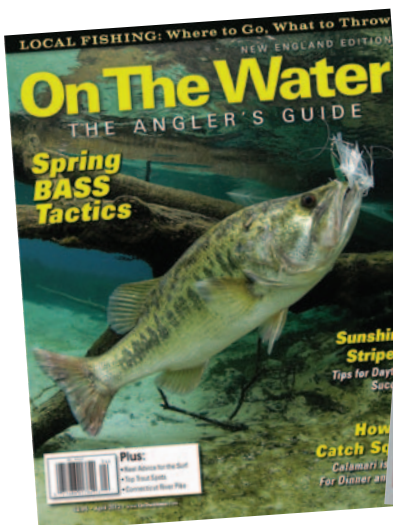
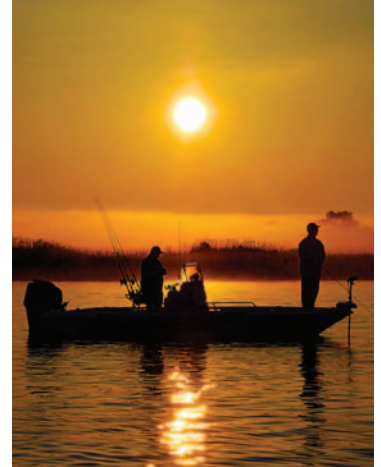


On The Water

THE ANGLER'S GUIDE

2013 MULTI-MEDIA KIT



OnTheWater Magazine
NEW ENGLAND EDITION
NEW YORK & NEW JERSEY EDITION
ANNUAL SPECIAL EDITION

OnTheWater TV
OnTheWater.com
The Striper Cup

Entering its 10th season in 2013, **OnThe WaterTV** 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 exceed advertisers' and viewers' expectations



With 66% of magazine readers also using our website, **OnTheWater.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 15,000 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 100 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.



WHAT'S BEING SAID ABOUT US



I am an 18-year-old graduate of Framingham high school, and my greatest love is fishing. **On The Water** has been my primary source of news, advice, and information regarding fishing. Since taking up the sport ten years ago, **On The Water** has essentially taught me how to fish. In fact, your magazine has fueled my love for surfcasting along the northeast coast, and I have gone from a clueless novice to a knowledgeable, somewhat established plugcaster. Thank you, and hopefully my pictures demonstrate the effect your promotion of the sport has on youngsters.
Danny Guadagnoli

Being a small family-owned company, we have to carefully consider how our advertising budget is spent. We tried advertising with the magazine in November 2011. Ever since then, we have been consistently receiving such a positive response from OTW's readers that doing business with **On The Water Magazine** has become a "no brainer" for us. Thanks **On The Water** — working with you has been a "reel" pleasure!

David and Debbie Jones,
FishTales Fishing Logs &
HuntTales Hunting Logs

OTW'S DEMOGRAPHICS AT A GLANCE

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 \$134,751
- Average household net worth \$1.2m

FISHING ACTIVITY

- Our readers fish 55 days a year
- 68% fish in both salt and freshwater
- Our readers own over 16 rods & reels
- 37% Want to try a new form of fishing

BOATING

- 85% of our readers own at least one 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% do fitness activities

Source: On The Water Subscriber Survey

OnTheWater

READERSHIP FACTS & DEMOGRAPHICS

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 On The Water 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	1.6
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



READERSHIP FACTS & DEMOGRAPHICS



BOAT LOCATION:

47% of OTW readers 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%
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 at least one boat.



READERSHIP FACTS & DEMOGRAPHICS

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. They would rather "Do It" than "Watch It."

	PARTICIPATE	PLAN TO PARTICIPATE
ATV-ing/Snowmobiling	20%	4%
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%
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	20%	8%
Campers	19%	6%
RV	5%	1%
Motorcycle	22%	3%

TRUCK OWNERSHIP:

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

Own	90%
Do not own	10%

TRAILER OWNERSHIP:

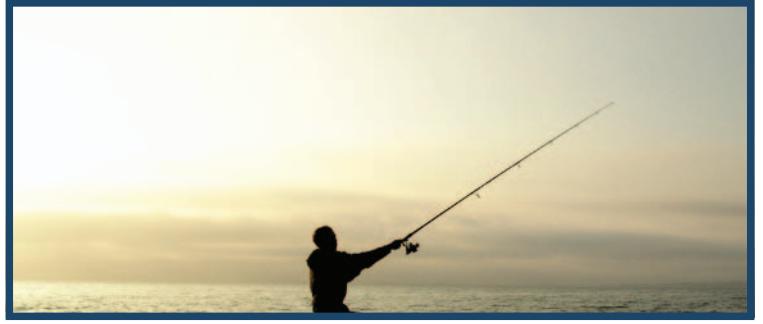
80% of subscribers own a boat trailer, with 22% owning 2 or more.

