

THE BUSINESS MAGAZINE OF THE SPORTFISHING INDUSTRY

FTR

Fishing Tackle Retailer 

Fishing Tackle Retailer[®], published 11 times a year (combining the May/June issues) is the sportfishing industry's only national trade magazine. FTR serves over 16,000 retailers, wholesalers, and manufacturers of fishing tackle and accessories used by sport fishermen. It is used each year by hundreds of industry marketers to help move merchandise from warehouses to the retailer shelves. FTR is the Hotline to the Pipeline.

FTR's leadership position in this industry has been developed through substantial investment in editorial content to build an avid readership over the past 28 years. Month after month, FTR provides the nation's retailers of fishing equipment and related products valuable information on how to manage their business, sales and profit, and increase store traffic.



THE POWER OF TRADE ADVERTISING

- **Shelf Space** - You can't sell the consumer until you first sell the trade.
- **Help Sales Force Sell Key Retailers** - Manufacturer and wholesaler sales personnel will benefit from sales leads, increased product knowledge and brand awareness generated by trade advertising.
- **Strengthens Link to the Consumer** - FTR readers are the people who interface daily with the huge army of millions of consumer anglers in the retail stores.
- **Tells Complete Sales Story Exactly As You Want It** - Salesmen never deliver the sales story exactly the same way. Sometimes they are not allowed to complete their pitch due to a buyer's busy schedule. A trade ad tells the story exactly as you want it and in as much detail as you want.
- **Marts Decreasing Shelf Space** - SKU's in tackle have been substantially reduced with several volume accounts. Greater distribution penetration is essential to survive in this competitive marketplace.
- **#1 Dealer Complaint** - "Can't get items my customers ask for." – Wholesalers often don't carry complete lines or thousands of products that consumers want. However, trade ads can open up distribution by showing the distributor the value of a particular product line.
- **Trade Advertising Makes Consumer Advertising Much More Effective** - Research conclusively proves that the most successful marketing plans use both consumer and trade advertising.
- Influences purchasing decisions of **NEW** retailers.

ADVERTISING RATES

SIZE	B/W	2-COLOR	4-COLOR
Spread Page	\$7,712	\$8,915	\$11,697
Spread 1/2 Page	\$4,263	\$5,345	\$7,030
Full Page	\$3,927	\$4,904	\$6,237
2/3 Page	\$3,019	\$3,854	\$4,967
1/2 Page	\$2,242	\$2,893	\$3,743
1/3 Page	\$1,754	\$2,200	\$2,798
1/4 Page	\$1,171	\$1,517	\$1,969
1/6 Page	\$908	\$1,145	\$1,449
1/6 Page Angler Product	-	-	\$536

Cover Rates	
Cover 2 Spread	\$13,335
Cover 3	\$6,405
Cover 4	\$7,786

Frequency Discounts	
3 Times	5%
6 Times	9%
11 Times	14%

SPECIAL ADVERTISING OPPORTUNITIES TARGETING A SPECIFIC INDUSTRY

FIXED FORMAT ANGLER PRODUCT ADVERTISING

One-sixth page 4-color fixed format Angler Product advertising is available in every issue of FTR.

The cost is only \$536 per ad and includes production. Programs of 1/3 page or more receive a free angler product ad with each insertion.

INSERTS

Postcards	\$3,381
2 Page	\$4,520
4 Page	\$6,174
6 Page	\$6,788
8 Page	\$8,915
12 Page	\$9,550
16 Page	\$12,332

Polybag Inserts
 Minimum quantity:
 5,000 names.
 Rates upon request.

CLASSIFIED ADVERTISING

\$50.00 / column inch for B/W
 \$80.00 / column inch for 4-Color
 One column inch = 2.25"; Two column inch = 4.625"
 Frequency discounts are available.

READER SERVICE ACTION CARD ADVERTISING

The Reader Service Action Card delivers a quick response from the distribution system. Responses from qualified buyers can number into the hundreds. It's a great way to offer Special Promotions, In-Store Display Elements, New Products, Close-Outs and more. The cost is only \$1,202 for black and white or \$2,152 for 4-color. Both prices include printing. Call for more details.

