

WHAT TROUT *REALLY* SEE (PLUS TIPS FOR DESIGNING BETTER FLIES)

Fly Tyer



AUTUMN 2019

THREAD CONTROL

Key to Tying Great Flies

MAKE A REALISTIC
MAYFLY SPINNER

TIE AN IMPROVED
OCTOBER CADDIS

AN EXPERT SHARES HIS
NEWEST BASS PATTERN

GREG SENYO TALKS ABOUT
TYING, FISHING & LIFE

EMU IS THE NEW HACKLE

2020
media kit



by David Klausmeyer

Welcome!

Fly Tyer is the largest circulated and oldest magazine dedicated to the art of tying flies in the world. Since 1978, *Fly Tyer* has reported on the hottest flies, the newest fly-tying materials and techniques, and how to use the flies we tie to catch fish.

Fly Tyer magazine's authors are some of the most-recognized writers in the field of fly-fishing. Every detailed, well-written article is enhanced by intricate photography or illustrations of flies, plus appealing photos of trophy fish and the spectacular places we pursue them.

Fly Tyer readers are some of the most passionate, hardcore anglers in the world. They tie flies, travel, and buy gear. Whether it is at the fly-tying bench or on the water, they can't get enough fly fishing!



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Autumn 2018

Thread Control: Key to Tying Great Flies

What Trout See (and Why it Matters), Understanding Fish Behavior

A Better Spent Spinner: A Realistic Mayfly YOU Can Tie

The Emu Epiphany: A New Look at an Old Material

The Sunny Gorgeone Sunfish: The St. Cast. R. Haze Fun!

Mastering Thread Control: Pro Tips & Tricks

Going for Bronze—Part 3: The FF Fly Tying Challenge

IN THIS ISSUE

Fly Tyer®

WARMWATER COLDWATER SALTWATER BEGINNER'S MASTERCLASS IN THIS ISSUE

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Passionate Tyers

*Average Paid Circulation: 26,400
 *Published Quarterly: 4 Issues
 *Readership: 81% Male /19% Female
 *Average Age: 53

*College Educated: 84%
 *Average Household Income: \$107,000
 *Action taken: 71% based on reading the issues
 *Average Net Worth: \$824,000



Best Flies for Great Lakes Spring Steelhead

The air is cool and there might even be some snowflakes in the air, but that doesn't matter—the fishing is fine. Jerry Dorkos shares 21 favorite patterns for catching the Midwest's big migratory rainbow trout.

When they're all from the Midwest, Great Lakes steelhead trout are a different breed. Because our fish don't migrate as naturally, we can keep the green, brown and blue Great Lakes migratory trout.

These big steelhead trout have been present in the Great Lakes for almost 100 years, and there are still self-sustaining populations as well as stocked fish. The majority of these trout are stocked fish that are stocked in the spring, but the timing of the stock makes a difference across the region. Some fish enter the tributaries to the Great Lakes in November, but the rest of the population stays in the Great Lakes to fish in the fall. In the end of the year, some steelhead trout are stocked in the Great Lakes to fish in the fall.

The Fishing Conditions: Depending upon the season, steelhead trout are stocked in the Great Lakes tributaries. The water is cold, and the fish are stocked in the spring. The water is cold, and the fish are stocked in the spring. The water is cold, and the fish are stocked in the spring.

One thing that is true is whether Great Lakes steelhead are stocked in the tributaries, but we also know that both steelhead and rainbow trout are stocked in the Great Lakes. There are also steelhead trout that are stocked in the Great Lakes to fish in the fall.

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What Do These Fish Eat? Great Lakes big steelhead trout are stocked in the Great Lakes tributaries. The water is cold, and the fish are stocked in the spring. The water is cold, and the fish are stocked in the spring.

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SPRING



SUMMER



AUTUMN



WINTER





Tying Topics

Inside our quarterly issues and daily website, readers will find:

Editor's Bench— Award-winning editor, David Klausmeyer, announces the latest news related to tying flies and fly fishing.