Own boat trailer	80%
Utility trailer	26%



90% of On The Water readers drive a truck, van or SUV.

READERSHIP FACTS & DEMOGRAPHICS



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

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

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 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

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

BOAT BUYING:

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

Bought boat new	46%
Bought boat used	54%

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. Both fresh and saltwater fishing is covered in feature articles and columns that are instructional and entertaining. For more than 15 years, **On The Water** has had a loyal following of readers throughout New England.



2013 NET ADVERTISING RATES

PREMIER PAGE POSITIONS

Full Pages	Open	3x	7x	11x
Inside Front	\$4,135	\$3,750	\$3,435	\$3,115
Page 3	\$3,910	\$3,520	\$3,165	\$2,770
Inside Back	\$3,935	\$3,567	\$3,272	\$2,942
Back Cover	\$4,345	\$4,080	\$3,792	\$3,462

FOUR COLOR

Ad Size	Open	3x	7x	11x
Full Page	\$2,950	\$2,635	\$2,325	\$1,977
3/4 Page	\$2,310	\$2,070	\$1,801	\$1,597
2/3 Page	\$2,075	\$1,905	\$1,835	\$1,473
1/2 Page	\$1,627	\$1,490	\$1,300	\$1,150
1/3 Page	\$1,225	\$1,085	\$990	\$867
1/4 Page	\$928	\$875	\$793	\$730
1/6 Page	\$780	\$710	\$658	\$600
1/8 Page	\$660	\$625	\$568	\$508

Black & White ads subtract \$150 from the color price.

2013 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 **2013 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 \$35. 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

15% discount will apply off the New York/New Jersey edition when the exact same ad appears in both publications. *(does not apply on the Special Edition)*

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 its fourth year, The NY & NJ Edition of **On The Water** has been embraced by local fishermen, and its 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.



2013 NET ADVERTISING RATES

PREMIER PAGE POSITIONS

Full Pages	Open	3x	7x	11x
Inside Front	\$3,115	\$2,822	\$2,585	\$2,342
Page 3	\$2,944	\$2,651	\$2,385	\$2,082
Inside Back	\$2,966	\$2,685	\$2,465	\$2,211
Back Cover	\$3,269	\$3,070	\$2,855	\$2,606

FOUR COLOR

Ad Size	Open	3x	7x	11x
Full Page	\$2,177	\$1,940	\$1,714	\$1,461
3/4 Page	\$1,709	\$1,527	\$1,357	\$1,179
2/3 Page	\$1,532	\$1,406	\$1,222	\$1,087
1/2 Page	\$1,202	\$1,097	\$963	\$849
1/3 Page	\$899	\$799	\$730	\$638
1/4 Page	\$684	\$645	\$584	\$541
1/6 Page	\$573	\$524	\$487	\$443
1/8 Page	\$485	\$458	\$416	\$379

Black & White ads subtract \$125 from the color price.

CLOSING DATES & DEADLINES

ISSUE	SPACE CLOSE DATE	MATERIAL DUE DATE	ON-SALE DATE
JAN/SPED	11/22/12	12/1/12	12/18/12
FEB	12/20/12	1/1/13	1/24/13
MAR	1/24/13	2/1/13	2/21/13
APR	2/21/13	3/1/13	3/22/13
MAY	3/21/13	4/1/13	4/25/13
JUNE	4/18/13	5/1/13	5/23/13
JULY	5/23/13	6/1/13	6/24/13
AUG	6/20/13	7/1/13	7/25/13
SEPT	7/18/13	8/1/13	8/22/13
OCT	8/22/13	9/1/13	9/24/13
NOV/DEC	9/24/13	10/1/13	10/25/13

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"



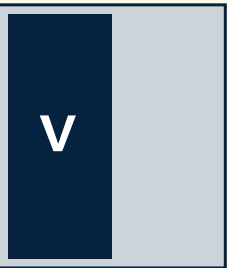
2/3 PAGE
9" x 7.7"



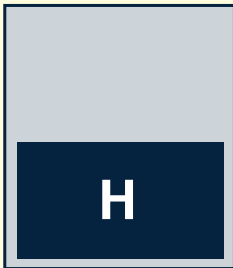
3/4 PAGE VERTICAL
6.7" x 11.625"



