High Country Angler

2017 Media Kit

The Official Magazine of Colorado Trout Unlimited

Now in its thirteenth year of publication, *High Country Angler* has quickly become the most recognized authority in fly fishing in the Rocky Mountain region. With each new issue, we bring fresh and pertinent articles and information regarding high country fishing to our loyal base of readers. We also bring pertinent information reagarding Colorado TU's projects and accomplishments as they work to conserve and restore Colorado's great trout fisheries!

So what does this mean for our advertisers? Simply put, it means the best bang for your advertising buck in the fly fishing industry!

As the official magazine of Colorado Trout Unlimited, *High Country Angler* reaches more than 20,000 present and former members of Colorado TU--some of the most loyal and avid fly fishermen in the country! In addition to this, we reach an additional 10,000 to 12,000 opt-in email subscribers through our own database, as well as those of several of our advertising partners.

Best of all, with HCA, you'll pay only a fraction of what it would cost in most national fly fishing periodicals. The best demographic in the industry, at the best possible rates! Can you blame us for bragging?

Here's What We Know About Rocky Mountain Fly Fishermen

They make tons of money!
The average high country fly fisherman is between 35 and 50, and makes just over $123,000 per year. They drive expensive suburbans and spend a small fortune on fly fishing equipment--about $1059 per year.

They're mostly male
Somewhere around 94.3% of them (though we're in the business of trying to change that).

They've been fishing for more than 5 years
(53%).

High Country Angler is their favorite fishing magazine!

100% of them plan to purchase every product or service they see in our magazine!

So how can you go wrong?

Call your *HCA* rep today to place your ad!

Frank Martin, Managing Editor
719-964-9095 • frank@hcamagazine.com

Magazine Profile

High Country Angler is a FREE quarterly Ezine magazine that is emailed directly to every member of Colorado Trout Unlimited--both present and past members. Colorado TU manages an opt-in database of nearly 20,000 subscribers!

In addition to this, we at HCA manage our own "opt-in" email database, and so do a number of our advertisers. Several of them have agreed to partner with us each issue and distribute HCA to their email customers, giving us between 9,000 to 12,000 additional readers.

All combined, that gives us a total distribution of over 30,000 opt-in email boxes that receive each issue of HCA.

Both *HCA* and Colorado TU utilize Facebook and other social media sites to stay in touch with fans and members, and these sites bring your ad even greater exposure. Presently, we reach a combined following of more than 4400 Facebook members, many of whom access each issue directly from our FB page posts.

Low Cost, High Impact Advertising!

Ezine advertising has quickly become one of the most popular forms of magazine marketing, and is now the number one choice among savvy business owners and marketing experts.

Ezines that focus directly on your marketing niche put your ad in front of the best possible audience--your target market. Digital advertising is cost efficient, affordable, and highly effective!

Unlike traditional print magazines, *HCA Ezine* is delivered multiple times to your customers through repeated email reminders. And since your ad is linked directly to your website, when a customer's interest is piqued, your product or service is just a simple click away!

Why Advertise in HCA Ezine?

• Over 30,000 Opt-In, Targetted Readers

HCA Ezine is a FREE quarterly magazine that reaches nearly 20,000 present and former members of Colorado TU, as well as over 1200 fishermen who subscribed directly via our HCA website.

• The Official Magazine of Colorado Trout Unlimited

Colorado TU is the 2nd largest TU base in the country, with over 10,000 active members, and thousands more past members who still closely follow TU's vision and conservation efforts.

• A Loyal and Dedicated Base of Readers

HCA Ezine is how Colorado TU stays in touch with its vast membership base, and how they keep their members informed of the many conservation projects and events they have under way. Each issue is packed full of content that Colorado TU members care deeply about, making us one of the most widely read magazines on the market.

• An Unlimited Shelf-Life

Each issue of *HCA* is archived on our website, and readily accessed for FREE at any time in the future--both for new and previous readers. This gives your ad a long and unrestricted shelf-life.