First Wraps— A fun and entertaining look at fly fishing, announcements of fly fishing shows and educational events, and tips readers can use at their fly-tying benches.

Creative Tying— Award-winning author and graphics artist Jay “Fishy” Fullum shares his unusual flies featuring his unique artwork.

Beginners Corner— This is where fledgling tiers learn correct fly-tying technique, how to use basic materials, and how to make simple flies that catch fish.

Materials Notebook— We can't tie flies without the right tools and materials. Discover the newest ingredients and how to properly use older materials to make better flies.

Traveling Tier— The ultimate thrill is catching fish using the flies we tie. Learn about the best places to fish across North America and around the world, including information about great lodges, the most experienced guides, and how to book your fly-fishing adventure.

New Dimensions— First-time authors strut their stuff and share their flies.

Realism— Tie a fly that looks so real you'll think it will crawl away. Discover the materials and methods the pros use to make realistic looking flies, or to add a little life to the patterns you already tie.

Warm water Fly Tying— Fish such as bass, carp, pike, and panfish are fun to catch, and they eat flies! Learn what flies to tie, and how to fish with them. Every angler in North America lives near good warm water fly fishing, and *Fly Tyer* has the flies they need to succeed!

Salt Water— While we may never catch Moby Dick, dozens of species of big, strong, ocean-going fish do eat flies. Tie the flies in Salt Water, and get ready to catch the largest fish of your life!

Profile — We showcase the hottest new tiers and their flies. This column is returning for 2020 by reader demand!

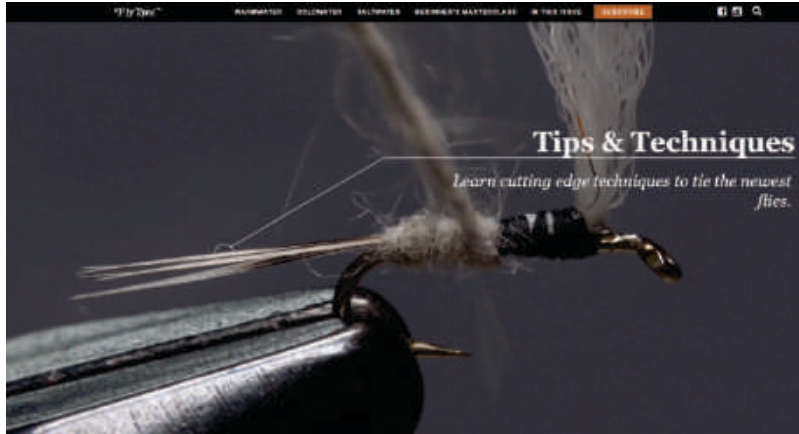


digital Fly Tyer

31,065 avg monthly pageviews
 f 16,714 FB followers
 i 1,712 Instagram followers
 9,695 unique visitors
 t 2,323 Twitter Followers
 e 9,835 eSubscribers
Sporting Group 55,386 avg pageviews

a. Custom Editorial Content

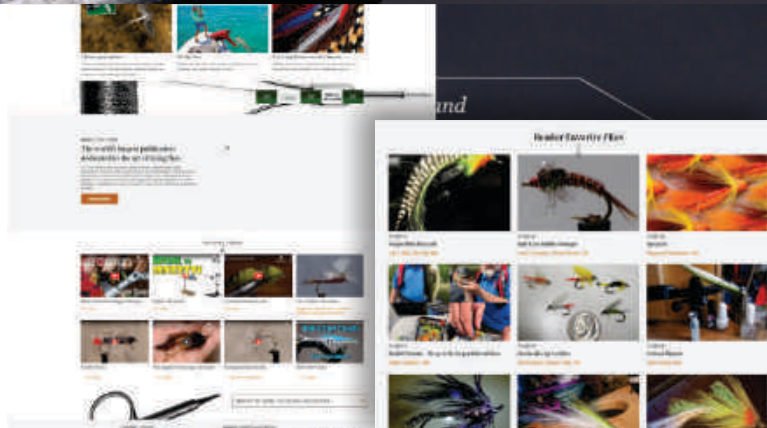
- Prominent home page presence for one month. (31,000 + impressions monthly)
 - Advertiser's custom message
 - Includes FB post to promote content
 - Includes 300 x 250 for 4 weeks
 - Also includes one eBlast (25,000+ Sporting eMails)
- \$550 per month**



