

Trout Fisher

ADVERTISING

Thank you for considering advertising with NZ's only dedicated trout fishing magazine.

There are 4 issues published per year. Sales vary seasonally, currently ranging from 2000-3000 copies per issue, winter to summer. Print returns are distributed to angling clubs, surgeries, hospitals, etc. There is also a digital version, which accounts for another 1000-odd sales per issue and goodness knows how many readers.

A typical reader is a 30-50 professional, probably male, and most likely a sight-orientated fly-fisher.

SINGLE PLACING RATES, EXCLUDING GST:-

Back Cover - \$1000

Inside Cover A3 Spread - \$1500

Inside Cover A4 Page - \$1000

Interior A3 Spread - \$750

Interior A4 Page - \$500

Interior Half A4 Page - \$250

Interior Quarter A4 Page - \$125

Interior Page Margin Banners, 5cm wide: vertical (29.7cm) - \$150;

horizontal (19cm) - \$100

Classifieds Text: \$1.00/word, plus \$50 for a horizontal photo or \$80 for vertical

GRAPHICS SPECIFICATIONS

RGB or CMYK, printer will rip;

Resolution: 300 dpi for greyscale; preferably 300 but 240dpi plus for colour.

CUT-OFF DATES, 2017

ISSUE 160, AUTUMN 2017: 20 JAN 2017

ISSUE 161, WINTER 2017: 20 APR 2017

ISSUE 162, SPRING 2017: 20 JUL 2017

ISSUE 163, SUMMER 2017/2018: 20 OCT 2017



FURTHER ENQUIRIES

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