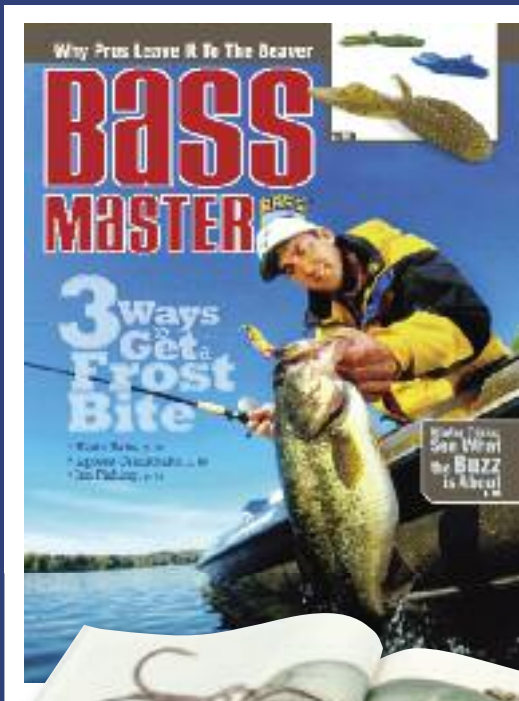


# ESPN OUTDOORS

## 2010 MAGAZINE PLANNING GUIDE







**Bassmaster Magazine** is an award-winning publication dedicated to providing practical information on how to catch more and bigger bass. That's exactly what America's most prominent bass fishing magazine has accomplished for 40 years. Readers look to Bassmaster to provide the latest "how-to," "where-to," and "when-to" editorial.

Published 11 times a year, Bassmaster magazine is an advertising investment that reels in a readership of 3.3 million anglers each month, and a paid circulation of 516,945. Covering topics from boats and kayaks to seasonal fishing tactics to garage projects for anglers, Bassmaster magazine is the go-to magazine for all that is bass fishing.

Bassmaster Magazine ranks as one of the highest publications in the country for ad recall. BASS is the largest freshwater fishing membership organization in the US.

Source: ABC Publisher's Statement, June 2009



### OUR READERS

- Fish 68 times per year
- Own an average of 16.9 rods and 17 reels
- Own 703,000 Boats
- 1,598,000 are Auto DIY'ers
- Spends \$1,521 on gear / yr
- 70% fish in tournaments
- Last year spent:
  - \$1.2 Billion on Clothing
  - \$2 Billion on Electronics
  - \$2 Billion on Home remodeling
  - \$558,447,000 on Home improvements/repairs
  - \$2 Billion on Cell Phones

Sources: 2008 MRI, 2009 Starch 2007 membership study



### ESPN Outdoors Saltwater Series Magazine

The insider's guide to everything about the ESPN Outdoors Saltwater Series, from tournament news to proven tips on catching redfish, striped bass, tarpon, sailfish, bonefish, permit and more!

Exclusive to Saltwater content, this publication is shipped to the coastal BASS membership of over 200,000.



### OUR READERS

- 9 Million Saltwater Fishing participants in the U.S.
- 85 Million angler days spent Saltwater fishing each year
- \$9 Billion a year anglers spend on their sport
- 73% took a vacation with the sole purpose being Outdoor Sporting Activity

Source: 2006 U.S. Fish and Wildlife service surveys of Fishing, Hunting and Wildlife-Associated Recreation



**BASS Times** is a monthly publication designed for the most avid bass anglers in America. With a circulation of 110,000 and a readership of 250,000, BASS Times covers the multi-faceted sport of bass fishing from the inside out – from legislation to conservation to competition.

Produced by an award-winning team of outdoor journalists, BASS Times is packed with news and information for serious bass anglers. The perfect complement to Bassmaster Magazine, BASS Times goes beyond the basics to improve fishing success. Every month, readers enjoy regular features like in-depth Tournament Coverage, Conservation, Tips from the Tournament Pros, Bass Biology, New Products, BASS across the Nation and BASS Federation Nation.

#### OUR READERS

- Fish 70 days per year
- 85% Own a boat
- 98% Trailer a boat when fishing
- 82% Own an outboard motor
- 44% Own a trolling motor
- 96% Own electronic boating/fishing equipment
- 97% Own current fishing license
  - 80% Take out-of-state fishing trips
  - 92 Take vacations where fishing opportunities are available
  - Spend an average of \$1,700 annually on fishing equipment

*Source: 2007 BASS Member study*



**Fishing Tackle Retailer** is the fishing tackle industry's only business-to-business publication. Published 11 times a year, Fishing Tackle Retailer is available free only to qualified retailers, manufacturers, wholesalers, manufacturers representatives and other marketers of fishing tackle and related sportfishing products and services.

The editorial focus is on retailers, providing industry statistics, market and sales trend analysis, new product reviews, profiles of successful retailers, merchandising tips and tactics and industry news.

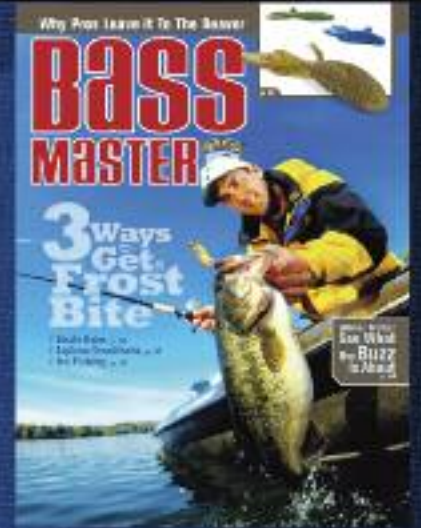
#### ADVERTISING BENEFITS

- The only trade magazine serving the fishing tackle industry in the US.
- Provides retailers with market trends, new product information and tips to increase product turns
- Provides the opportunity for manufacturers to present multiple SKU's to buyers and more detailed information than reps have time to supply
  - Helps manufacturer and reps' sales force sell to retailers
  - Helps increase distribution
  - Makes consumer advertising more effective





**ESPN  
OUTDOORS**



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