



MEDIA INFORMATION 2017



COVER PRICE	3,95 €
FREQUENCY	Monthly
ON SALE DATE	Normally the 21st of each month (subject to change)
MAGAZINE SIZE	220 mm x 297 mm
PRINTING METHOD	Offset (colour)

CIRCULATION

11,762 copies every month

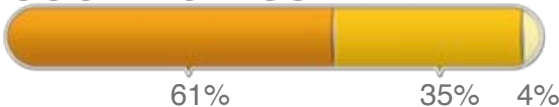
READERSHIP

62,339



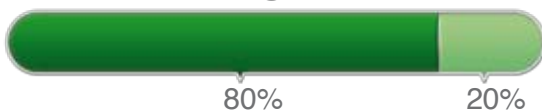
“The top-selling fishing magazine for coarse and game anglers”

SOCIAL CLASS



■ Upper to Middle -Upper ■ Middle-Middle ■ Others

READER PROFILE



■ Men ■ Women

Source: Publisher's own data

OUR READERS

Coarse and game anglers looking for ways to improve their technique, discover new national and international destinations to catch bigger and better fish and who are looking for advice and suggestions on what specific tackle and other kit to buy to suit their specific needs.

EDITORIAL CONTENT

Each month the magazine covers practical information on coarse and game techniques, reports on exciting new fishing destinations, photo competitions, match reports plus we test and review all the latest kit.



ADVERTISING RATES

DISPLAY ADVERTISING	Dimensions mm	€
Inside page	(220 x 297)	3,225
Double page spread	(440 x 297)	5,980
Outside Back Cover	(220 x 297)	4,395
Inside front cover	(220 x 297)	3,865
Inside back cover	(220 x 297)	3,570
Central Strip	(440 x 100)	2,375
Advertising feature (1 page)	(220 x 297)	3,865
Advertising feature (2 page)	(440 x 297)	7,205
1/2 Page	(220 x 148,5)	1,875
1/3 Page	(220 x 99)	1,295
1/4 Page	(220 x 74)	1,010

CLASSIFIED ADVERTISEMENTS	Dimensions mm	€
Full Page	(220 x 297)	1,135
1/2 Page	(195 x 130)	620
1/3 Page	(195 x 85)	420
1/4 Page	(95 x 130)(195 x 62,5)	335



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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.

TAX NOT INCLUDED

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