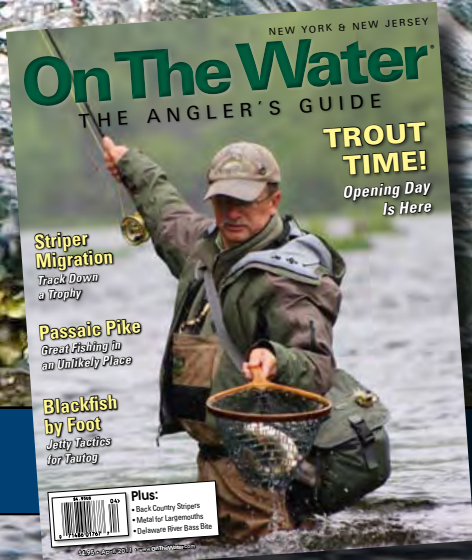


On The Water

THE ANGLER'S GUIDE

2012 MAGAZINE ADVERTISING RATES

- NEW ENGLAND EDITION
- NEW YORK & NEW JERSEY EDITION



ADVERTISING RATES • AD SPECS • TESTIMONIALS

NEW ENGLAND EDITION

On The Water's editorial focus is totally about New England. Targeting the avid fisherman who enjoys both inshore and offshore action, only **On The Water** offers access to this market of passionate and affluent fishermen. Covering both fresh and saltwater fishing in feature articles and columns which are both instructional and entertaining. For more than 15 years, **On The Water** has had a loyal following of readers throughout New England.



2012 NET ADVERTISING RATES

COVERS and PAGE 3 (Four Color Only)

Full Pages	1x	3x	7x	12x
Inside Front	\$4,053	\$3,675	\$3,368	\$3,054
Page 3	\$3,833	\$3,449	\$3,105	\$2,714
Inside Back	\$3,859	\$3,497	\$3,208	\$2,884
Back Cover	\$4,258	\$4,001	\$3,718	\$3,394

FOUR COLOR

Ad Size	1x	3x	7x	12x
Full Page	\$2,891	\$2,582	\$2,280	\$1,938
3/4 Page	\$2,265	\$2,030	\$1,766	\$1,566
2/3 Page	\$2,035	\$1,869	\$1,800	\$1,444
1/2 Page	\$1,595	\$1,462	\$1,275	\$1,125
1/3 Page	\$1,200	\$1,065	\$972	\$850
1/4 Page	\$910	\$857	\$777	\$715
1/6 Page	\$766	\$697	\$645	\$588
1/8 Page	\$648	\$612	\$557	\$498

Black & White ads subtract \$225 from the color price. Spot color ads subtract \$100 from the color price.

NEW YORK/NEW JERSEY EDITION

On The Water's success in New England led to a calling for a separate edition of the magazine for anglers in New York and New Jersey. Now in it's fourth year, The NY & NJ Edition of **On The Water** has been embraced by local fishermen, and it's reach has expanded dramatically. **On The Water's** format of local coverage, how-to information and regular columns give fishermen in NY & NJ more practical and highly readable information than they can find anywhere else. *For black & white ads, subtract \$175 from the color price. For spot color ads, subtract \$75 from the color price.*



2012 NET ADVERTISING RATES

COVERS and PAGE 3 (Four Color Only)

Full Pages	1x	3x	7x	12x
Inside Front	\$2,966	\$2,688	\$2,462	\$2,230
Page 3	\$2,804	\$2,525	\$2,271	\$1,983
Inside Back	\$2,825	\$2,557	\$2,348	\$2,106
Back Cover	\$3,113	\$2,924	\$2,719	\$2,482

FOUR COLOR

Ad Size	1x	3x	7x	12x
Full Page	\$2,074	\$1,848	\$1,633	\$1,391
3/4 Page	\$1,628	\$1,454	\$1,293	\$1,123
2/3 Page	\$1,460	\$1,339	\$1,164	\$1,035
1/2 Page	\$1,145	\$1,045	\$917	\$809
1/3 Page	\$856	\$761	\$695	\$608
1/4 Page	\$651	\$614	\$556	\$515
1/6 Page	\$546	\$499	\$464	\$422
1/8 Page	\$462	\$436	\$397	\$361

2012 SPECIAL EDITION

Our most popular issue of the year is enjoyed by nearly 250,000 anglers from January to September at over 30 sportsman, fishing and boating shows, in addition to our loyal subscribers and newsstand customers. The **SPECIAL EDITION** is packed with bonus features and columns geared to help prepare anglers for a successful year of incredible fishing and boating. By simply applying 20% to any of the regular monthly rates, advertisers will receive 2x the circulation of any other On The Water issue we publish. Don't miss the **2012 SPECIAL EDITION**, our greatest marketing vehicle for any outdoor business looking to grow their market share for the coming year.

CLASSIFIEDS

\$25 for up to 30 words per issue and 50 cents for each additional word. Photos up to 1.5" high are an additional \$25. Classifieds (copy only) will appear during month of cover date on **OnTheWater.com**. Deadline is the first of month prior to cover date. Classifieds must be prepaid.

COMBINATION RATES

20% discount will apply off the New York/New Jersey edition when the exact same add appears in both publications. *(does not apply on the Special Edition)*

CLOSING DATES & DEADLINES

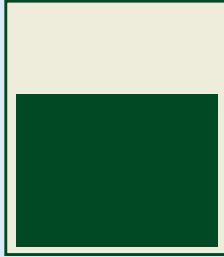
ISSUE	SPACE CLOSE DATE	MATERIAL DUE DATE	ON-SALE DATE
JAN/SPED	11/22/11	11/29/11	12/27/11
FEB	12/20/11	12/27/11	1/24/12
MAR	1/24/12	1/31/12	2/21/12
APR	2/21/12	2/28/12	3/28/12
MAY	3/21/12	3/28/12	4/25/12
JUNE	4/18/12	4/25/12	5/23/12
JULY	5/23/12	5/30/12	6/27/12
AUG	6/20/12	6/27/12	7/25/12
SEPT	7/18/12	7/25/12	8/22/12
OCT	8/22/12	8/29/12	9/26/12
NOV	9/19/12	9/26/12	10/24/12
DEC	10/24/12	10/31/12	11/21/12

Note: all deadlines and dates are subject to change

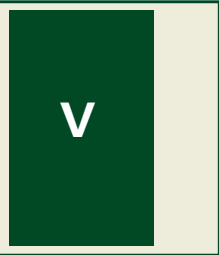
AD SIZES & SHAPES

FULL BLEED
AVAILABLE
Trim size:
10" x 12-1/2"
Bleed size:
11" x 13-1/2"
Keep live matter
1/2" inside trim.

