

BASS MEMBER SUBSCRIBER PROFILE:

➔ MEET THE BASS MEMBER

- BASS Members fish an average of 52.1 times per year – that’s 3 times more than the average angler.
- BASS Members spend an average of \$2,047 annually on fishing tackle and related items – that’s 2 – 1/2 times more than the average freshwater angler.

Source: 2003/04 BASS Member Study.

➔ DEMOGRAPHICS

Median Age	38
Male	98%
Married	74%
Attended or Graduated College	66%
Average Annual HHI	\$64,800
Children < 18 present in HH	32%

➔ BOATS & BOATING ACTIVITY

Own a boat	91%
Trailer a boat when fishing	85%
Own an outboard motor	88%
Own a trolling motor	91%
Average gallons of 2-cycle motor oil bought annually	3.7
Own electronic boating/fishing equipment	86%
Own a truck	90%

➔ FISHING TACKLE

Average number of rods owned	10.9
Average number of reels owned	11.0
Average number of spools of line purchased annually	5.0

BASSMASTER READER SUBSCRIBER PROFILE:

➔ BASSMASTER READERS AS NON-ENDEMIC CONSUMERS

- Bassmaster readers exhibit a considerable interest in advertised products, and are also avid automotive and home DIY-ers, truck owners, snack food consumers, patrons of quick-service restaurants, smokers and beer consumers.
- The passion for fishing delivers an attentive, involved reader. Among 23 men’s magazines, Bassmaster ranks in the top 2 in each of these key attentiveness categories: Read 4 out of 4 issues – Rates magazine as “One of my favorites” – Average time spent reading – Have considerable interest in advertising.

*23 men’s magazines include Automobile, Car & Driver, Ducks Unlimited, ESPN The Magazine, Field & Stream, Game & Fish, Golf Digest, Golf Magazine, Guns & Ammo, Maxim, Men’s Health, North American Fisherman, Outdoor Life, Outside, Playboy, Popular Mechanics, Popular Science, Road & Track, Sports Illustrated, Stuff, Tennis, This Old House.

➔ BASSMASTER MAGAZINE AUDIENCE PROFILE

Male	80%
Age 25-54	65%
Average Age	41
Average Annual HHI	\$61,966
Married	62%
1+ Child Present in HH	46%
Own Home	72%
Central City Resident	27%
Suburban Resident	38%
Rural Resident	35%

Source: 2006 MRI Doublebase