

COASTAL ANGLER

Magazine

THE ANGLER®

2015 MEDIA KIT



WWW.COASTALANGLERMAG.COM

PARTNER WITH AN INDUSTRY LEADER.

Over 500,000 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 monthly circulation of over 500,000 copies, distributed to over 11,000 businesses in six regions, Coastal Angler Magazine and The Angler Magazine are the preferred resource for anglers and outdoor enthusiasts alike.

Each of our co-publisher franchise locations prints and distributes 10,000 copies per month in their respective markets. Normally this will include 150-250 marine specific businesses, Big Box stores, and wherever outdoor enthusiasts frequent. Each time we add a new franchise location, our national advertisers gain an additional 10,000 circulation at no extra charge!

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 delivers the best bang for your advertising dollar.

For franchise inquiries, call 888.800.9794 or email: info@coastalanglermagazine.com.

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

2009

Enveloping Florida

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

International Expansion

- + Bahamas

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
- + Greater 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
- + Atlanta, GA
- + San Antonio, TX
- + Boston, MA
- + Connecticut
- + Southwest GA
- + Central Coast and South TX

2012

Continued National Growth

- + Outer Banks, NC
- + North Central FL
- + Middle TN
- + Eastern TN
- + NE GA (Augusta/Athens)

2013

- + Piedmont, N.C.
- + Rhode Island
- + Lafayette, LA
- + Cleveland, OH
- + NW Lake Erie, OH
- + Charlotte, NC
- + Denver, CO
- + West Michigan
- + Panama City, FL

2014

- + Southwest LA
- + Long Island, NY
- + Birmingham, AL
- + Okeechobee, FL
- + Virginia Beach

2015

- + Western North Carolina

+ Locations listed in order of acquisition

Over 500,000 circulation

CONTENT THAT SPEAKS VOLUMES.



EDITORIAL CALENDAR

JANUARY	Winter Fishing
FEBRUARY	Rods & Reels
MARCH	Spring Fishing – 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
- **Lady Angler News** by Tracy Patterson
- **Local Editions** - Over 250 Captains' Fishing Reports from across the nation

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

Geo Targeting

TARGETING YOUR SPECIFIC REGION MATTERS.

Now Advertisers Can Choose Local, Regional, Statewide or National Coverage Options.

National

Coast to coast coverage, maximum results.

Over 500,000 circulation

Regional

Choose from 4 different regions.