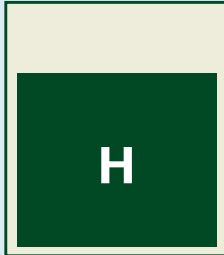
FULL PAGE
9" x 11.625"



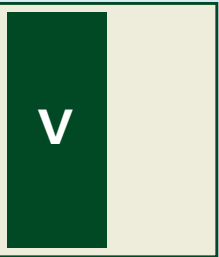
2/3 PAGE
9" x 7.7"



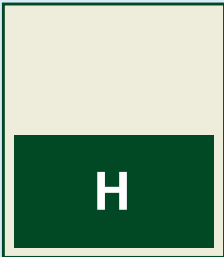
**3/4 PAGE
VERTICAL**
6.7" x 11.625"



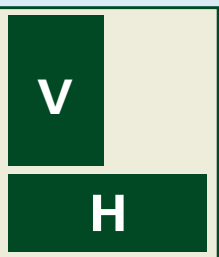
**3/4 PAGE
HORIZONTAL**
9" x 8.6"



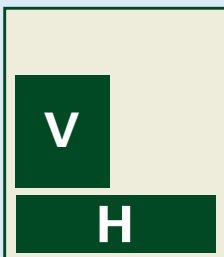
**1/2 PAGE
VERTICAL**
4.41" x 11.625"



**1/2 PAGE
HORIZONTAL**
9" x 5.72"



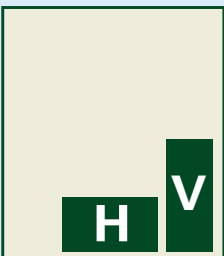
1/3 PAGE
vertical 4.41" x 7.7"
horizontal 9" x 3.75"



1/4 PAGE
vertical 4.41" x 5.72"
horizontal 9" x 2.8"
column 2.1" x 11.625"



1/6 PAGE
vertical 2.1" x 7.7"
horiz. 4.41" x 3.75"



1/8 PAGE
vertical 2.1" x 5.72"
horizontal 4.41" x 2.8"

1/16 PAGE
2.1" x 2.8"

ADVERTISING TERMS AND COPY REGULATIONS:

- All advertising is accepted subject to the advertiser's strict adherence to credit terms. Advertisers will be required to make application for credit and may be required to pay in advance until such time as credit has been established.

- Advertisers and agency shall be jointly and severally liable for such monies as are due and payable to **On The Water** for advertising ordered by the agency.

- All advertising ordered may be edited or rejected at the discretion of the publisher.

- Invoices for advertising are due and payable upon receipt. Bills are considered overdue 30 days from the date of billing and a service charge of 1.5% per month (18% per year) will be levied.

- If a typographical error occurs that seriously alters the intent and meaning of an ad and is clearly the fault of **On The Water**, a letter of correction will be issued to the advertiser and credit or a reprint will be given for that portion of the ad in error.

On The Water's liability for damages resulting from errors in any advertising that it publishes, or from its failure to publish, shall be limited to the amount actually received by the publisher in consideration for its agreement to publish the advertisement in question. **On The Water** shall not be responsible for any consequential damages suffered by any party.

- Advertisers assume sole responsibility for advertisements and indemnify **On The Water** against any loss, liability or expense resulting from publication of the advertisements.

- All requests for process color are accepted with the understanding that color shades may vary slightly due to restrictions outside of the control of the publisher.

- The publisher is not responsible for camera ready ads supplied by the customer that do not reproduce properly in the magazine.

CANCELLATIONS:

Cancellations must be in writing and received by the publisher prior to the ad closing date.

FREQUENCY DISCOUNTS & CREDIT POLICY:

Frequency discounts are based on the number of ads run in a contract year. A contract year may start at any time. *In order to earn a frequency discount, the advertiser must sign an advertising contract in advance and the account must remain current to receive a contract discount. Current is 30 days paid in full from invoice date.* Advertisers with a balance of 60 days or more will be unable to advertise without prepayment and 10% of entire past due bill. Contracts will be reviewed to determine if the terms of the agreement were fulfilled. Advertisers who increase their frequency during the contract year will receive an advertising credit based on the new earned rate. Advertisers who do not fulfill their contract will be billed the difference between the rate earned and the contract rate.

COMMISSION TERMS:

All display and classified rates published are net (non-commissionable) and are discounted according to size and frequency. Agencies may elect to be billed at the commissionable rate of 15% above net published rates.

POSITION REQUEST:

Ads are accepted without guarantees of position or placement. Specific position requests will be honored as available and will carry an additional 25% charge above display rate.

MECHANICAL SPECIFICATIONS:

On The Water covers are all four color, printing sheetfed, 150-line screen.

All other ads use 100-line screen.

Trim size: 10" x 12-1/2"
Bleed size (full pages only) 11" x 13-1/2"
Keep live matter 1/2" inside trim.

DIGITAL SUBMISSION OF ADS:

PDF files are recommended. We can also accept files created in InDesign, Adobe Illustrator or Adobe Photoshop on CDs or ZIP. Include on disk or with file, all embedded graphics and fonts used in the advertisement. Include a hard copy of your file in order to help us ensure that the file prints out correctly. All Scans should be at least 250 dpi at actual size.

email ads (under 10MB) to: ads@onthewater.com

FTP: Large files can be uploaded to our ftp site: ftp.onthewater.com

USER ID: otwftpt

PASSWORD: bonefish

Please place files in the "incoming ads" folder Ads may also be sent on CD or DVD to: our Falmouth, MA office.