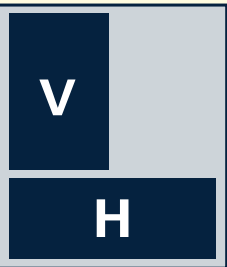
3/4 PAGE HORIZONTAL
9" x 8.6"



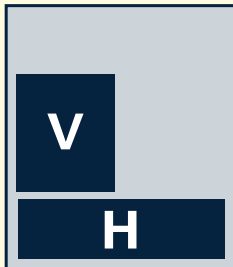
1/2 PAGE VERTICAL
4.41" x 11.625"



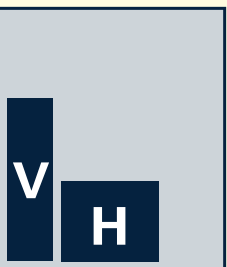
1/2 PAGE HORIZONTAL
9" x 5.72"



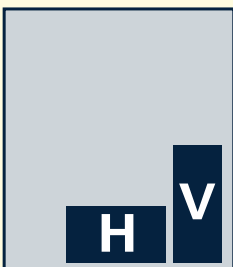
1/3 PAGE
vertical 4.41" x 7.7"
horizontal 9" x 3.75"



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"
1/16 PAGE - w2.1" x 2.8"



1/8 PAGE
vertical 2.1" x 5.72"
horizontal 4.41" 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 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: otwftp

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

OnTheWaterTV

TV SPONSORSHIP OPPORTUNITIES

BROADCAST ON



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

OnTheWater magazine, New England's premier fishing and boating magazine, transcends the print medium and brands the magazine's 16 years of editorial excellence within the broadcast realm.

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 10th season in 2013 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 **OnTheWaterTV** ADVANTAGE:

THE SHOW IS PROMOTED...

- **IN PRINT** year round with full-page four-color ads in **OnTheWater** magazine.
- **ONLINE** weekly to over 75,000 visitors to the popular **OnTheWater** website.
- **IN PERSON** at over 25 boat and sportsman shows throughout the Northeast each year.
- **ON TV** with 40 30-second promotional spots per week on Comcast SportsNet.

• SEE REVERSE SIDE FOR TV SPONSORSHIP RATES •

OnTheWaterTV

800 614 3000 • www.onthewater.com



COME AND JOIN the proud team of **OnTheWater TV** 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-based television show where the articles jump from the pages to the screen.

SPONSORSHIP PACKAGES

\$95,000 TITLE SPONSOR

- 2 30-second commercials per show (2 airings/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 11 issues of OnTheWater
- 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/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 11 issues of On The Water

2013 TV ADVERTISING RATES

Cost per spot (Spots air 2x/week)

Length of the commercial	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
BUMPER	–	–	\$95	\$75

** 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**

OnTheWater.com

ONLINE ADVERTISING OPPORTUNITIES

On The Water: The Angler's Guide

http://onthewater.com/ RSS Google

BOAT LOANS STERLING ASSOCIATES PAYMENT CALCULATOR

On The Water THE ANGLER'S GUIDE MAGAZINE TV STRIPER CUP FORECAST BLOGS SHOP CONTACT

Local Lure Makers

Learn about local luremakers, rod builders, and customizers who are making fishing gear for fishermen in the Northeast.

LEARN MORE

FISHING FORECAST

For full reports, please select your region:

-- Select Region --

OUR LATEST ISSUE

New England NY & New Jersey

April 2012

Spring has sprung, and so have a host of new fishing opportunities. In this month's issue, learn the secrets of catching calamari for dinner, and for bait. Pursue pike in the Connecticut River and devise daytime strategies for striped bass from shore. Break out those conventional reels and discover why they are an excellent tool for the surf.

LEARN MORE

from: Northeast Fishing News

Remembering Charlie Place

by On The Water

Word has reached us of the passing of former On The Water columnist Charlie Place after a long battle with cancer. I met Charlie in the early 1990s while working at Eastman's Sport and Tackle in Falmouth, Massachusetts. He came in with a group of friends, all members of the Connecticut Fly Fisherman's Association. They ... READ MORE >

from: Fishing on the Job

Field Test Favorites: Lure Tubes

by On The Water

Lure Tubes www.luretubes.com Though I've always been partial to slinging a plug bag over my shoulder on my surfcasting outings, I brought along the lure storage system offered by Lure Tubes on a trip to Mexico's Pacific Coast where I would be targeting the beautiful and exotic Roosterfish. The Lure Tubes feature a lid and ... READ MORE >

from: Fishing on the Job

Field Test Favorites: 60-Pound Boga

by On The Water

Model 260 BogaGrip Eastaboga Tackle www.eastabogataackle.com Like it or not, we fishermen are vain creatures, and even though we may be releasing our catch, we'd still like to know its weight. That's one of the reasons that for the past two seasons, my model 260 BogaGrip has accompanied me on every trip; boat or surf. ... READ MORE >