50,000-190,000 circulation

Multi-Market

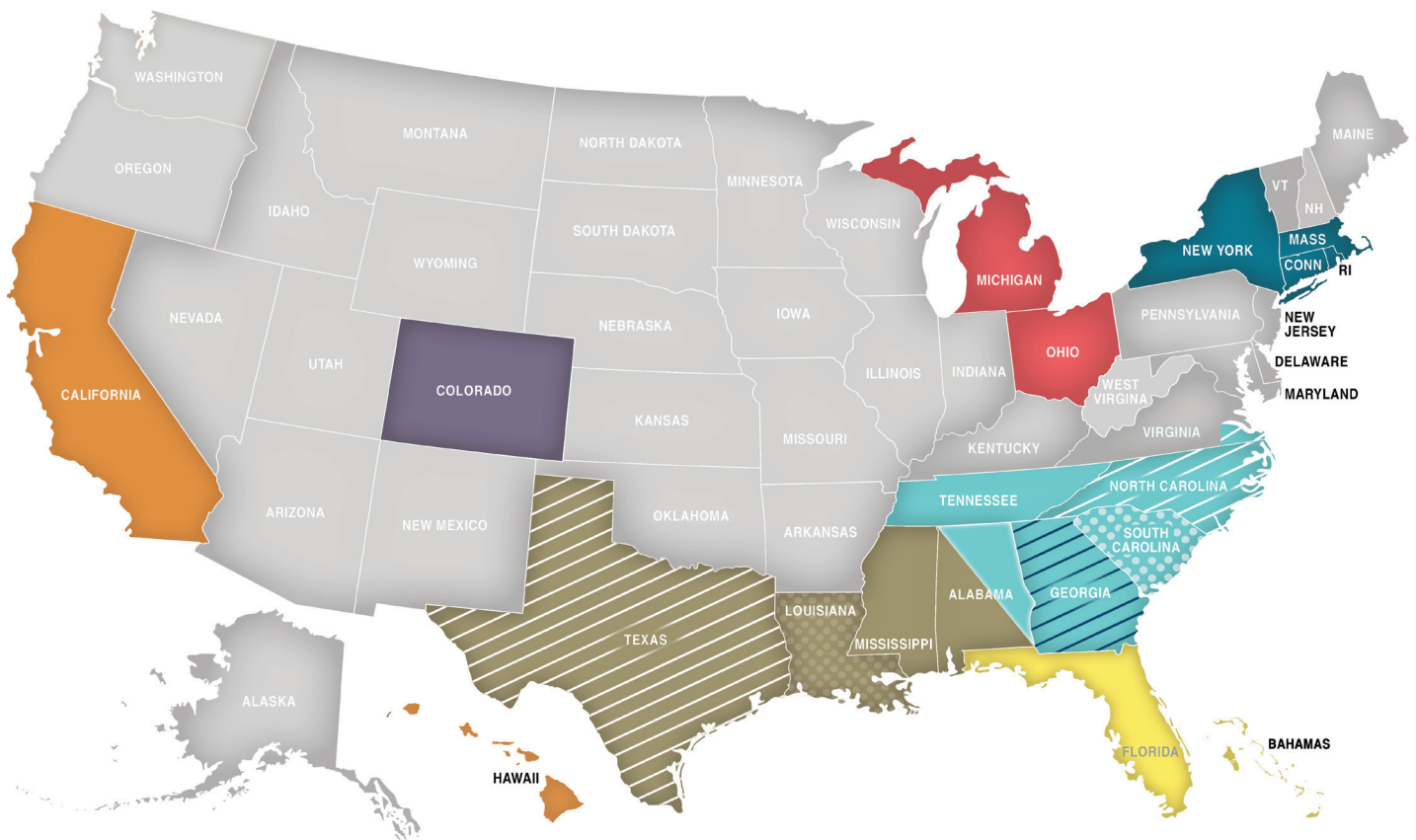
Choose from 11 different options.

30,000-50,000 circulation

Local

Maximize focus on a local market.

10,000 copies per franchise location



Geo-Target

- Florida
- South East
- Georgia
- North Carolina
- South Carolina
- Northeast
- West Coast
- Gulf Coast
- Texas
- Louisiana
- Great Lakes
- Rocky Mountains

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.

For franchise inquiries, call 888.800.9794 or email: info@coastalanglermagazine.com.

2015 Print Advertising Rates

National Over 500,000 circulation / month *Reach all markets*

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

Frequency Discounts

3X - 3%
6X - 6%
12X - 10%



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

Regional Geo-target your region

	FLORIDA/BAHAMAS	SOUTHEAST	GULF	NORTHEAST
MONTHLY CIRCULATION	190,000	160,000	100,000	50,000
(1x) 4-COLOR FULL PAGE	\$2,915	\$2,404	\$2,232	\$1,749
(1x) HALF	\$1,566	\$1,205	\$1,118	\$939
(1x) QUARTER	\$892	\$734	\$683	\$535
(1x) EIGHTH	\$491	\$367	\$341	\$295