On The Water

35 Technology Park Dr., E. Falmouth, MA 02536

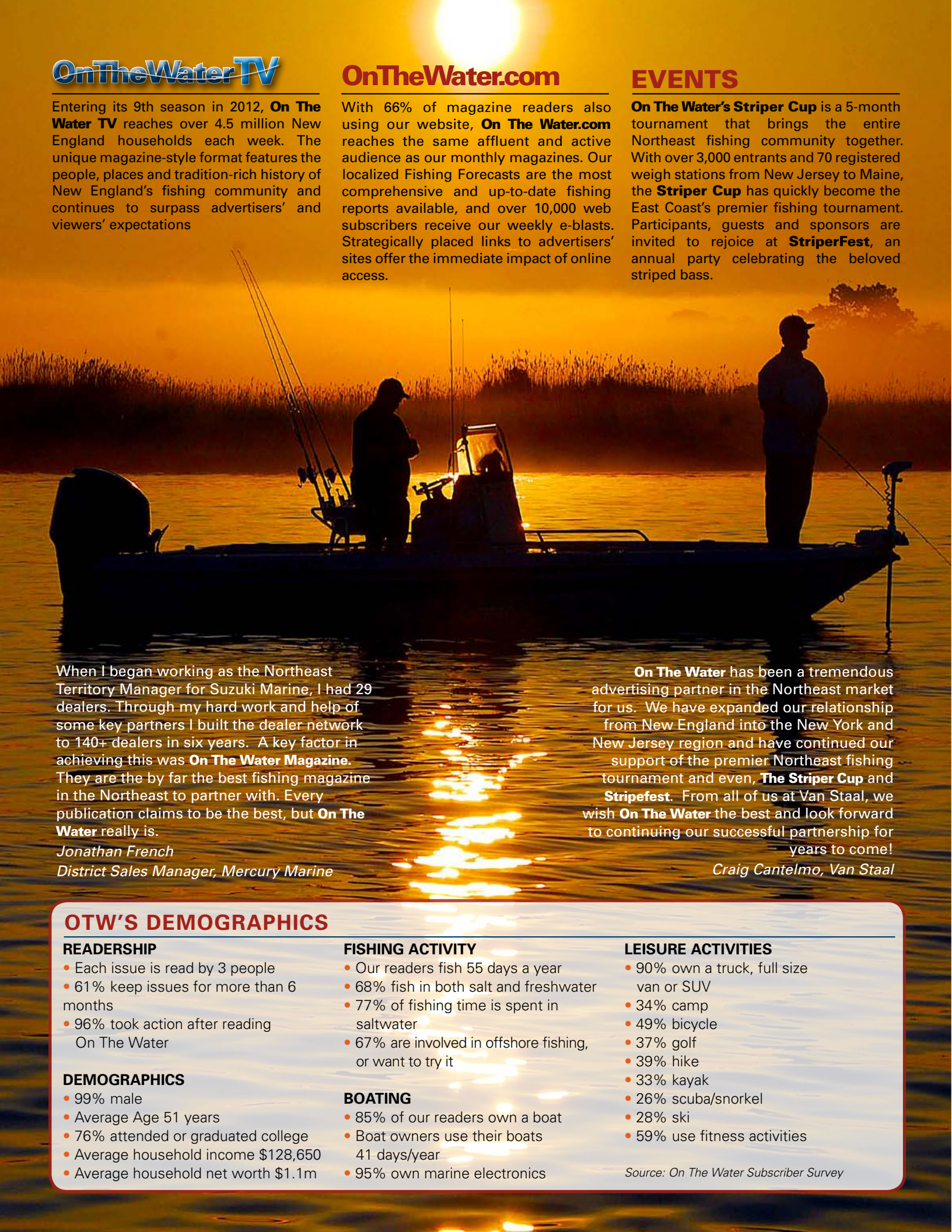
1-800-614-3000 Fax: 508-299-8386

www.OnTheWater.com

Entering its 9th season in 2012, **On The Water TV** reaches over 4.5 million New England households each week. The unique magazine-style format features the people, places and tradition-rich history of New England's fishing community and continues to surpass advertisers' and viewers' expectations

With 66% of magazine readers also using our website, **On The Water.com** reaches the same affluent and active audience as our monthly magazines. Our localized Fishing Forecasts are the most comprehensive and up-to-date fishing reports available, and over 10,000 web subscribers receive our weekly e-blasts. Strategically placed links to advertisers' sites offer the immediate impact of online access.

On The Water's Striper Cup is a 5-month tournament that brings the entire Northeast fishing community together. With over 3,000 entrants and 70 registered weigh stations from New Jersey to Maine, the **Striper Cup** has quickly become the East Coast's premier fishing tournament. Participants, guests and sponsors are invited to rejoice at **StriperFest**, an annual party celebrating the beloved striped bass.



When I began working as the Northeast Territory Manager for Suzuki Marine, I had 29 dealers. Through my hard work and help of some key partners I built the dealer network to 140+ dealers in six years. A key factor in achieving this was **On The Water Magazine**. They are the by far the best fishing magazine in the Northeast to partner with. Every publication claims to be the best, but **On The Water** really is.

Jonathan French

District Sales Manager, Mercury Marine

On The Water has been a tremendous advertising partner in the Northeast market for us. We have expanded our relationship from New England into the New York and New Jersey region and have continued our support of the premier Northeast fishing tournament and even, **The Striper Cup** and **Striperfest**. From all of us at Van Staal, we wish **On The Water** the best and look forward to continuing our successful partnership for years to come!

Craig Cantelmo, Van Staal

OTW'S DEMOGRAPHICS

READERSHIP

- Each issue is read by 3 people
- 61% keep issues for more than 6 months
- 96% took action after reading On The Water

DEMOGRAPHICS

- 99% male
- Average Age 51 years
- 76% attended or graduated college
- Average household income \$128,650
- Average household net worth \$1.1m

FISHING ACTIVITY

- Our readers fish 55 days a year
- 68% fish in both salt and freshwater
- 77% of fishing time is spent in saltwater
- 67% are involved in offshore fishing, or want to try it

BOATING

- 85% of our readers own a boat
- Boat owners use their boats 41 days/year
- 95% own marine electronics

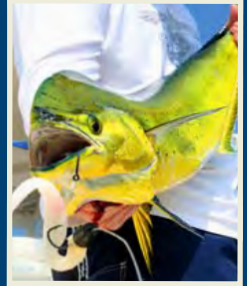
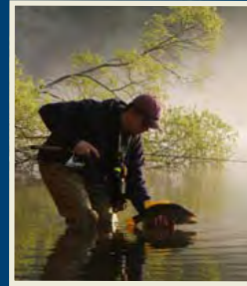
LEISURE ACTIVITIES

- 90% own a truck, full size van or SUV
- 34% camp
- 49% bicycle
- 37% golf
- 39% hike
- 33% kayak
- 26% scuba/snorkel
- 28% ski
- 59% use fitness activities

Source: On The Water Subscriber Survey

OnTheWaterTV

BROADCAST ON



SUNDAY: 10:00 a.m. • FRIDAYS: 1:00 p.m.

On The Water magazine, New England's premier fishing and boating magazine, transcends the print medium and brands the magazine's 12 years of editorial excellence within the broadcast realm.