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ON THE WATER TV

Subscribe Now

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Share your photos

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

- Over 5.5 Million page views annually
- 75,000 visitors per month, including 66% of OTW readers
- Links to advertisers' sites for product promotion offer the immediate impact on their web traffic and online sales
- E-blast fishing forecasts to over 15,000 subscribers each week deliver a "PBS" feel
- Average time on site: 3.04 min.

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. Unique URLs help us evaluate your ROI - we track the amount of visitors your site gets from advertising with us in print so you can easily see the results.

On The Water
THE ANGLER'S GUIDE
(800) 614 3000
www.OnTheWater.com

SEE REVERSE SIDE FOR ONLINE ADVERTISING RATES



2013 BANNER PLACEMENT RATES

BANNER TYPE	PREMIUM PAGES		GOLD PAGES	
	A La Carte	12X Rate	A La Carte	12X Rate
Top Leaderboard Banner	\$595 p/m	\$425 p/m	\$300 p/m	\$250 p/m
Side Priority Placement	\$595 p/m	\$425 p/m	\$300 p/m	\$250 p/m
Skyscraper XL	\$450 p/m	\$375 p/m	\$375 p/m	\$315 p/m
Skyscraper	\$360 p/m	\$300 p/m	\$300 p/m	\$250 p/m
Sponsorship Plus Ad	\$250 p/m	\$210 p/m	\$210 p/m	\$175 p/m
Sponsorship Ad	\$140 p/m	\$120 p/m	\$120 p/m	\$100 p/m

PREMIUM PAGES:

Home, Fishing Forecast (FF) Home, FFNJ, FFNY, FFCT/RI, FFMA/NH/ME, FFCC, FFOS. 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

AD SIZES:

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

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.

OPEN	13 WEEK	26 WEEK	52 WEEK
\$450 p/w	\$350 p/w	\$300 p/w	\$250 p/w

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 p/w	\$600 p/w	\$500 p/w	\$400 p/w

The screenshot shows the OnTheWater.com website interface. At the top, there's a navigation bar with 'Fishing Forecast for Cape Cod and the Islands'. Below that, a 'Top Leaderboard Banner' for 'Skyscraper' is visible. The main content area features a 'Side Priority Placement' for 'FREE MONEY COUPONS' and a 'Sponsorship Plus Ad' for 'MARINERS LEARNING SYSTEM'. On the right side, there are several 'Sponsorship Plus Ad' blocks for 'MONTAUK MARINE BASIN', 'DEEP FORCE', and 'LEGENDARY LURES'. The website also displays a 'Fishing Forecast' for Cape Cod and Buzzards Bay, dated June 16, 2011, with a 'Forecast: Cape Cod and Buzzards Bay' section. The page includes a 'Subscribe' button and a 'Sponsors' list.



OnTheWater's STRIPER CUP

STRIPER CUP TOURNAMENT SPONSORSHIP OPPORTUNITIES

On The Water's STRIPER CUP TOURNAMENT OFFERS UNIQUE SPONSORSHIP OPPORTUNITIES:

- Enhance your 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

The 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 3,000 entrants and over 100 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 Falmouth Harbor where the winners can celebrate with all sponsors and other participants.



Photos by Garrick Dixon, Mel True

2012 PREMIER SPONSORS:



SEE REVERSE SIDE FOR STRIPER CUP SPONSORSHIP RATES



PREMIER SPONSOR

FULL TOURNAMENT MARKETING CAMPAIGN LOGO PLACEMENT

NOTE: The maximum of 9 Premier Sponsorships have been sold for 2012 and these sponsors will have the first right of refusal for the 2013 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 **OnTheWaterTV** 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 SPONSOR

