

2011 Media Kit & Advertising Information



TOURNAMENT FISHING TIMES

THE MAGAZINE FOR FISHING ENTHUSIASTS WHO LOVE TO COMPETE!
MIDWEST STATES, 3 TIMES PER YEAR



Published by:

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TOURNAMENT FISHING TIMES

ABOUT

TIMES is dedicated to promoting competitive tournament fishing in the upper Midwest. It is published 3 times a year – Spring, Summer and Fall/Winter. It is the only publication that targets all types of midwest tournaments and fishing events under one cover.

EASY-TO-READ AND WELL ORGANIZED

Unrivaled as a resource for Midwest tournament fishing, **TIMES** offers colorful and engaging editorial, tournament reports, photos and bios of winners, interviews with fishing pros, and schedules of upcoming tournaments. The magazine is designed with the fishing pro in mind.

REGULAR CONTENT

- Schedule of Upcoming Tournaments (Bass, Walleye and Musky)
- Featured Tournament in every issue
- Winner Photos and Profiles
- Tournament Tips
- “The One That Got Away” Reader-Contributed Tournament Stories
- Tournament Reports

TOURNAMENT COVERAGE



TARGETED AUDIENCE

TIMES is targeted to men and women who love to fish, who are looking for tournament industry news, schedules, reading entertainment, & destination information in tournament areas.

INDUSTRY GROWTH

CNN reports that *the Tournament Fishing industry growth is significant, equivalent to NASCAR*. Industry estimates state that the economic impact on communities for an average tournament are in the many thousands of dollars, representing fees, equipment, lodging, dining, shopping, etc).

CIRCULATION

A circulation of 30,000 is distributed free-of-charge throughout the coverage states to all who are interested in tournament fishing. Distribution includes sporting retail stores, sports, boat and RV shows, Convention and Visitor Bureaus, Chambers of Commerce, travel information centers, and specialized rack distribution services in venues with demonstrated high levels of fishing-related traffic (restaurants, hotels, truck stops, etc.).

TARGETED DISTRIBUTION

- 60% - Sports Retail Stores, Bait Shops, etc.
- 15% - Tournaments, Sports shows
- 10% - CVBs, Chambers of Commerce, and Travel Information Centers
- 15% - Rack Distribution

TIMES ONLINE

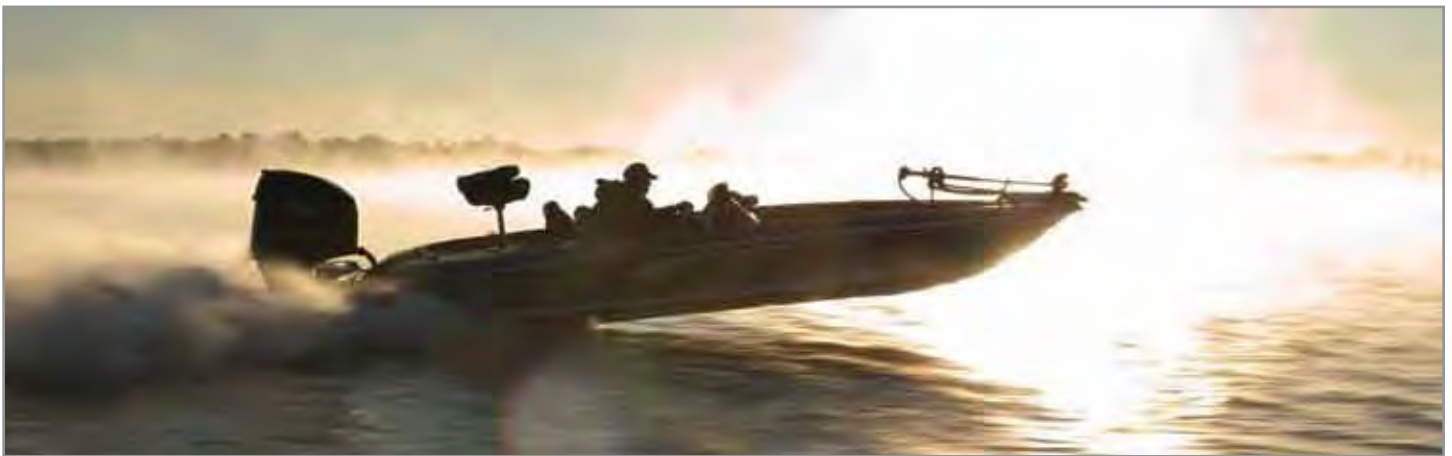
A great way to read the **TIMES** . . . on the web

Every issue of **TOURNAMENT FISHING TIMES** is uploaded to the internet for convenient worldwide, 24/7 access. Our marketing program includes harvesting email addresses of fishing enthusiasts and distributing the **TIMES ONLINE** via email to more than 40,000 fishing enthusiasts throughout the Midwest.