OnTheWaterTV is scripted and hosted by the staff of **On The Water** and their commitment to excellence for the television series is no different than that to the magazine.

OnTheWaterTV invites you to be part of our popular and highly acclaimed outdoor television show. Our unique magazine-style format features the people, places and tradition-rich history of New England's diverse recreational fishing community and continues to surpass advertisers' and viewers' expectations. The 13-part television series enters its 9th season in 2012 on Comcast SportsNet, New England's largest cable sports station. Reaching over 4.5 million households in the 6 New England states, **OnTheWaterTV** airs 2 times a week for 52 weeks a year.



THE **On The Water TV** ADVANTAGE:

THE SHOW IS PROMOTED...

- **IN PRINT** year round with full-page four-color ads in **On The Water** magazine.
- **ON LINE** weekly to over 75,000 visitors to the popular **On The Water** website.
- **IN PERSON** at over 25 boat and sportsman shows throughout the Northeast each year.
- **ON TV** with forty 30-second promotional spots per week on Comcast SportsNet.

• SEE REVERSE SIDE FOR RATES AND SPONSORSHIP OPPORTUNITIES •

On The Water

1 800 614 3000 • www.onthewater.com

OnTheWaterTV

SPONSORSHIP OPPORTUNITIES

Come and join the proud team of **OnTheWaterTV** sponsors! You'll be in good company with the likes of Evinrude, Lowrance, Yamaha, The Black Dog, Sébile, Hydra Sports and Quantum. Enjoy endorsements and association with the only true magazine

format based television show where the staff of the magazine and editorial topics jump from the pages to the screen. **OnTheWaterTV** offers unique commercial and sponsorship packages:

SPONSORSHIPS

\$95,000 TITLE SPONSOR

- 2 30-second commercials per show (2 airings per week)
- Title sponsor voiceover on intro and extro of show
- Internet banner/link on www.OnTheWater.com (1 year)
- Full page 4-color ad in 13 issues of **On The Water**
- 40 tagged promotional commercials per week
- Website and direct e-mail fishing forecast sponsor

\$55,000 PREMIER SPONSOR

- 1 30-second commercial per show (2 airings per week)
- Title sponsor voiceover on intro and extro of show
- Internet banner/link on www.OnTheWater.com (1 year)
- Full page 4-color ad in 13 issues of **On The Water**

ADVERTISING RATES

COST PER SPOT (SPOTS AIR 2X/WEEK)

	LESS THAN 13 weeks	13 weeks	26 weeks*	52 weeks*
30-SECONDS	\$350	\$340	\$325	\$300
15-SECONDS	\$190	\$175	\$165	\$150
10-SECONDS	\$140	\$125	\$115	\$100

* 26 and 52 week commercial schedules allow logo placement on full page advertisement in magazine and web page for length of schedule.

Broadcast-ready video commercials are to be supplied by client. **OnTheWaterTV** can include one time production of voice, static graphics and music without additional cost. Commercials produced by **OnTheWaterTV** are a separate negotiable item.

PRODUCT PLACEMENT

- Each of our episodes has 3 unique opportunities for product placement: one time in each of the two segments per show or during the hosting portion of the show.
- Lures, line, rods and reels, and fishing accessories will be featured visually and receive a verbal mention.
- Clothing will receive a visual reference. (A billboard or commercial is strongly recommended to take full advantage of clothing placement.)
- Boating accessories and electronics will receive a visual reference. If the product has a direct impact on the fishing, a verbal mention will be included.

Investment: \$800 per placement

BILLBOARD AND COMMERCIAL COMBINATION

- Five guaranteed product placements plus 30-second commercials (26 weeks) Investment: \$19,000
- Five guaranteed product placements plus 15-second billboard (26 weeks) Investment: \$11,500


On The Water: The Angler's Guide

http://onthewater.com/ RSS Google

On The Water
THE ANGLER'S GUIDE

Digital Edition | Subscribers | Advertise With OTW | Contact

MAGAZINE TV STRIPER CUP FORECAST BLOGS SHOP CONTACT



Shark Month! June is Tournament Time

June is shark month in New York and New Jersey, with several big money fishing tournaments.

[LEARN MORE](#)

OUR LATEST ISSUE **New England** NY & New Jersey

July 2011

This Offshore Special Issue includes how-to information for jigging up big bluefin tuna, tweaking your canyon trolling spread to target specific species and preparing your tuna properly to make for fantastic eating. Inshore anglers will learn about a unique sight-fishing opportunity for slammer bluefish and a deadly new rig for big summer flounder.

[LEARN MORE](#)

from: Fishing on the Job
JULY 1, 2011

Rod Review: CTS RH Custom Rods Series Blank
by Jimmy Fee

One of my goals with FOTJ is to provide occasional reviews of products I've been fishing. These may not always be brand new products, but they will always be ones that I highly recommend. To start it off, I thought a new, unique rod that I've been loving for the last year-and-a-half would be appropriate.

from: Fishing on the Job
JULY 1, 2011

Blue Shark Fishing South of the Vineyard
by Jimmy Fee

OTW Sales Rep Anthony "Cheech" DeCochi got into a crazy blue dog bite south of Martha's Vineyard over the weekend and wrote it up for FOTJ. -- JTF Last weekend, I had the chance to hop aboard Mike Pierdinock's Perseverance to ply the waters south of Martha's Vineyard for some sharks. Prior to the trip, ... [READ MORE](#)

from: Northeast Fishing News
JUNE 30, 2011

Report Entangled Marine Animals
by Kevin Blinkoff

Massachusetts coastal waters are home to endangered marine animals including sea turtles and whales. Entanglement in marine debris and fishing gear such as rope, netting, and hooks are leading causes of serious injury and mortality for these animals. [READ MORE](#)

from: Northeast Fishing News
JUNE 30, 2011

Cape Cod Clamming on WCAL's The Fishing News
by Kevin Blinkoff

Ready to get muddy? Grab your shovel and bucket - its time to go clamming! [READ MORE](#)

from: Northeast Fishing News
JUNE 30, 2011

NOAA Sets Fishing Quotas for bluefin Tuna
by Kevin Blinkoff

NOAA today announced quotas and other measures for bluefin tuna that underscore the nation's commitment to sustainable science-based management of this vital fish stock. [READ MORE](#)

from: Fishing on

Fishing Flair for your Vehicle
by Jimmy Fee

FISHING FORECAST

For a full report, please select your region:

-- Select Region --

On The Water
THE ANGLER'S GUIDE

Subscribe today!

