



MEDIA INFORMATION 2012

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 
12,375 copies every month

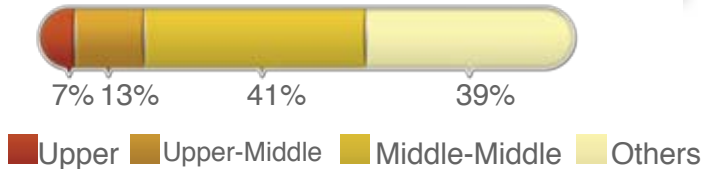
READERSHIP
165,000

Source: OJD July 10 - June 11

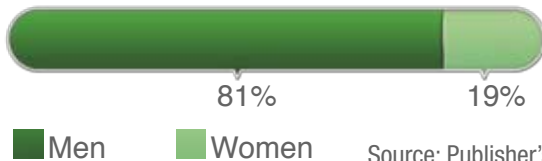


"The definitive magazine for enthusiasts of beach and coastal angling"

SOCIAL CLASS



READER PROFILE



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	£
Inside page	(220 x 297)	2,240
Outside Back Cover	(220 x 297)	3,030
Inside front cover	(220 x 297)	2,695
Inside back cover	(220 x 297)	2,470
Double Page Spread	(440 x 297)	4,130
Central Strip	(440 x 100)	1,615
1/2 Page	(220 x 148,5)	1,300
1/3 Page	(220 x 99)	895
1/4 Page	(220 x 74)	710

CLASSIFIED ADVERTISEMENTS	Dimensions	£
Full Page	(220 x 297)	775
1/2 Page	(195 x 130)	425
1/3 Page	(195 x 85)	285
1/4 Page	(195 x 62,5) (95 x 130)	225



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.