



MEDIA INFORMATION 2017

Feder PescaMar

COVER PRICE	3,50 €
FREQUENCY	Monthly
ON SALE DATE	Normally the 21st of each month (subject to change)
MAGAZINE SIZE	220 x 297 mm
PRINTING METHOD	Offset (colour)

CIRCULATION

15,627 copies every month

AUDIENCIA

87,511

“The definitive magazine for enthusiasts of beach and coastal angling”

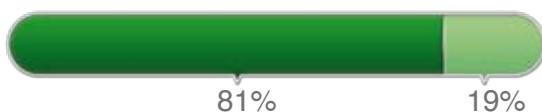


SOCIAL CLASS



Upper Upper-Middle Middle-Middle Others

READER PROFILE



Men Women

Source: Publisher's own data

OUR READERS

Readers of Pesca Mar are avid enthusiasts of catching sea species and buy the magazine looking for advice and practical help on how to become a better coastal angler along with a need to find out about the latest products on the market.

Our readers are core enthusiasts of coastal fishing and have a high propensity to spend money on their hobby.

EDITORIAL CONTENT

The editorial regularly covers coastal fishing techniques, latest news, latest reports plus new innovations in rods, tackle and bait. The magazine also carries more in-depth features on a wide range of specialist topics such as the marine environment and species biology. In every issue we test and review new products to help our readers in their buying decisions.



ADVERTISING RATES

DISPLAY ADVERTISING	Dimensions mm	€
Inside page	(220 x 297)	2,930
Outside Back Cover	(220 x 297)	3,955
Inside front cover	(220 x 297)	3,515
Inside back cover	(220 x 297)	3,225
Double Page Spread	(440 x 297)	5,385
Central Strip	(440 x 100)	2,110
1/2 Page	(220 x 148,5)	1,700
1/3 Page	(220 x 99)	1,175
1/4 Page	(220 x 74)	925

CLASSIFIED ADVERTISEMENTS	Dimensions mm	€
Full Page	(220 x 297)	1,030
1/2 Page	(195 x 130)	565
1/3 Page	(195 x 85)	380
1/4 Page	(195 x 62,5) (95 x 130)	300



Commercial Director:
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AGENCY COMMISSION: 10%

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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