

2017 MEDIA KIT



COASTAL ANGLER[®]
Magazine
THE ANGLER[®]

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.

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

OUR ADVERTISING PARTNERS



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
- Upstate SC
- Atlanta, GA
- SE & Coastal GA
- Southwest Georgia

GULF COAST

- Galveston/Houston, TX
- Mississippi Gulf Coast/
Pine Belt
- Alabama Gulf Coast
- Panama City, FL
- Panhandle, FL

NORTHEAST

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

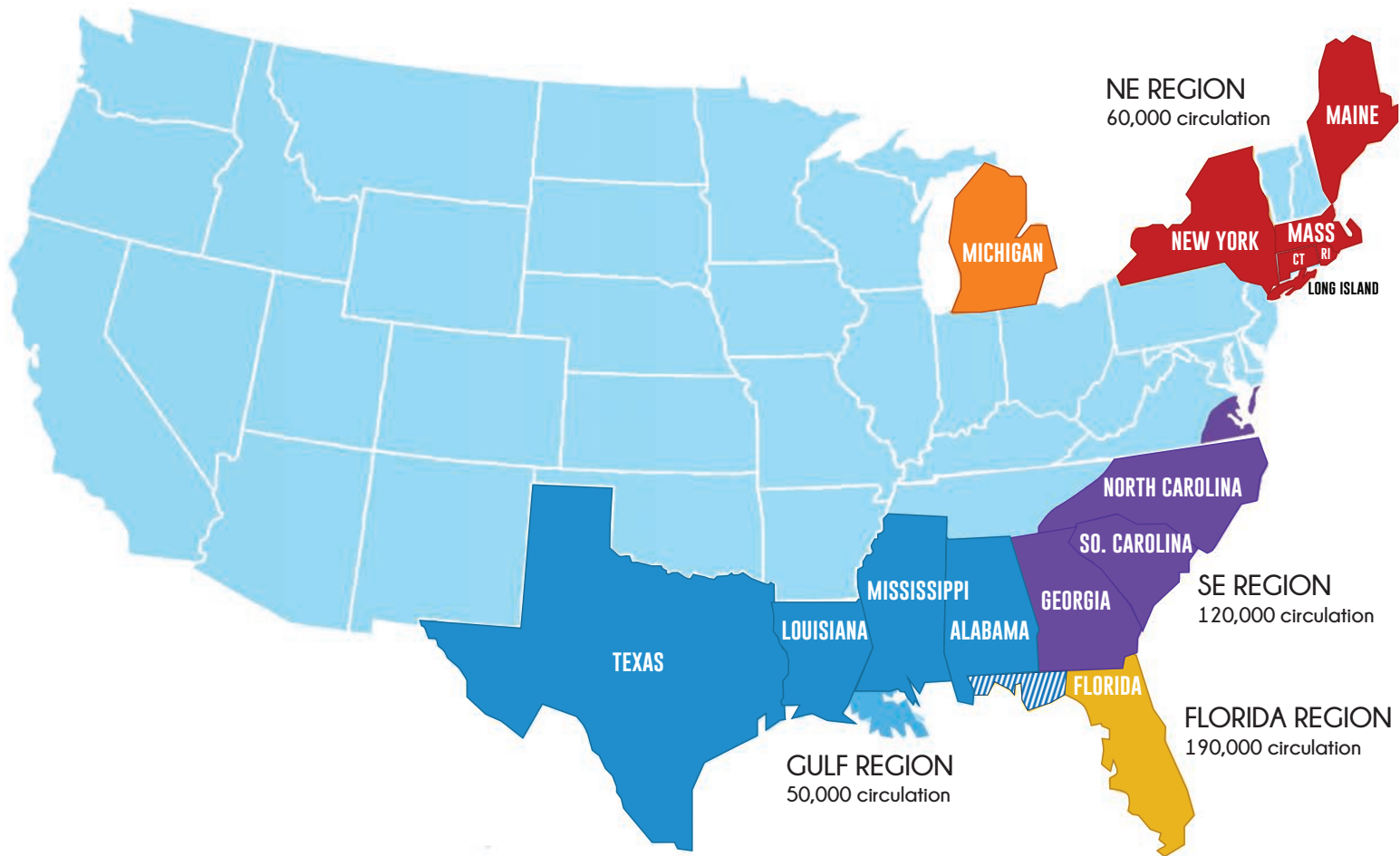
INTERNATIONAL

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

GREAT LAKES

- West Michigan

GEO TARGETING ENABLES YOU TO CHOOSE FROM 4 REGIONAL MARKETS



Geo-Targeting

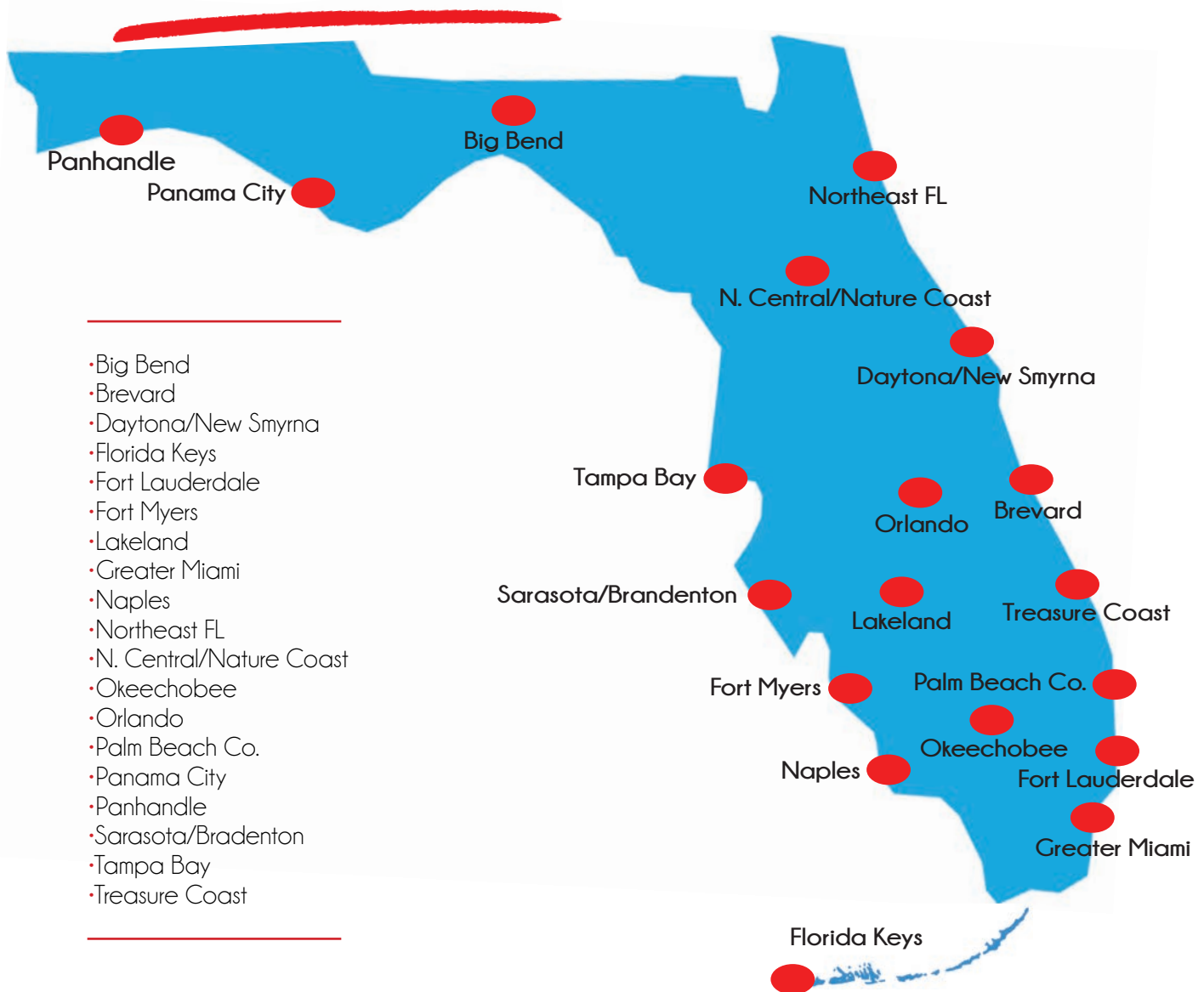
Now, one magazine can do it all. Choose local market coverage, multi market coverage, regional coverage, national coverage or any combination of coverage, all through one publication.

