



MEDIA INFORMATION 2012

Danica

| | |
|-----------------|---|
| COVER PRICE | 4,95 € |
| FREQUENCY | Quarterly |
| ON SALE DATE | Normally the 21st of each month (subject to change) |
| MAGAZINE SIZE | 220 x 297 mm |
| PRINTING METHOD | Offset (colour) |

CIRCULATION

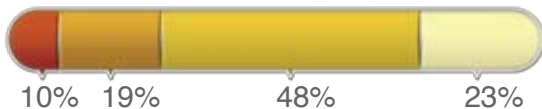
6,100 copies

READERSHIP

67,200

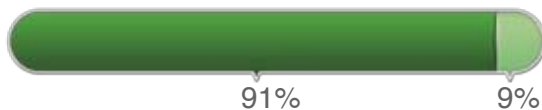


SOCIAL CLASS



Upper Upper-Middle Middle-Middle Others

READER PROFILE



Men Women

Source: Publisher's own data

OUR READERS

Our readers are keen fly fisherman who buy the magazine for practical information on the most effective techniques and to find out what's new in terms of products and innovation.

EDITORIAL CONTENT

Each issue we cover fly fishing techniques including casting tips, fishing destinations including exotic locations around the world plus exhaustive equipment tests and reviews.



ADVERTISING RATES

| DISPLAY ADVERTISING | Dimensions | £ |
|---------------------|---------------|-------|
| Inside page | (220 x 297) | 2,070 |
| Outside Back Cover | (220 x 297) | 2,695 |
| Inside front cover | (220 x 297) | 2,510 |
| Inside back cover | (220 x 297) | 2,290 |
| 1/2 Page | (220 x 148,5) | 1,255 |
| 1/4 Page | (220 x 74,25) | 630 |

| CLASSIFIED ADVERTISEMENTS | Dimensions | £ |
|---------------------------|-------------|-----|
| Full Page | (199 x 267) | 715 |
| 1/2 Page | (199 x 130) | 395 |
| 1/3 Page | (199 x 85) | 275 |
| 1/4 Page | (97 x 130) | 215 |



MAIN CONTACTS

For further information or to discuss your advertising requirements please contact our International Advertising Representatives:

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GUARANTEED PREMIUM POSITIONS
+20% surcharge

AD BOOKING DEADLINE: e.g. 10th of previous month to publication

CANCELLATIONS: minimum of at least 30 days advance notice, in writing, prior to publication date.