AD SPECIFICATIONS

Trim Size: 7 7/8" x 10 1/2" Perfect Bound Inserts jog to the foot

Non-Bleed Ad Size

Bleed Ad Sizes

Ad Size	Width x Depth	Ad Size	Width x Depth
Full Page Spread	14 3/4" x 9 3/4"	1/3 Page Horizontal	7" x 3 1/4"
Full Page	7" x 9 3/4"	1/3 Page Square	4 5/8" x 4 7/8"
2/3 Page	4 5/8" x 9 3/4"	1/4 Page Horizontal	7" x 2 3/8"
1/2 Page	4 5/8" x 7 3/8"	1/4 Page Square	3 3/8" x 4 7/8"
1/2 Page Horizontal Spread	14 3/4" x 4 7/8"	1/6 Page Horizontal	4 5/8" x 2 1/2"
1/2 Page Horizontal	7" x 4 7/8"	1/6 Page Vertical	2 1/8" x 4 7/8"
1/3 Page Vertical	2 1/8" x 9 3/4"	1/6 Page Square	3 3/8" x 3 1/4"

Ad Size	(Live) Safe Size	Trim Size	Bleed Size
Full Page Spread	15 1/2" x 10 1/4"	15 3/4" x 10 1/2"	16" x 10 3/4"
Full Page	7 5/8" x 10 1/4"	7 7/8" x 10 1/2"	8 1/8" x 10 3/4"
1/2 Page Horizontal Spread	15 1/2" x 5 1/8"	15 3/4" x 5 3/8"	16" x 5 1/2"
1/2 Page Horizontal	7 5/8" x 5 1/8"	7 7/8" x 5 3/8"	8 1/8" x 5 1/2"
1/3 Page Vertical	2 3/8" x 10 1/4"	2 5/8" x 10 1/2"	2 3/4" x 10 3/4"

Ship To: BASS Publications
 200 Celebration Place, Suite 900
 Celebration, FL 34747
 ATTN: Torrance Johnson
 Phone: (407) 566-2418
 Fax: (407) 566-2072

DIGITAL AD GUIDELINES

- CMYK - Print resolution (300 dpi @ 100% of print size) PDF - with all fonts embedded. All professional layout software such as: InDesign or QuarkExpress has the capability of exporting or saving as a PDF.
- Please send print quality PDFs only.
- If sending ad material by courier, please send a print quality PDF and a proof with crop marks.
- If sending ad material to the FTP site, please clearly label the file as to who the advertiser is and which publication the ad is intended to run.

ADVERTISING DUE DATES

	January 2008	February 2008	March 2008	April 2008	May/June 2008	July 2008	August 2008	Sept 2008	October 2008	Nov 2008	Dec 2008
Advertising Closing/ Ad List Due	11/29/07	12/31/07	02/01/08	03/05/08	04/10/08	05/27/08	07/07/08	08/05/08	09/03/08	10/06/08	10/30/08
Final Ad Material Due	12/06/07	01/08/08	02/08/08	03/12/08	04/17/08	06/03/08	07/14/08	08/12/08	09/10/08	10/13/08	11/06/08
Inserts Due At Printer	12/21/07	01/23/08	02/21/08	03/24/08	04/29/08	06/19/08	07/24/08	08/22/08	09/22/08	10/23/08	11/20/08

2008 EDITORIAL FEATURES

JANUARY	FEBRUARY	MARCH	APRIL	MAY/JUNE	JULY
-New Accessories	-Bassmaster Classic -New Eyewear	-Bass Fishing -New Apparel -New Footwear	-Soft Bait Market/ Angler Participation	-Terminal Tackle	-ICAST Sneak Peak - innovative products
AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
-Fly Fishing Marketplace	-Ice Fishing, New Lures for '09 -New Terminal Tackle, New Tackle Storage	-New Rods & Reels -New Lines for '09	-Saltwater Market Fly Products -Latest saltwater lures	-Annual Buyer's Guide -Latest Trolling Motors -Electronics	

FOR MORE INFORMATION

PLEASE CONTACT YOUR SALES REPRESENTATIVE

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Director of Advertising

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Matt Connell
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Small Space/Classified

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