

ABOUT FISHING TACKLE RETAILER:

⇒ **FISHING TACKLE RETAILER® -
CHAMPION OF INDEPENDENT RETAILERS
AND THE ENTIRE DISTRIBUTION SYSTEM**

- *FTR* is a national trade magazine, covering the entire distribution system, and all major markets within the fishing industry including bass, walleye, salmon, catfish, saltwater fishing, fly fishing, ice fishing and more. The circulation is of the highest quality, proven through *FTR*'s BPA Audit Statement. *FTR*'s readership includes independent fishing tackle retailers, buyers and store managers of high volume discount chains and buyers working for catalogue houses, marine dealers & hardware store chains as well as manufacturers and distributors of fishing tackle.