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 | \$3,350 |
| (1x) HALF | \$1,799 |
| (1x) QUARTER | \$1,025 |
| (1x) EIGHTH | \$562 |

CHOOSE SOUTHEAST

Over 120,000 circulation

The Southeast's Largest Outdoor Publication

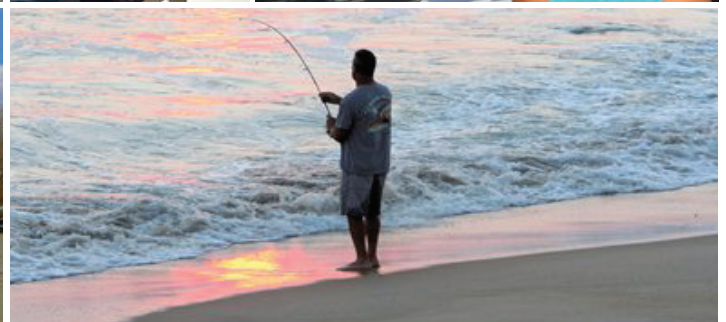
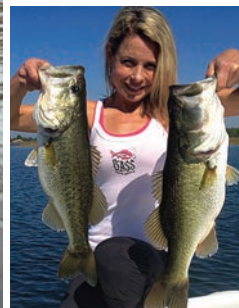
- Morehead City, NC
- Outer Banks, NC/Tidewater Region, VA
- Piedmont, NC
- Wilmington, NC
- Western North Carolina
- Charleston, SC/Columbia, SC
- Low Country, SC
- Myrtle Beach, SC
- Upstate SC
- Atlanta, GA
- SE & Coastal GA
- Southwest GA



SOUTHEAST RATES

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

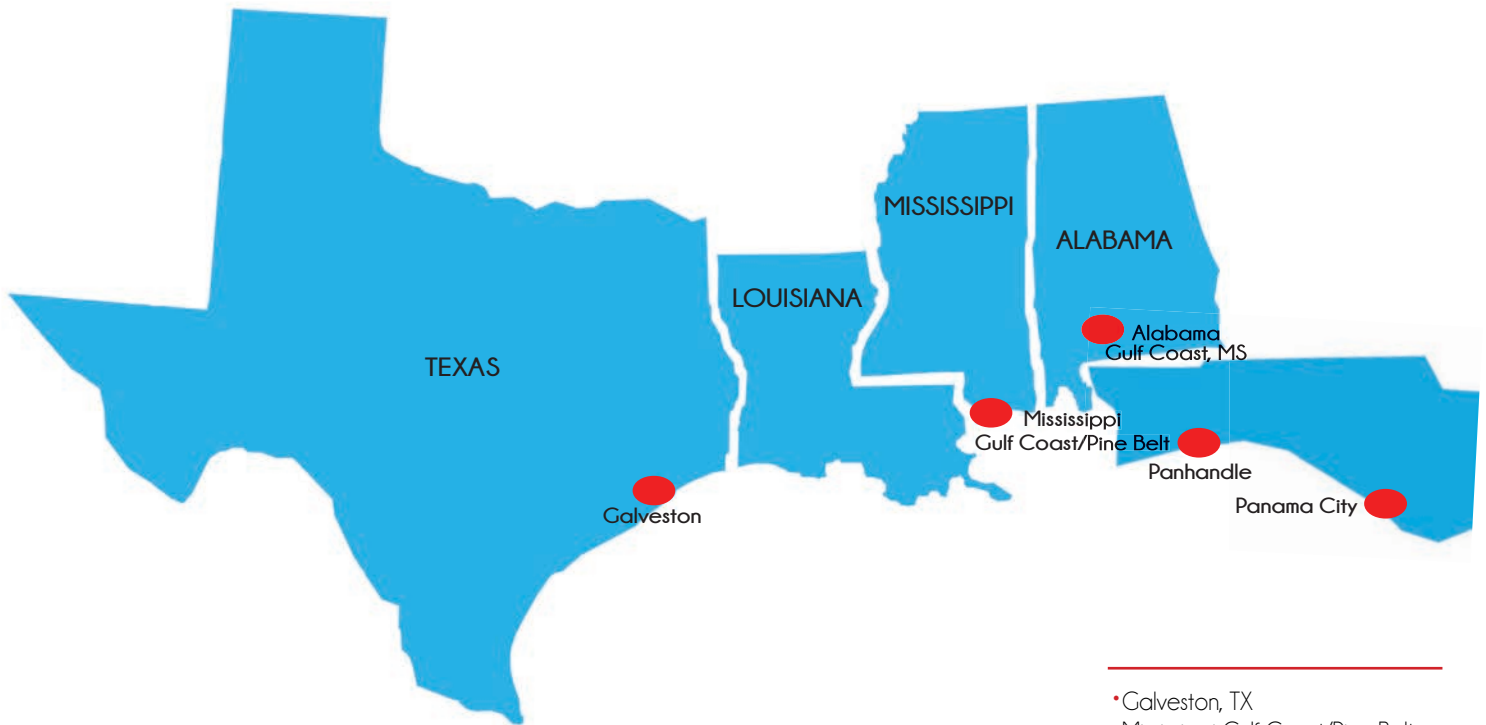
| | |
|------------------------|---------|
| MONTHLY CIRCULATION | 120,000 |
| (1x) 4-COLOR FULL PAGE | \$2,404 |
| (1x) HALF | \$1,205 |
| (1x) QUARTER | \$734 |
| (1x) EIGHTH | \$367 |



