

# **HOOSIER ANGLER MAGAZINE**



**INDIANA'S PREMIER  
FISHING PUBLICATION**

**2012**

**MEDIA KIT**

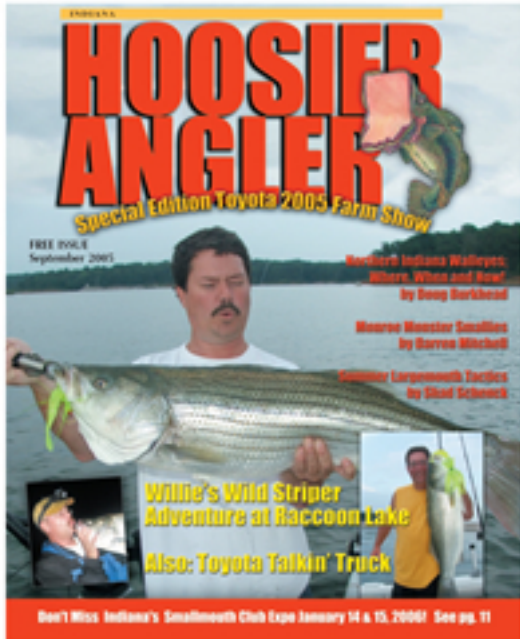
**Bringing Indiana Fisherman the  
latest fishing news:**

**In print**

**Online**

**Email**

## About Hoosier Angler



Hoosier Angler Magazine is the magazine Indiana Fishermen turn to every day. In print, online and email communication to a target audience of approximately 1 million\* casual, dedicated and professional fishermen and guides.

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## Indiana Fishing Facts



\*More than 1 million Indiana residents fish (includes license holders, juniors and seniors)

-- *Indiana Department of Natural Resources*

More than 700 million dollars is spent annually on fishing equipment & tackle in Indiana

-- *Indiana Department of Natural Resources*

More people fish than play golf and tennis combined

More than 50 Tournament Circuits in Indiana

### Typical Indiana Fishing Magazine Reader Profile:

- Men 97%
- Median Age 45.2
- Children in Household 27%
- Married 85%
- Average Household Income \$87,700
- Attended College or trade school 57%

#### What Do Readers Drive?

- 59% own Pickup Truck
- 52% Own Sport Utility Vehicles

#### What Do the Readers Do For A Living?

- Management 17%
  - Professional 14%
  - Tradesman/Craftsman 55%
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- \$693 was the average amount spent on Fishing gear
  - 73% bought gear from a Sporting Goods Store or retail merchant
  - 40% bought gear mail order or on the internet

This league of consumers is typically brand loyal.

**\$79**  
**1/8 Page Ad**  
**Exhibitor Section**

# INDIANA IS HOME OF

**Lake Webster  
Ranked in the Top 5  
Muskie Lakes in the World**



**Raccoon Lake  
Trophy Striped Bass (Stripers)**



**Lake Monroe  
Trophy Hybrid Striped Bass (Wipers)**



**Trophy Great Lakes and  
River Smallmouth**



**Trophy Largemouth Bass**



**Trophy Crappie**



**Trophy Northern  
Indiana Steelhead**



**Trophy River and Lake  
Carp (Carposaurus!)**



## 2012 Indianapolis Boat, Sport & Travel Show Edition



More info: [www.indianapolisboatsportandtravelshow.com](http://www.indianapolisboatsportandtravelshow.com)

*20,000 Copies Distributed In a 10 day event at the beginning of fishing season: February 17-26, 2012*

The 3<sup>rd</sup> largest Outdoor show in the US.

*Jump Start your 2012 Marketing Campaign*

*Get your company in front of 180,000 “frothing-at-the-mouth” fishermen looking for new products and services for 2012.*

	<p><b>AD TYPE SIZE 1X</b></p> <p>Front Cover 5" X 5 5/8" \$999*</p> <p>Back Cover 4/C \$999*</p> <p>Inside Front Cover 4/C \$899*</p> <p>Full Page 4/C \$599*</p> <p>1/2 Page 4/C 10.364 X6.5 \$299*</p> <p>1/4 Page 4/C 5" x 5 5/8" \$175*</p> <p>1/8 Page 4/C 5" x 2 3/8" \$ 99*</p> <p>Mention on Front Cover of Directory 2.5" x 1" \$250*</p>	<p>*Payment is due prior</p> <p><b>Ad Deadline: 12-31-2011</b></p> <p>Visa/MasterCard/Amex</p>
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## 2012BSTS Sponsorship Package

### EXCLUSIVE BOOTH AND CO-BRANDING SPONSORSHIP

#### Gold Sponsorship Package

\$2,500

Includes:

- 36" x 24" Customer Supplied Banner and Your Brochures/BCs Placed in our booth
- Front Cover 5" X 5 5/8"
- 2 (2) Full Pages of Content: Color Ads / Articles
- Full Page Back Cover Ad
- Dominant Top Banner Ad Position on Website and up to 3000 PPC per Year with Option to Renew
- Dominant Top Banner Ad Position on eNewsletter
- One of your company's Representatives in our booth for 10 days
- Gold Sponsorship Logo Included on all Advertising Campaigns

#### Silver Sponsorship Package

(1 sponsor per industry or product type)

\$ 1,500

Includes:

- 18" x 12" Customer Supplied Banner and Your Brochures/BCs Placed in our booth
- Mention on Front Cover 2.5" x 1"
- 1 - Full Page Color Ad
- Half Page Product Review or Article About Your company
- Secondary Banner Ad Position on Website and up to 2000 PPC
- Secondary Banner Ad Position on eNewsletter
- Silver Sponsorship Logo Included on all Advertising Campaigns

**Distribution Sponsorship Package**

(1 sponsor per industry or product type)

\$ 1,500

Includes:

- Distribute Hoosier Angler Magazine in your retail locations
- Custom Promotional Marketing Plan developed to deliver your message to Indiana Fishermen
- 18" x 12" Customer Supplied Banner and Your Brochures/BCs Placed in our booth
- Mention on Front Cover 2.5" x 1"
- 1 - Full Page Color Ad
- Half Page Product Review or Article About Your company
- Secondary Banner Ad Position on Website and up to 2000 PPC
- Secondary Banner Ad Position on eNewsletter
- Silver Sponsorship Logo Included on all Advertising Campaigns