- Only \$25 for 12 Issues
- Print & Digital Version

ON THE WATER TV

Subscribe Now

- Join our newsletter
- Share your photos

On the Water Magazine and T.V.

Like 14

Repowers are our specialty. Call today for a quote!

EVINRUDE

Boat Rentals

SHIP SHOPS

508-398-2256

All the fishing excitement found in **On The Water** magazine is matched by our website **OnTheWater.com**. Our local fishing reports are the most comprehensive on the web and our weekly e-blasts are sent to over 15,000 subscribers each week. **OnTheWater.com** reaches the same affluent and active audience of Northeast anglers as **On The Water** magazine. Links to advertisers' sites for product promotion offer the immediate impact of online access.

- 75,000 Visitors per month
- E-Blast Fishing Forecasts to over 10,000 subscribers each week
- 66% of magazine readers use **OnTheWater.com**
- Average time on site: 3.04 minutes

PUT THE POWER OF OUR HIGHLY TARGETED, AFFLUENT MARKET TO WORK FOR YOU.

OnTheWater.com offers the immediate impact of online access and matches all the fishing excitement found in **On The Water** magazine.

SEE REVERSE SIDE FOR WEBSITE RATES

On The Water

(800) 614 3000

www.onthewater.com

OnTheWater.com Rates

Specialty Limited Inventory

Top Leaderboard Banners	Premium Pages: \$595 p/mo / (12X) \$425 p/mo
	Gold Pages: \$300 p/mo / (12X) \$250 p/mo
Side Priority Placement	Premium Pages: \$595 p/mo / (12X) \$425 p/mo
	Gold Pages: \$300 p/mo / (12X) \$250 p/mo

Premium Pages: Home, Fishing Forecast Home, FFNY, FFNY, FFCT/RI, FFMA/NH/ME, FFCC, FFOS

Gold Pages: Magazine, OTWTV, StriperCup, Blog, Shop

OnTheWater.com Ads

Premium Pages

Gold Pages

Size	A La Carte	12X Rate	Size	A La Carte	12X Rate
Sponsorship Ad	\$140 p/m	\$120	Sponsorship Ad	\$120 p/m	\$100
Sponsorship Plus Ad	\$250 p/m	\$210	Sponsorship Plus Ad	\$210 p/m	\$175
Skyscraper	\$360 p/m	\$300	Skyscraper	\$300 p/m	\$250
Skyscraper - XL	\$450 p/m	\$375	Skyscraper - XL	\$375 p/m	\$315

OTW Video



Enhance Your Internet Presence
Embed Video in ad placement. **\$75 p/m**

ONLINE FISHING FORECAST

Our fishing forecast delivers timely, informative content to our readers – your customers.

- Updated every week – all year.
- Expanded local reports for all of the Northeast
- The most comprehensive fishing forecast available

E-MAIL E-MARKETING

Fishing Forecast Sponsor

Limited Availability (5 Advertisers per week)

Forecast sponsorship gets a "PBS" feel. Readers are asked to support the sponsors who bring them the Fishing Forecast free each week.

Email Forecast Sponsor rates:

Open	13 week	26 week	52 Week
\$450	\$350	\$300	\$250/wk

Individual Email Offers

Offers must be substantial, premium offers, equaling 20% or more off for our readership. Since these offers are substantial it's allowed us to keep strong open rates and our online community looks forward to receiving them.

Open	13 week	26 week	52 Week
\$750	\$600	\$500	\$400/wk

Join the Striper Cup!
Top Leaderboard Banner
Just for signing up you'll get a free Fishing T-shirt from Sebile and a 2011 commemorative pin!

On The Water
THE ANGLER'S GUIDE

June 16, 2011 JIMMY FEE
Forecast: Cape Cod and Buzzards Bay

FREE LAUNDRY COUPONS
\$1.00 and more off your favorite brands

Side Priority Placement

REGIONS
Cape Cod and Buzzards Bay
Connecticut
Massachusetts
New Hampshire and Maine
New Jersey
New York
Offshore
Rhode Island
ARCHIVES
Subscribe

On The Water Magazine and T.V.
Like 4K

East Palm Beach, MA
67°F Sunny
Feels Like: 67°F
Humidity: 95%
Wind: 2.2 mph
Hourly Forecast: 10 day

MARINERS LEARNING SYSTEM™
EARN YOUR CAPTAIN'S LICENSE ONLINE
SAVE 25%
Anytime, Anywhere Learning
Coast Guard Approved
CLICK HERE NOW!

AD SIZES
Top Leaderboard Banner: 728x90
Priority Placement: 300x250
Skyscraper XL: 180x600
Skyscraper: 180x450
Sponsorship Plus: 180x300
Sponsorship: 180x150

Deep Force
DESIGNED BY NEW ENGLAND CHARTER CAPTAINS TO CATCH
ATLANTIC BLUEFIN TUNA!
Available in 3 Sizes
9 oz. 7 oz.
50 VERSATILE IT HAS LANDED OVER 13 SPECIES!
401-846-1808
www.pointjules.com

Legendary Lures For Catching Legendary Fish!!!
Hand-made wooden lures. Made in the USA.
Sponsorship Plus Ad
www.6bbba.com
Call: 401-726-BASS (2277)
1 Hook Street Cumberland, RI 02844

BAD FISH OUTLETTERS
Sponsorship Ad

On The Water's STRIPER CUP

On The Water's STRIPER CUP is a 5-month, season-long tournament designed to bring the entire Northeast fishing community together to celebrate the most beloved sport fish in the region, the striped bass.

Started in 2006, the Striper Cup has quickly become the East Coast's Premier Fishing Tournament with over 2,500 entrants and 70 registered weigh stations. The goal of the Striper Cup is to reach out to all striped bass fishermen and reward each angler regardless of how or why they fish. Striper Cup participants can fish individually or with a club and are allowed one fish per week to be eligible for weekly, monthly and overall prizes. The Tournament ends in September with the StriperFest party at the Harpoon Brewery where the winners can celebrate with all sponsors and other participants.