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



American Sportfishing Association

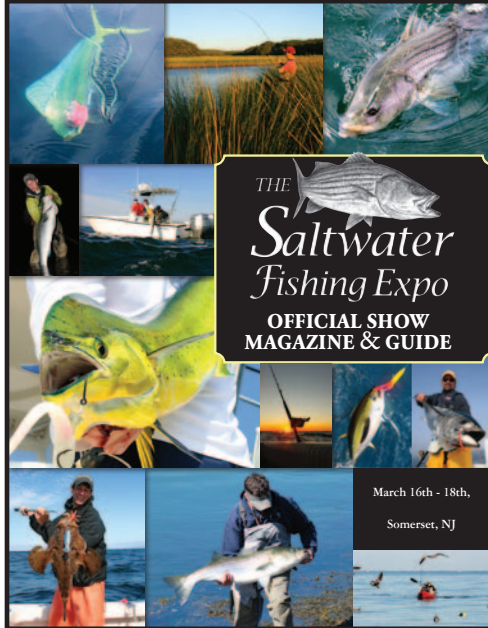
& On The Water
present

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

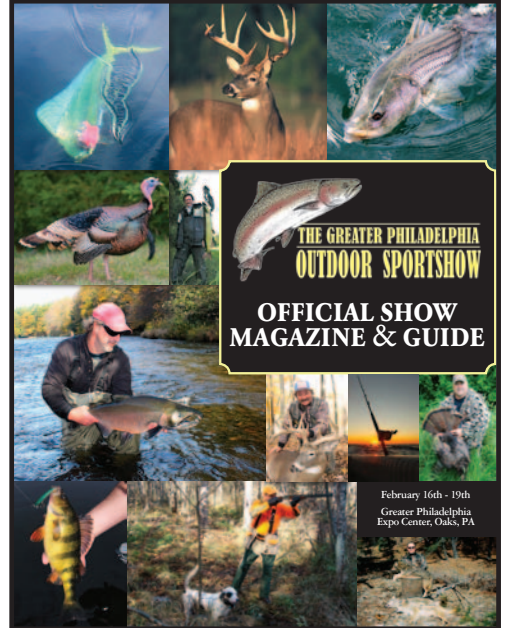
World Fishing & Outdoor Expo
Suffern, NY



The Saltwater Fishing Expo
Somerset, NJ



Greater Philly Outdoor Sportshow
Oaks, PA



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
Full page.....	\$500
1/2 page.....	\$350
1/4 page.....	\$225

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

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!

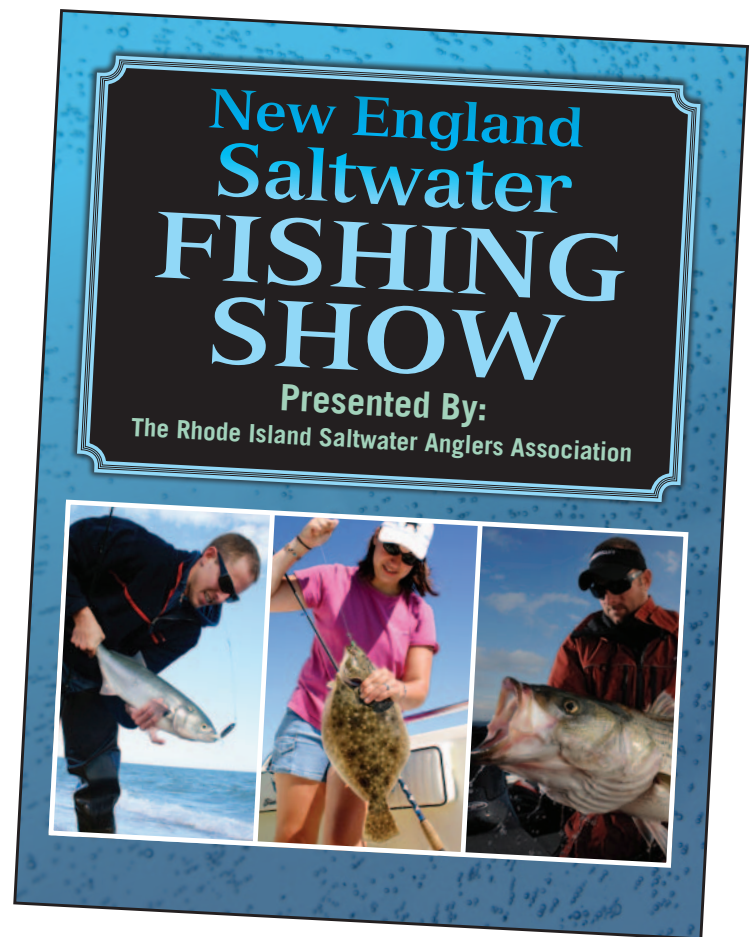
Place your ad in the Official Show Magazine for the RISAA Show and lead customers directly to your booth!

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.



2013 ADVERTISING RATES Saltwater Fishing Show

Providence, RI,

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