Sponsorship of Contests

10,500
Unique Visits a Month

37,000
Page Views a Month

75%
Percentage of first-time visitors

300%
Traffic increase in last quarter

Real anglers. No couch potatoes.

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

30 Days or More.....52%
50 Days or More.....27%



Average Age of Reader48

Average Household Income\$88,201

Average Amount Spent on Most Recently Acquired Boat\$37,500

Time Spent Reading 1.5 hours

Pass Along Rate2.5

Occupation

Professional 48%
Retired..... 16%
Craftsman..... 15%
Student..... 2%
Other..... 19%

Education

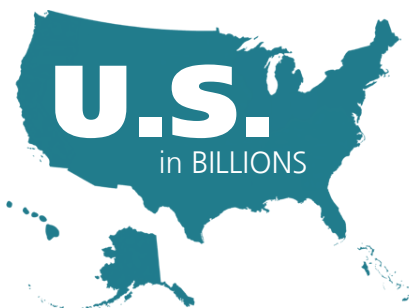
College Graduate..... 40%
Some College 38%
High School 12%
Post Graduate..... 10%

77%
Owns or uses
Trailerable Boats

88%
Owns truck, van,
or SUV

61%
Participate in other
outdoor activities
(bicycling,
hiking, scuba,
snorkel, ski)

Recreational Expense



13.2
Boats, Trailers,
Vehicles



5.3
Rods, Reels,
Tackle,
Electronics



6.6
Bait, Equipment



RHODE | ISLAND

[illegible][illegible][illegible]

from National Center Home

- 2 tablespoons butter
- 2 teaspoons salt
- 1/2 cup Parmesan
- 1/4 cup shallots, minced
- 4 quarts of heavy cream
- 1 bunch leeks, chopped
- 1/4 cup of ground Parmesan
- 4 quarts milk sprouts, chopped, or two packages frozen sprouts

from John Callaghan of Bellevue University

[illegible]

SEE THE SHOW BEFORE YOU GO!
PROVIDENCE SAILING SHOW
 presented by **ANGLIA**

The Sailing Season Starts Here

PROVIDENCE SAILING SHOW
JANUARY 18-20, 2013
 900 N. MAIN ST. • PROVIDENCE, RI 02903
 TICKETS: \$10 • ADVANCE: \$5 • FREE FOR CHILDREN 12 AND UNDER
 ADVANCE TICKETS: www.providencesailingshow.com

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[illegible]

Show Highlights

Win at \$1000! Winning entry at World Marine
 The 2011 World Marine Show was a huge success for the industry and the community. The show was held at the historic Piquette Avenue Raceway in Detroit, Michigan, and was the largest marine show in the Midwest. The show was a great opportunity for the community to see the latest in marine technology and to meet with the industry. The show was a great success for the industry and the community.

Free Fishing Seminars
 Catch more and bigger fish with this!

Michigan Show Boat

Donorship Prizes

20th Annual Providence Boat Show
 When:
 Where:
 Friday Jan 13-14, Saturday Jan 15, 2011
 Friday Jan 13-14, Saturday Jan 15, 2011
 Location: Providence Boat Show
 1000 Main Street, Providence, RI 02903

When:
Where:
Location:
1000 Main Street, Providence, RI 02903

Providence Boat Show is a great opportunity for the community to see the latest in marine technology and to meet with the industry. The show was a great success for the industry and the community.

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BRAG BOARD

With a little luck and a lot of hard work, you can catch a big fish like this one. Photo by [Name]

With a little luck and a lot of hard work, you can catch a big fish like this one. Photo by [Name]

With a little luck and a lot of hard work, you can catch a big fish like this one. Photo by [Name]

With a little luck and a lot of hard work, you can catch a big fish like this one. Photo by [Name]

With a little luck and a lot of hard work, you can catch a big fish like this one. Photo by [Name]

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For further information about advertising in Coastal Angler Magazine Rhode Island, New England or the national marketplace, or to access the digital platforms and content marketing solutions please contact Lisa Helme Danforth, Publisher and Co-Owner
lisad@coastalanglermagazine.com Telephone 203.321.7635