The Striper Cup offers sponsors a unique opportunity to:

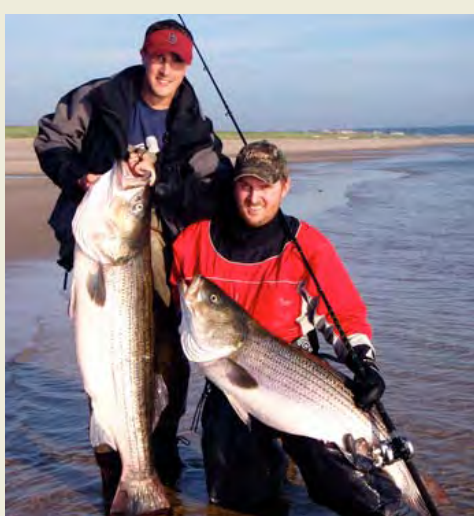
- Enhance their image among affluent, active outdoorsmen in the region
- Extend sponsorship over a 5-month season and 10 month ad campaign
- Build brand loyalty through the **On The Water** audience
- Build an emotional connection with anglers throughout the Northeast
- Reach customers directly at year-end StriperFest Event



StriperFest 2010. Over 3,500 people packed the tent in Buzzards Bay, MA.

2011 PREMIER SPONSORS





SPONSORSHIP OPPORTUNITIES

PREMIER SPONSORSHIP *(Currently Filled)*

Full Tournament Marketing Campaign Logo Placement

NOTE: The maximum of 7 Premier Sponsorships have been sold for 2011 and these sponsors will have the first right of refusal for the 2012 Striper Cup.

- Company exclusivity in brand category
- Company name/logo on all brochures
- Company name/ logo in 10 full-page four-color ads in **On The Water**
- Company name/logo on TV ads on **On The WaterTV** show on CSN
- Company name and live link on **OnTheWater.com** (1 year)
- Company name/logo on E-Updates
- Company name/logo on all event merchandise
- Company name/logo on Tournament T-shirts
- Company name/logo on StriperFest invitations and tickets
- 20 feet of space at StriperFest to sell or distribute product
- Banner opportunity at StriperFest
- Invitations for StriperFest for employees, vendors & clients

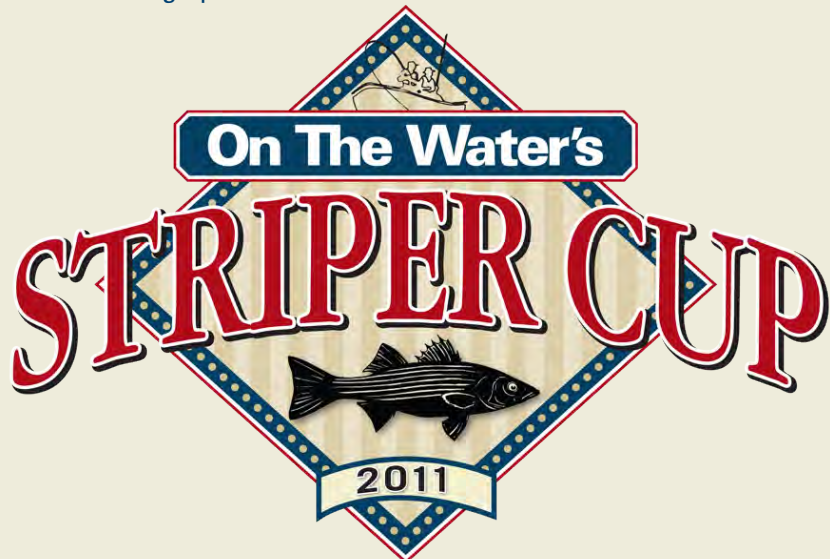
\$15,000 SPONSOR LEVEL *(Exclusivity in Brand Category)*

Tournament Marketing Campaign Logo Placement

- Company name and logo in 10 full-page four-color ads in **On The Water**
- Company name and live link on **OnTheWater.com** (1 year)
- Company name/logo on E-Updates
- 10 feet of space at StriperFest to sell or distribute product
- Banner opportunity at StriperFest
- Point of Purchase Displays in 70+ retail locations
- Invitations for StriperFest for employees, vendors & clients
- Brochure logo placement

\$5,000 SUPPORTING SPONSORSHIP

- Company name and logo on E-Updates
- Banner opportunity at StriperFest
- Invitations for StriperFest for employees, vendors & clients
- Brochure logo placement



READERSHIP FACTS & DEMOGRAPHICS

On The Water DELIVERS AN EDUCATED READER WHO HAS THE MEANS TO FOLLOW HIS PASSION

READERSHIP

ISSUES ARE KEPT:

61% of subscribers keep issues of **On The Water** for more than 6 months.

Don't keep issues	6%
1 – 6 months	33%
7 – 12 months	17%
Keep over 1 Year	44%

LOW READERSHIP DUPLICATION:

43% of OTW readers do not subscribe to any of these publications:

Big Game Fishing Journal	2%
Fly Fishing in Salt Water	8%
Offshore Magazine	14%
Salt Water Fly Fishing	7%
Salt Water Sportsman	24%
Soundings	15%
Sport Fishing	10%
The Fisherman	30%
None of the above	43%

PASS-ALONG READERSHIP:

Each issue is read by an average of 3 readers.

Readers Inside Household	.6
Readers Outside Household	1.4
Total Additional Readers	2.0
Total Including Subscriber	3.0

TAKE ACTION:

96% took action after reading **On The Water** magazine.

Contacted a company directly	38%
Visited a company's Website	70%
Visited a dealer/retailer or show	48%
Purchased item advertised in OTW	61%
Saved an ad or article	80%
Took any action (net)	96%

USE OTHER OTW MEDIA & SERVICES:

Over 75% of readers also watch **OnTheWaterTV**.

Radio Fishing Forecasts	9%
TV Show	77%
Web site	66%
Striper Cup Tournament	23%
Fishing Forecast e-mail	24%

FISHING

FISHING TACKLE OWNERSHIP:

On The Water readers on average own more than 16 rods & reels.

TYPE OWNED	AVERAGE # OWNED
Trolling	3.4
Spinning	7.3
Conventional/ Bait-casting	3.2
Fly-fishing	2.5
Total	16.4

PURCHASE PLANS:

28% of **On The Water** readers plan to purchase rods & reels in the next 12 months.

TYPE	PLAN TO PURCHASE
Trolling	40%
Spinning	60%
Conventional/ Bait-casting	45%
Fly-fishing	24%

AMOUNT SPENT:

On The Water readers spent an average of \$945 last year on rods, reels, fishing equipment, tackle & bait.

AMOUNT SPENT LAST 12 MONTHS	PERCENT SPENDING
Under \$200	14%
\$200 – 299	14%
\$300 – 499	21%
\$500 – 999	24%
\$1000 – 1499	11%
\$1500 – 1999	6%
Over \$2,000	10%
Average spent in 12 months:	\$945

OnTheWater



BOAT LOCATION:

47% of OTW readers can afford to keep their boats in the water during the boating season.

