

# About Bassmaster Magazine



**Bassmaster® Magazine**, including the annual **ProGuide**, is published 11x per year. Each issue is dedicated to giving its Members specifically what they ask for – practical information on how to catch more bass. That's exactly what America's most prominent bass fishing magazine has accomplished for 40 years. "How-to," "where-to," and "when-to" editorial featuring the latest techniques, tackle, boats, motors and tournament results direct from the nation's most respected outdoor writers and professional anglers. The ProGuide, published at the beginning of February, previews the Bassmaster Classic, Elites, Opens and Women's Tour. It is sent to our full circulation of 541,000 plus an additional 75,000 are distributed at the aforementioned events which take place from February through October.

Bassmaster Magazine is an unbeatable advertising opportunity for you to reach 3.5 million avid sportsmen.

## **Bassmaster® Magazine and the BASS® Member**

Bassmaster Magazine's targeted market is the most clearly identified fishing group in America. BASS Members are the pacesetters of the freshwater fishing industry and the leaders in the purchasing power and use of the latest equipment, products and services available on the market.

Along with receiving Bassmaster Magazine all BASS Members are eligible to fish with professional fishermen on the Bassmaster® Tournament Trail, receive free tackle and gear when they renew their memberships, get protection against theft for their boats, and much more. Simply put, this is the one market unmatched by any other bass fishing magazine or organization.

## **Bassmaster® Magazine – An Advertising Investment That Reels In The Right Readers**

With Bassmaster you'll reach 3.5 million readers per month.\* Bassmaster subscribers are located in every state of the nation as well as abroad. Advertisers have the option to run their ads nationally or regionally. Ads are surrounded with extensive and engaging editorial coverage.

*\*Source: MRI Magazine Audience Estimates Spring 2007: Audit Bureau of Circulations 06/30/07.*



# B.A.S.S. Member Profile



- BASS Members fish an average of 68 times per year – that's 4 times more than the average angler.
- BASS Members spend an average of \$1,521 annually on fishing tackle and related items and \$1,280 on fishing trips (\$2,801 total) – that's 2 – ½ times more than the average freshwater angler.

## **DEMOGRAPHICS**

Median Age: 46

98% Male

79% Married

81% Attended or Graduated College

Average Annual HHI: \$88,279

Children < 18 present in HH: 44%

## **BOATS & BOATING**

Own a boat: 86%

Trailer a boat when fishing: 97%

Own an outboard motor: 87%

Own a trolling motor: 43%

Average gallons of 2-cycle motor oil bought annually: 7.3

Own electronic boating/fishing equipment: 96%

## **FISHING TACKLE**

16.9: Average number of rods owned.

17: Average number of reels owned.

8.7: Average number of spools of line purchased annually.

11: Average packages of Fishing Hooks purchased annually.

-Source: 2007 BASS Member Study.

## **VEHICLE ACTIVITY**

Own a truck or SUV: 93%

Own 4-Wheel Drive Truck or SUV: 67%

Own ATV: 18%

Own Camper or RV: 14%

Auto DIY'ers: 90%



# Bassmaster Magazine Reader 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, Field & Stream, Game & Fish, Golf Digest, Golf Magazine, Guns & Ammo, Maxim, Men's Health, Men's Journal, North American Fisherman, Outdoor Life, Outside, Playboy, Popular Mechanics, Popular Science, Road & Track, Sports Illustrated, Stuff, Tennis, This Old House.

-Source: 2007 MRI.

## **BASSMASTER MAGAZINE AUDIENCE PROFILE**

82% Male

62% A25-54

Average Age - 42

Average Annual HHI - \$62,392

63% Married

43% 1+ child present in HH

74% Own home

23% A County

28% B County

18% C County

31% D County

- Source: 2007 MRI.



ESPN