High Country Angler

2014 Media Kit

The Premier Fly Fishing Magazine for the Rocky Mountain Region

Now in our eleventh year of publication, *High Country Angler* has quickly become the most recognized authority in fly fishing in the Rocky Mountain region. We're the official magazine partner of Colorado Trout Unlimited, reaching more than 10,000 members state-wide with each new issue. In addition to that, we distribute FREE of charge in every fly shop in the 8-State Rocky Mountain Region, from Arizona to Montana.

Beginning this year, *HCA* is also published online as a digital Ezine magazine. With our new *HCA Ezine*, we're able to reach an unlimited, world-wide base of readers!

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

Best of all, our advertisers 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
719-265-4082 • frank@hcamagazine.com

Readership

High Country Angler is a FREE quarterly magazine that is published in both print and Ezine formats. We utilize a multi-tiered system of publishing in order to gain the highest possible exposure for our advertisers. Using a combination of controlled print distribution and online digital access, we've been able to gain a tremendous following among anglers within the Rocky Mountain region and beyond!

Controlled Circulation

Each issue of *HCA* is mailed directly to over 10,000 households. This includes every member of Colorado Trout Unlimited, as well as our own in-house HCA database, consisting of subscribers and key players in the fly fishing industry.

Controlled Free Distribution

An additional 10,000 to 12,000 copies (depending upon the season) are distributed FREE in fly fishing shops, lodges, and fishing related business throughout the Rocky Mountain area, including Colorado, Montana, Wyoming, Idaho, Utah, New Mexico, Arizona, & West Texas.

HCA Ezine Readership

HCA is also published quarterly as an online Ezine magazine, but in an expanded, interactive format. Each issue of *HCA Ezine* contains the same ads and articles of the print version, but with even more great content and feature articles from some of the biggest names in fly fishing--most written exclusively for our online viewers.

HCA Ezine also allows us to embed web links and videos for our advertisers. Readers can click on your ad and be instantly directed to your website or email address. Easy for them, and instant new customer for you! Check it out at www.HCAezine.com!

Regular Features

Fishing Tips & Advice from Landon Mayer

Colorado guide and best selling author Landon Mayer brings regular feature articles each issue regarding fishing in the Rocky Mountain Region. Landon has quickly become one of the most recognized names in fly fishing, and each issue he shares his knowledge with our readers

Let's Go Fishing

Bill Edrington, owner of Royal Gorge Anglers in Canon City gives practical advice and reports on river conditions and seasonal techniques throughout the Rocky Mountain Region

Rocky Mountain Destination

HCA staff writer and professional outdoor photographer, Brian La Rue travels to some of the Rocky Montain's best fly fishing destinations to bring in-depth, first-hand tips and techniques for a successful fishing adventure

HCA Gear Bag

Frank Martin, Landon Mayer, Brian La Rue, and other leading experts bring reviews of all the latest fly fishing gear and products

High Country Angler

Advertising Rate Chart 2014

Frequency	1 issue	2 issues	4 issues
Four Color Ads:			
Full Page	$1100	$1050	$1000
2/3 Page	850	820	790
1/2 Page	600	570	540
1/3 Page	460	440	420
1/6 Page	370	350	320
2 Page Spread:	$1800	$1700	$1600
Back Cover: (Upon availability--check with your sales rep)	$1300	$1250	$1200

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

HCA Ezine-Only Rates: (To appear in *HCA Ezine* ONLY)

Full Page $480
Half Page $280

(NOTE: All print ads are automatically included in our *HCA Ezine* magazine at no additional charge.)

Publishing Schedule - 2014

Issue	*Ad Deadline:*	*Distribution Date:*
Winter	November 20	December 10
Spring	March 20	April 10
Summer	June 20	July 10
Fall	August 20	September 10

Call your HCA rep today to place your ad!

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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.

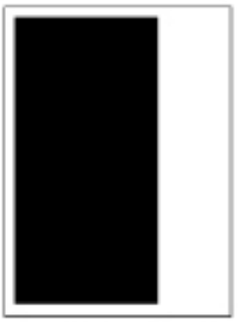
Ad Sizes

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

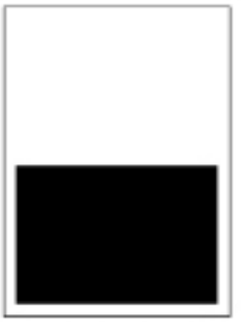
2-Page Spread w/ Bleed

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

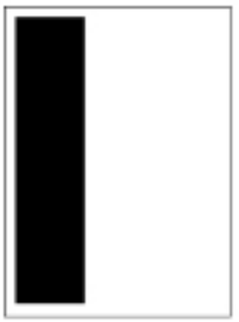


1/2 Page Horizontal

Size: 7 1/4 x 4 3/4

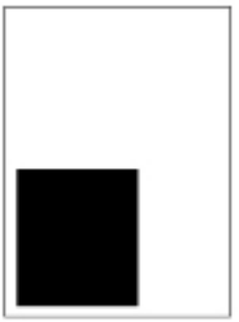
1/2 Page Vertical

Size: 4 3/4 x 7 1/8



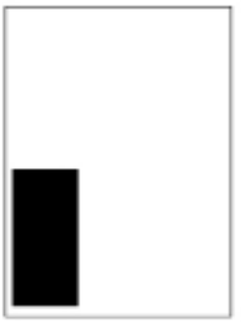
1/3 Page Vertical

Size: 2 1/4 x 9 5/8



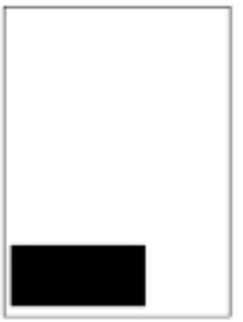
1/3 Page Horizontal

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