Keep at Slip	32%
Keep on Mooring	15%
Keep on Trailer	53%

OTHER WATERCRAFT OWNED:

On The Water subscribers will use whatever it takes to keep fishing.

Canoe	50%
Kayak	44%
Inflatable	18%
Dinghy	22%
Personal Watercraft	6%
Sailboat	4%
Other	6%

(Total is greater than 100% due to multiple responses.)

OUTBOARD MOTORS:

83% of OTW boat owners own at least one outboard motor.

Own an outboard	83%
Do not own outboard	17%

(Base: Boat Owners)

MARINE ELECTRONICS OWNERSHIP:

Electronics are important to fishermen.

95% of OTW's boat owners own electronics.

Autopilot	5%
Cellular Phone	99%
Depthsounder/Fishfinder	96%
Electronic Chart Plotter	42%
EPIRB	9%
GPS	80%
Radar	22%
VHF- Fixed mount	61%
VHF- Handheld	37%
Stereo System	41%
None of the above	5%
Any (net)	95%

85% of On The Water readers own a boat.



DEMOGRAPHICS

SEX:

Male	99.7%
Female	.3%

AGE:

Under 18	.1%
18 – 29	2.2%
30 – 39	13.3%
40 – 49	27.7%
50 – 59	29.7%
60 – 70	21.6%
71+	5.4%

Average Age: 51.6 years

EDUCATION:

Some high school	2%
Graduated high school	22%
Any college (net)	51%
Attended college	19%
College & Postgraduate (net)	57%
Graduated from college	32%
Postgraduate study	6%
Postgraduate degree	19%

AVERAGE HOUSEHOLD INCOME:

Less than \$50K	11%
\$50K - \$99K	41%
\$100K - \$199K	38%
\$200K - \$499K	9%
\$500K or more	1%

Average Household Income: \$128,650

AVERAGE HOUSEHOLD NET WORTH:

Less than \$250K	13%
\$250K-\$499K	20%
\$500K-\$749K	19%
\$750K-\$999K	16%
\$1M- \$2M	21%
\$2M or more	11%

Average Household Net Worth: \$1.1 M

On The Water SUBSCRIBER SURVEY

A sample of 2,000 On The Water subscribers was selected on an Nth name basis. A single mailing using a 4-page questionnaire, cover letter and DVD of On The Water TV shows was mailed. The total net response rate after one mailing was 53%. All tabulations, percentages and other calculations were compiled in accordance with established research standards.

LIFESTYLE

LEISURE ACTIVITIES:

On The Water readers lead active outdoor lifestyles.

	PARTICIPATE	PLAN TO PARTICIPATE
ATV-ing/Snowmobiling	12%	1%
Bicycling	49%	14%
Camping	34%	15%
Fitness Activities	59%	18%
Golf	37%	11%
Hiking	39%	11%
Hunting	28%	6%
Kayaking	33%	14%
Personal Watercrafting	19%	7%
Photography	46%	11%
Skiing	28%	7%
Scuba Diving/Snorkeling	26%	11%
Snowmobiling	8%	3%
Waterskiing	14%	4%

(Total is greater than 100% due to multiple responses.)

RECREATIONAL VEHICLE OWNERSHIP:

OTW readers own recreational vehicles and plan to buy more in the next 12 months.

	OWN	PLAN TO PURCHASE
ATV/Snowmobile	13%	5%
Campers	14%	5%
RV	5%	1%
Motorcycle	22%	3%
Snowmobile	12%	3%

TRUCK OWNERSHIP:

Nearly all OTW readers own a truck, full size van or SUV.

Own	90%
Do not own	10%

TRAILER OWNERSHIP:

80% of subscribers own a boat trailer, with 22% owning 2 or more.

Own boat trailer	80%
Utility trailer	26%
Snowmobile trailer	6%



TYPES OF FISHING:

67% of On The Water subscribers either are involved in offshore fishing or want to try it.

	AVERAGE # DAYS/YEAR	PERCENT INVOLVED	WANT TO TRY
Offshore fishing (saltwater)	6	50%	17%
Inshore fishing from boat (saltwater)	20	82%	6%
Fishing from the shore (saltwater)	16	74%	4%
Fishing from the shore (freshwater)	7	52%	3%
Boat fishing (freshwater)	6	40%	7%
Total Days Spent Fishing/Year: 55 days			

FRESH/SALT WATER:

68% of On The Water readers fish in both salt and freshwater.

Fish in saltwater only	31%
Fish in freshwater only	1%
Fish in both salt and fresh	68%

77% of fishing time is spent in saltwater.

Time spent in saltwater	77%
Time spent in freshwater	23%

CHARTER PLANS:

47% plan to charter or hire a guide next year and of those 52% will use On The Water resources.

Plan to charter or hire guide	47%
Will use OTW resources	52%

BOATING

BOAT OWNERSHIP:

85% of On The Water readers own a boat.

Own 1 boat	40%
2 boats	32%
3 boats	13%
4+ boats	15%
Average # currently owned: 2.13 boats	

AVERAGE BOAT LENGTH:

25% of OTW subscribers own a boat over 26' in length.

15' and under	8%
16' – 20'	33%
21' – 25'	34%
26' – 30'	15%
31' – 35'	5%
36' and above	5%

Average Length: 21 feet

BOATING ACTIVITY:

Boat owners use their boats an average of 41 days a year.

10 days or less	14%
11-20 days	17%
21-30 days	21%
31-40 days	15%
41-60 days	17%
61-90 days	9%
100 days or more	4%

Average # days: 41.2 days

BOAT BUYING:

Nearly one half of OTW subscribers who own boats bought them new.