Over 50,000 circulation

CHOOSE GULF COAST

The Gulf Coast's Largest Outdoor Publication



- Galveston, TX
- Mississippi Gulf Coast/Pine Belt
- Alabama Gulf Coast
- Panama City, FL
- Panhandle, FL

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

GULF COAST RATES

| | |
|------------------------------|---------|
| MONTHLY | 50,000 |
| (1x) 4-COLOR FULL PAGE | \$1,749 |
| (1x) HALF | \$936 |
| (1x) QUARTER | \$528 |
| (1x) EIGHTH | \$297 |



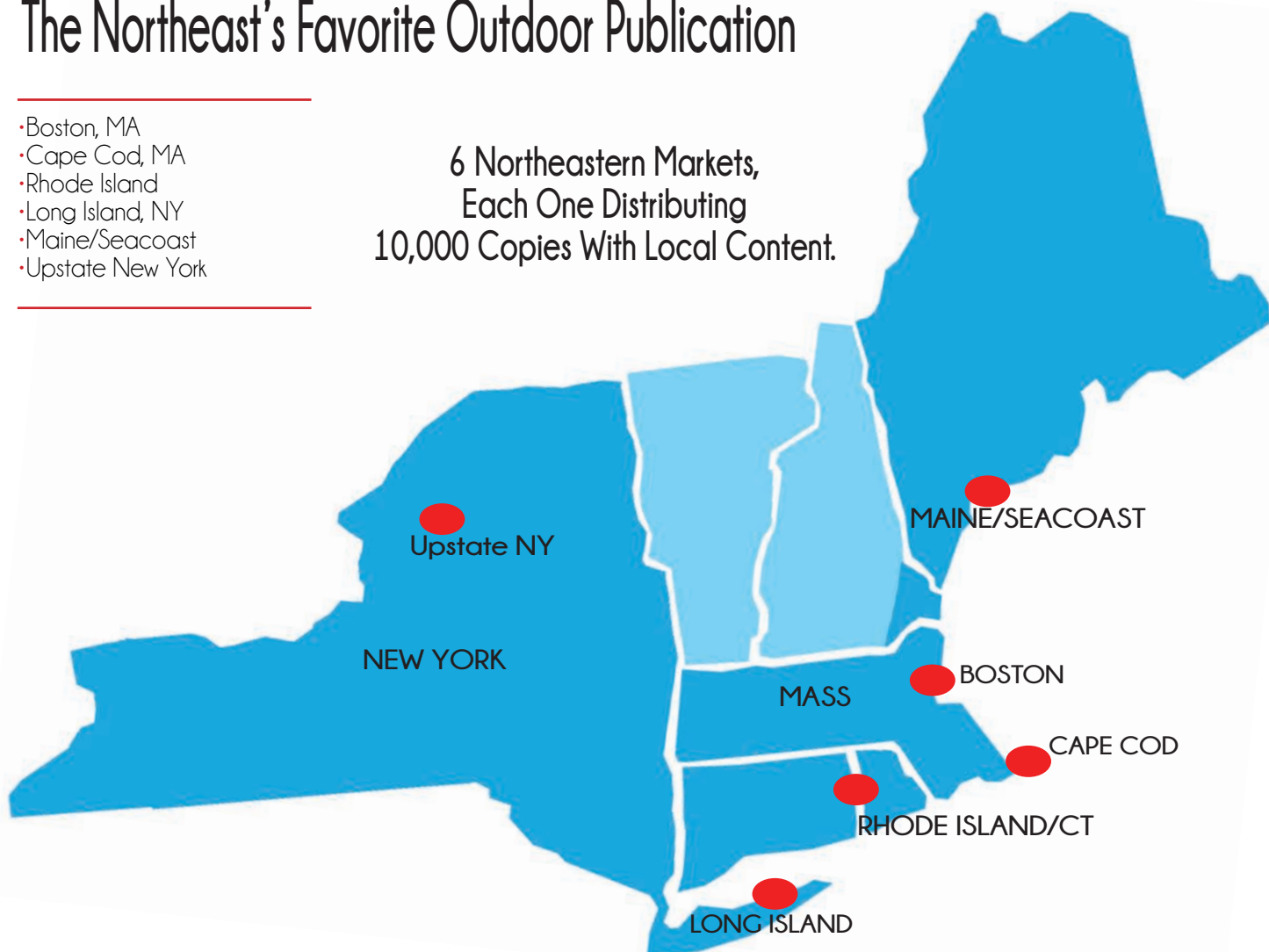
CHOOSE NORTHEAST

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.