Multi-Market Regional Geo-target your area

	GEORGIA	TEXAS	NORTH CAROLINA	SOUTH CAROLINA	SOUTHWEST FLORIDA	NORTH FLORIDA	SOUTH FLORIDA	CENTRAL FLORIDA	LOUISIANA	GREAT LAKES
MONTHLY CIRCULATION	50,000	30,000	60,000	40,000	40,000	60,000	40,000	40,000	40,000	30,000
(1x) 4-COLOR FULL PAGE	\$1,660	\$1,548	\$1,690	\$1,590	\$1,590	\$1,690	\$1,590	\$1,590	\$1,590	\$1,548
(1x) HALF	\$870	\$831	\$880	\$850	\$850	\$880	\$860	\$850	\$850	\$831
(1x) QUARTER	\$490	\$476	\$500	\$480	\$480	\$500	\$480	\$480	\$480	\$474
(1x) EIGHTH	\$280	\$260	\$290	\$270	\$270	\$290	\$270	\$270	\$270	\$260

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	WIDTH	HEIGHT
Full Page Trim Size: Bleed Size: Live Area Size:	9.125" 9.375" 8.5"	10.875" 11.125" (bleed) 10.00"
Full Page	8.5"	10.00" (non bleed)
1/2 Page Horizontal	8.5"	4.95" (non bleed)
1/2 Page Vertical	4.2"	10.00" (non bleed)
1/4 Page	4.2"	4.95" (non bleed)
1/8 Page	4.2"	2.43" (non bleed)

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%

Age of Reader 82% at 35+ years old

Gender of Reader89.6% are Male
..... 10.4% are Female

College/Post-graduate Degree 35%

Average Reader Income\$66,012

Average Household Income\$82,301

Home Ownership of Readers..... 79.5%



86%
Owns truck, van,
or SUV

72%
Owns 2 or more
automobiles

68%
Owns a boat

36%
Owns 2 or more
boats

**Plans On Buying a Boat
In The Next 18 Months..... 29%**

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

MEET OUR CO-PUBLISHER TEAM



Ft Myers
Paul Caruso



**Atlanta
SW Georgia**
Bob Rice



**Charleston
Columbia**
Leslie Hamilton



Tampa Bay
Joe Londot



Boston
George Regan



Corpus Christi
Chip Harmon



Charlotte
Kit & Steve
Marshall



Ft Lauderdale
Pat & Jim
McKinney



**Alabama
Gulf Coast**
Bill Chapman



Connecticut
John Short



**Bahamas
Treasure Coast**
Misti & Gary Guertin



Brevard
Damon Pullias



NE Florida
Danny Patrick



Lakeland
Mary Flaitz



Big Bend
Mike McNamara



Denver
John Keck Jr.



Erie, Ohio
Mike, Melissa &
Joe Scaletta



**Los Angeles
Orange County**
Gary Fogel



Orlando
Giselle & Phil
Wolf



Florida Keys
Vince
Bertolini



Morehead City
Brian Slesinski



**SE & Coastal
Georgia**
Travis Harper



NC Florida
Cary & Lynn
Crutchfield



Naples
Mike Weber



Cleveland
Randy Yates



Mississippi
Ben
Bloodworth



New Orleans
Bruno Prager



Panama City
Diane & Bill
Peavy



Myrtle Beach
Kenneth & Ana Moore



Pensacola
Kevin Ogle



Miami
Errin Gimbert



**Daytona
New Smyrna**
Don Meadows



Piedmont
Roscoe
Worth Jones



Hilton Head
David & Jody
Rigas



Lafayette
Terry Clement



NE Georgia
Nick Carter



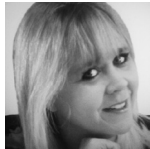
Birmingham
Jaqueline & Matt
Randall



Western N.C.
Bill Woods



Sarasota
Chuck Deskins



Galveston
Susanne
Norman



Palm Beach
Barbara Ryan



Mid Tennessee
Adam Lavigne



**SE & Coastal
Georgia**
Tony Martin



Wilmington
Brian Slesinski



South Texas
Leslie Shatto



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



W. Michigan
Phil Besito



Cape Cod
Mel Hensch



Savannah
David & Jody
Rigas



SW Louisiana
Ed Rylee



East Tennessee
Josh Garrison



Outer Banks
John & Laura Tiger



Baton Rouge
Steve
McDaniel



Hawaii
Ross Maeshiro, Mgr
Owner: John Emery

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