Bought boat new	46%
Bought boat used	54%

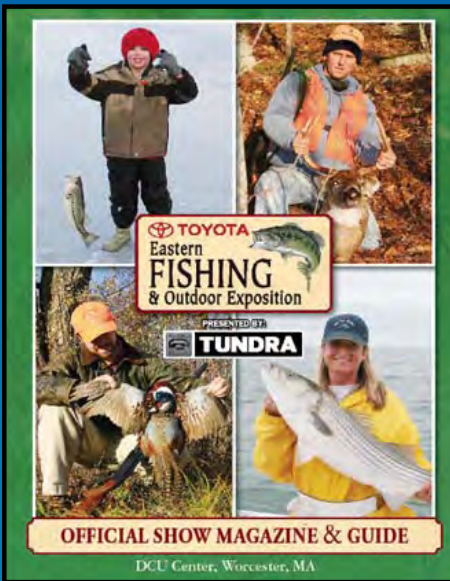


**American Sportfishing
Association**

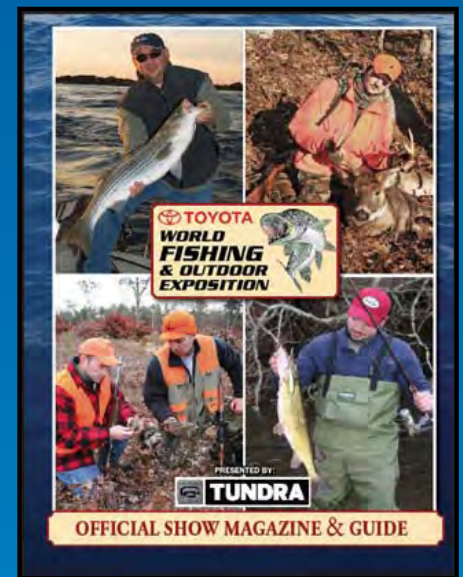
& On The Water
present

The Official Show Magazine & Program For The Northeast's Finest Shows!

Eastern Fishing & Outdoor Expo
Worcester, MA



World Fishing & Outdoor Expo
Suffern, NY



All 4 Shows One Low Price

Back cover*	\$3,600
Inside front cover*	\$2,900
Inside back cover*	\$2,700
	4-Color	B&W
Full page*	\$1,800.....\$1,400
Half page*	\$1,250.....\$900
1/4 page.....	\$800.....\$450

*Include Press Release

Individual Show Programs

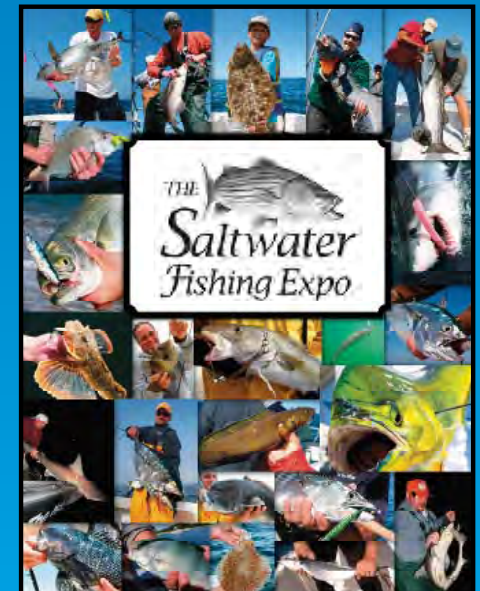
Back cover.....	\$1,000
Inside front cover.....	\$800
Inside back cover.....	\$750
	4-Color	B&W
Full page.....	\$500.....\$400
1/2 page.....	\$350.....\$250
1/4 page.....	\$225.....\$125

4 Color ad space is limited,
booked on a first come basis.

Greater Philly Outdoor Sportshow
Oaks, PA



The Saltwater Fishing Expo
Somerset, NJ



**RESERVE YOUR
AD SPACE TODAY!**

Call 800-614-3000 or
email: ads@onthewater.com

On The Water

presents

The Official Show Magazine For The RISAA Saltwater Fishing Show!

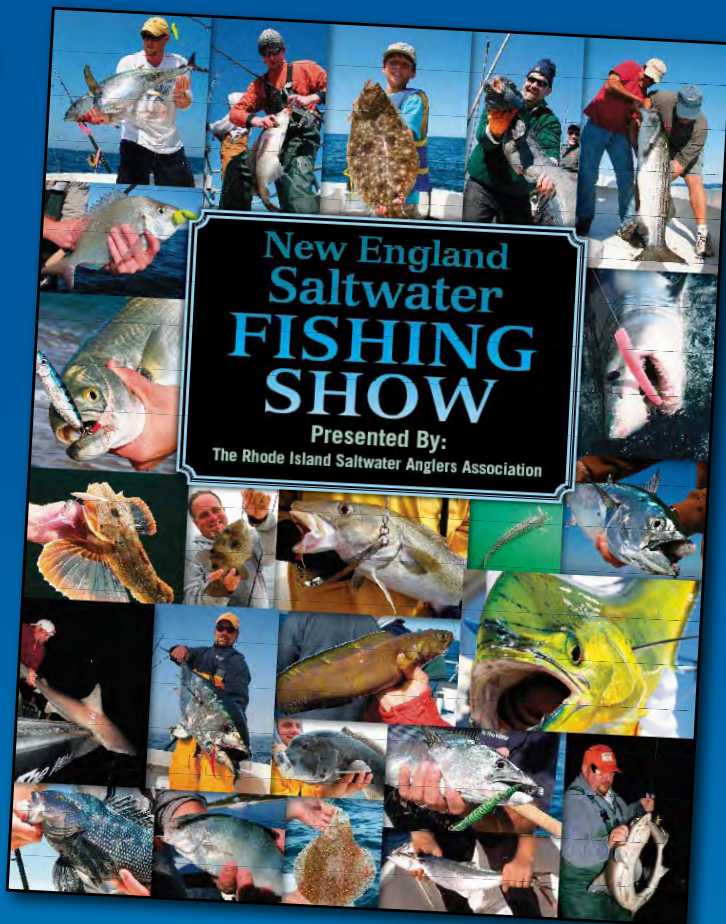
Place your ad in the Official Show Magazine for the RISAA Show and lead customers directly to your booth!

OFFICIAL SHOW MAGAZINE CONTAINS:

- Seminar Schedules
- Speaker Profiles
- Floor map and Exhibitor booth numbers
- Feature articles related to fishing & much more!

Reinforce your show message with an ad in the Official Show Magazine!

- Your booth location featured in your ad to head customers directly to your booth!
- Extended Presence: Attendees bring the show magazines home to read the feature articles.



2012 ADVERTISING RATES

Saltwater Fishing Show

Providence, RI, March 9-1, 2012

Ad Deadline: 2/24/12

15,000 Copies

Back cover.....	\$1,000
Inside front cover	\$800
Inside back cover.....	\$750

	4-Color	B&W
Full page	\$500	\$400
1/2 page.....	\$350	\$250
1/4 page.....	\$225	\$125

4 Color ad space is limited, booked on a first come basis.

RESERVE YOUR AD SPACE TODAY!

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or email: sales@onthewater.com