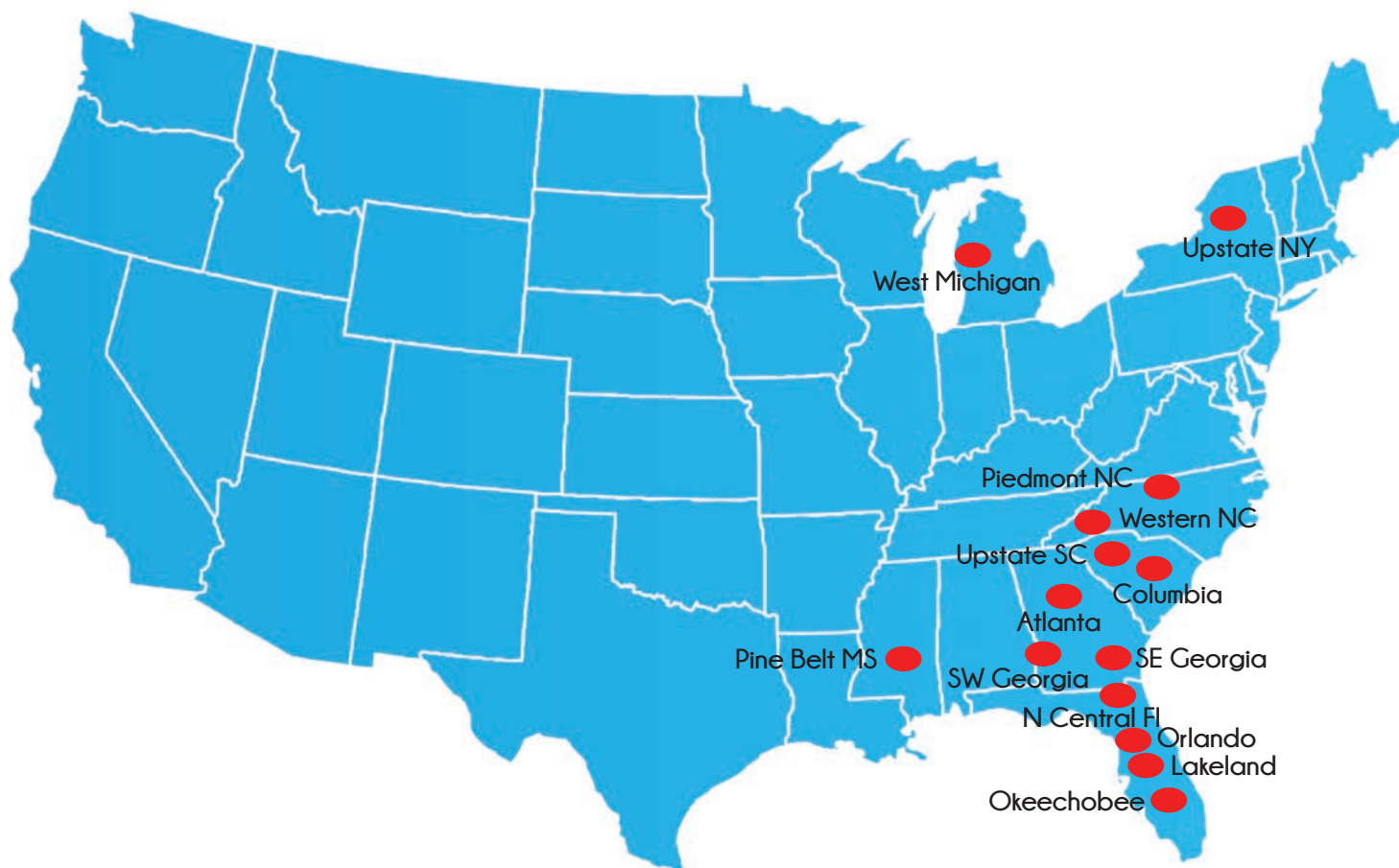
NORTHEAST RATES

| | |
|------------------------|---------|
| MONTHLY CIRCULATION | 60,000 |
| (1x) 4-COLOR FULL PAGE | \$1,960 |
| (1x) HALF | \$1,049 |
| (1x) QUARTER | \$592 |
| (1x) EIGHTH | \$333 |



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
- Upstate SC
- 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

68%

Owens a boat

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

72%

Owens 2 or more
automobiles

36%

Owens 2 or more
boats

29%

Age of Reader82% 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

2017 Print Advertising Rates

National Over 1 Million Readers Per Issue Reach all markets

| SIZE | DOUBLE FULL PAGE | FULL | HALF | QUARTER | EIGHTH | BACK COVER |
|-------------------|------------------------|---------|---------|---------|---------|------------|
| (1x) 4-COLOR RATE | \$12,379 | \$7,294 | \$3,912 | \$2,225 | \$1,227 | \$9,617 |



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 | 120,000 | 60,000 | 50,000 |
| (1x) 4-COLOR FULL PAGE | \$3,350 | \$2,915 | \$2,404 | \$1,960 | \$1,749 |
| (1x) HALF | \$1,799 | \$1,566 | \$1,205 | \$1,049 | \$936 |
| (1x) QUARTER | \$1,025 | \$892 | \$734 | \$592 | \$528 |
| (1x) EIGHTH | \$562 | \$491 | \$367 | \$333 | \$297 |

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 | 40,000 | 40,000 | 40,000 |
| (1x) 4-COLOR FULL PAGE | \$1,640 | \$1,749 | \$1,640 | \$1,640 | \$1,640 | \$1,640 | \$1,640 |
| (1x) HALF | \$877 | \$936 | \$877 | \$877 | \$877 | \$877 | \$877 |
| (1x) QUARTER | \$495 | \$528 | \$495 | \$495 | \$495 | \$495 | \$495 |
| (1x) EIGHTH | \$279 | \$297 | \$279 | \$279 | \$279 | \$279 | \$279 |

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: | 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) |

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



Upstate SC
Gregg Thompson



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



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

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FRANCHISE OPPORTUNITIES AVAILABLE WORLDWIDE