b. Banner Ad #1

- 300 x 250 creative
- Delivering an average of 31,000 monthly impressions

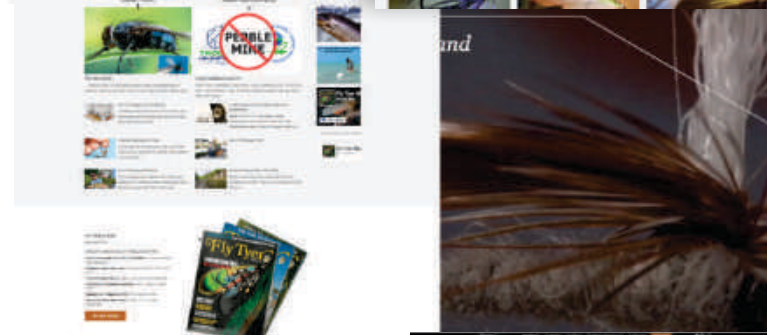
\$275 per month



c. Leaderboard Ad

- Consist of (3-6) alternating 728 x 90
- Delivering an average of 31,000+ monthly impressions

\$350 per month



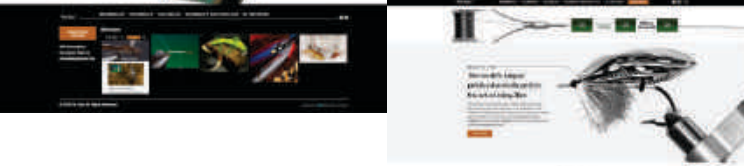
d. Stand-Alone eBlast

- Advertiser's custom message
- Over 9,835 recipients
- **\$400 each**



e. Dominant Blend Display

- Content + Geo Target
- Search + Retargeting
- **\$10-\$15/cpm**



f. Video

- Content + GeoTarget
- **\$17-\$20/cpm**



print rates

	1X	2X	4X
FULL-PAGE	\$3,080	\$2,670	\$2,260
TWO-THIRDS	2,360	1,950	1,740
ONE-HALF	2,050	1,700	1,530
ONE-THIRD	1,430	1,120	920
ONE-SIXTH	920	710	580
ONE-TWELFTH	710	500	420
<hr/>			
BACK COVER	\$4,320	\$3,670	\$3,120
INSIDE FRONT	3,850	3,270	2,780
INSIDE BACK	3,540	3,010	2,560

AD SIZES

FULL PAGE
8 $\frac{1}{8}$ " x 10 $\frac{7}{8}$ "
TRIM
8 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ "
BLEED
(SEE MECHANICAL REQUIREMENTS)

TWO-THIRDS VERTICAL
4 $\frac{5}{8}$ " x 10"

ONE-THIRD VERTICAL
2 $\frac{1}{4}$ " x 10"

ONE-HALF VERTICAL
4 $\frac{5}{8}$ " x 7 $\frac{3}{8}$ "

ONE-TWELFTH
2 $\frac{1}{4}$ " x 2 $\frac{3}{8}$ "

ONE-SIXTH HORIZONTAL
4 $\frac{5}{8}$ " x 2 $\frac{3}{8}$ "

ONE-THIRD SQUARE
4 $\frac{5}{8}$ " x 4 $\frac{7}{8}$ "

ONE-SIXTH VERTICAL
2 $\frac{1}{4}$ " x 4 $\frac{7}{8}$ "

