

Trout Fisher

ADVERTISING

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

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 1100-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.

Peter Storey,
Publisher.

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 CYMK, printer will rip;
Resolution: 300 dpi for greyscale;
preferably 300 but 240dpi plus for colour.

CUT-OFF DATES, 2018/2019

ISSUE 166, SPRING 2018: 20 JUL 2018
ISSUE 167, SUMMER 2018/2019: 20 OCT 2018
ISSUE 168, AUTUMN 2019: 20 JAN 2019
ISSUE 165, WINTER 2019: 20 APR 2019



FURTHER ENQUIRIES

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