WWW.HCAEZINE.COM

High Country Angler

Advertising Rate Chart 2017

Frequency	1 issue	2 issues	4 issues
Four Color Ads:			
Full Page	$980	$900	$800
2/3 Page	780	700	620
1/2 Page	600	540	480
1/3 Page	450	400	340
1/6 Page	300	270	240
2 Page Spread:	$1300	$1200	$1100
Back Cover: (Upon availability--check with your sales rep)	$1100	$1040	$950

Web Site Banner:

Top Banner: (150 x 1000 - Rotates on all pages) = $500 per year
Sidebar banner: (250 x 250)- $220 per year

Email Newsletter Ad : $75 per issue

Publishing Schedule - 2017

Issue	*Ad Deadline:*	*Distribution Date:*
Winter	November 30	December 15
Spring	February 28	March 15
Summer	May 30	June 15
Fall	August 31	September 15

Call your *HCA* rep today to place your ad!

Frank Martin, Managing Editor & Sales
Cell: 719-964-9095 • frank@hcamagazine.com

High Country Angler

Mechanical Specifications

Size:
Final trimmed size of the magazine is 8 1/4" x 10 3/4."
Untrimmed full-page size is 8 3/4" x 11 1/4."
Full page bleed ads should be designed to cover the full, untrimmed page size. All text and important graphics should be kept within the live area- 1/4" away from the edges of the trim size.

Format:
- Adobe PDF files are preferred
- Will accept Illustrator EPS and Photoshop TIFF
- Resolution at 300 dpi or higher
- Use only CMYK colors
- Do not use RGB, index color, JPEG, or LZW compressed graphics
- Do not use Quark EPS files
- When supplying graphics in Illustrator, convert all fonts to paths
- Provide a color proof with ad

Note: If a color proof is not provided, High Country Angler is not held responsible for color variation.

Media:
CD-Rom, Electronic File Transfer

Positioning:
Interior ad positions may be requested but not guaranteed. All positions are subject to space and availability.

Ad Sizes

Full Page w/ Bleed

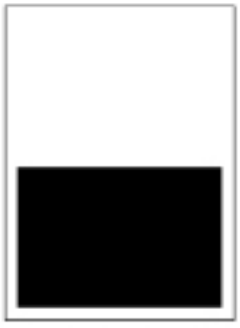
Bleed Size: 8 3/4 x 11 1/4
Trim Size: 8 1/4 x 10 3/4
Live Area: 7 3/4 x 10 1/4

2-Page Spread w/ Bleed

Bleed Size: 17 x 11 1/4
Trim Size: 16 1/2 x 10 3/4
Live Area On Each Page: 7 3/4 x 10 1/4

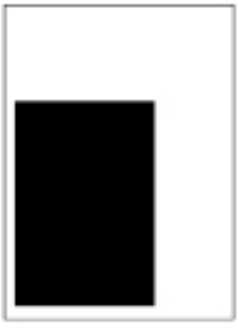
2/3 Page Vertical

Size: 4 3/4 x 9 5/8



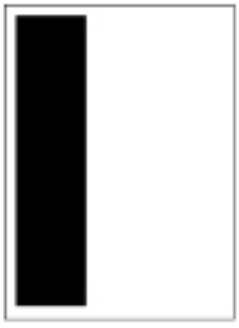
1/2 Page Horizontal

Size: 7 1/4 x 4 3/4



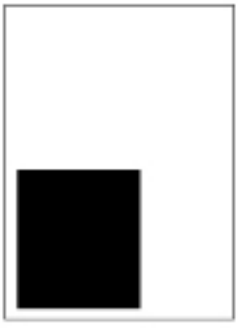
1/2 Page Vertical

Size: 4 3/4 x 7 1/8



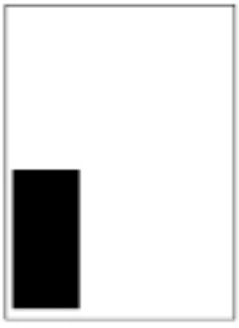
1/3 Page Vertical

Size: 2 1/4 x 9 5/8



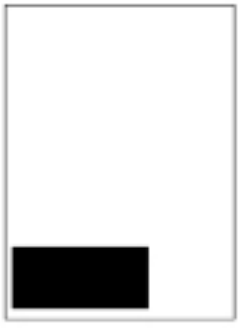
1/3 Page Horizontal

Size: 4 3/4 x 4 3/4



1/6 Page Vertical

Size: 2 1/4 x 4 3/4



1/6 Page Horizontal

Size: 4 3/4 x 2 1/4