ONE-HALF HORIZONTAL
7 x 4 $\frac{7}{8}$ "

Spring

Ad Close: 12/30
Materials Due: 1/6
Copies Mailed: 1/31



Summer

Ad Close: 3/25
Materials Due: 4/3
Copies Mailed: 5/1



Autumn

Ad Close: 6/25
Materials Due: 7/1
Copies Mailed: 7/31



Winter

Ad Close: 9/23
Materials Due: 10/2
Copies Mailed: 10/30



For more information contact:

Linda Wood

Senior Account Manager

717.329.1128 | lwoodangler@gmail.com



Fly Tyer

Magazine PRINT Display ads

Creative Material Requirements

No Film Accepted

Apple/MAC Platforms Only

Applications/Formats: InDesign, Photoshop, Illustrator, PDF/X-1a

Media: PDF, CD-ROM, DVD

PROOFS

Please include a complete set of full-size, advertiser-approved accurate laser proofs* of all pages. Mark placed art as FPO (for position only) if it is to be replaced by designer. Please send color proofs for high-quality proof matching. FOUR-COLOR ADS, ADVERTISER APPROVED COLOR PROOF MUST BE PROVIDED

*See www.swop.org for a listing of swop certified proofs.

FILES

File is considered complete if no additional work is required prior to output. Client/Agency will be notified if files are not to our specifications and will be asked to deliver via our FTP site. If Client/Agency is unable to resend file and if materials allow, there will be a \$100 charge for resizing inaccurate ad.

FONTS

Screen and printer fonts used both in ads and in the graphics must be included to image your job correctly (including embedded fonts). All fonts used in Adobe Illustrator should be converted to outlines. No True Type Fonts!

SUPPORT FILES

Include all images and art created.

Digital Image Requirements :

- Image resolution minimum of 300 dpi.
- Four-color images' maximum density is 285%.
- Blackshadow dot should not exceed 85%.
- Save images as EPS format (no JPEG or TIFF file format).
- Preview should be 8bits/pixels; DCS should be OFF (SingleFile).
- Encoding needs to be Binary.

Mechanical Requirements

Printing: Weboffset, perfect bound Trim Size: 8 1/8" x 10 7/8"

Bleed page sizes allow for 1/8" trim on each edge. Bleed page size is 8 3/8" x 11 1/8" allowing at least 1/8" added on all sides to allow for bleed. All type and images must be no closer than 1/4" from trim.

Preferred Positions

Requested positions are subject to availability. Any guaranteed or special position will be charged an additional 10% of earned rate.

Cancellations

Cancellations must be in writing and received by Publisher prior to the ad reservation close date.

Frequency Discounts and Inserts

Frequency discounts are based on the number of ads run in a contract year. (A contract year may start at anytime) Advertisers who increase their frequency during the contract year will be rebated; advertisers who cancel or do not fulfill their contract will be charged the difference of rate earned.

GENERAL CONDITIONS

Recognized agencies earn a 15% discount. The publisher reserves the right to reject any advertising or to request alteration in content prior to publication. Advertisers and agencies assume liability for all content, expressed or implied, including copyrighted material. Publisher is not responsible for any errors or omissions contained in the advertisement submitted or for the production quality of the advertisement produced by outside agencies. All restrictions on ad placement or other stipulations are at the sole discretion of the Publisher. All advertising orders accepted are subject to the rates and terms of the current ratecard; any order submitted within correct terms or rates will be inserted according to current rates and terms. Rates are subject to change upon notice from the Publisher.

Production Contact Information

Shipping Instructions:

Address all advertising materials and accompanying insertion orders to:

Nina Eastman
643 BROAD STREET
AUGUSTA, GEORGIA 30901

Production Questions:

If you have any questions about production specifications, contact the Ad Coordinator at: Nina Eastman
Phone: 706-823-3569
nina.eastman@morris.com

For Sales Information contact: **Linda Wood**, Senior Account Manager | **717.329.1128** | lwoodangler@gmail.com