2011 DISPLAY ADVERTISING PACKAGE

PURCHASE OF ONE PREMIUM PLACEMENT OR STANDARD PLACEMENT DISPLAY ADVERTISEMENT INCLUDES:

- **Sales Leads** (Postage-paid reader response postcard)
- **Advertiser Index** for all non-tournament display advertisers
- **Web exposure** using the **TIMES ONLINE**
- **Digital Distribution** via e-mail "permission marketing"
- **Online Digital Magazine** with hot links directly to your website.
(Optional 20 second audio clip to further enhance your ad is also available. Ask for special pricing.)



2011 PUBLISHING SCHEDULE

Spring 2011

Sink Your Line into Summer Tournaments

Space Reservation.....March 1, 2011
Materials Deadline.....March 5, 2011
Distribution..... April 2011

Summer 2011

The Top 10 Midwest Tournaments

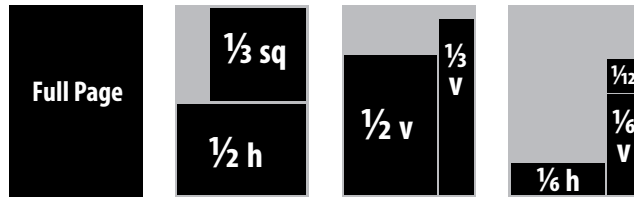
Space Reservation..... June 1, 2011
Materials Deadline..... June 5, 2011
Distribution..... July 2011

Fall/Winter 2011

Summer Recap & Ice Fishing Tournaments

Space Reservation.....October 3, 2011
Materials Deadline..... October 7, 2011
Distribution.....November 2011

2011 ADVERTISING RATES AND SIZES* FULL COLOR



Premium Placement	dimensions (width x height, inches)	1x	2x	3x
o Back Cover full bleed	8.25 x 10.75 trim size**	3740	3515	3304
o Inside Front Cover full bleed	8.25 x 10.75 trim size**	3523	3318	3127
o Inside Back Cover full bleed	8.25 x 10.75 trim size**	3047	2870	2705
o Page 3 full bleed	8.25 x 10.75 trim size**	3047	2870	2705
Standard Placement	dimensions (width x height, inches)	1x	2x	3x
o 2-Page Spread	2 full pages	5166	4853	4562
o Full Page full bleed	8.25 x 10.75 trim size**	2792	2623	2466
o Half Page horizontal	7.25 x 4.375	2080	1836	1726
o Half Page vertical	4.75 x 6.687	2080	1836	1726
o Third Page square	4.75 x 4.375	1296	1144	1075
o Third Page vertical	2.25 x 9	1296	1144	1075
o Sixth Page horizontal	4.75 x 2.0625	714	630	595
o Sixth Page vertical	2.25 x 4.375	714	630	595
o Twelfth Page	2.25 x 2.0625	452	412	375
Tournament Listing		1x	2x	3x
o 15-word Tournament Listing - FREE with purchase of Ad		0	0	0
o 15-word Tournament Listing - Standalone purchase		175	150	125
Additional Advertising Opportunities		1x	2x	3x
o Special Placement Request of Standard Display Ad		15%	15%	15%
o Audio clip (20 seconds, mp3 format, provided by advertiser)		300	300	300
o Online web site banner advertising:				
o PREMIUM BANNER on homepage			240 per year	
o PREMIUM BANNER on other webpages			180 per year	

*ALL RATES ARE NET, US DOLLARS - Submit display ads in PDF format (300 dpi, CMYK) for magazine. Request instructions for all other advertising. Send all ad materials to: info@tournamentfishingtimes.com.



TFT can host a tournament in your community for you..

The average fishing tournament can have an economic impact on a community of over \$70,000 to \$100,000

Call for details today! 877.832.7267