Media Kit 2025

Frank Martin, Managing Editor
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HCA WHO WE ARE

Now in our 21st year of publication, *High Country Angler* magazine has become the most recognized authority in fly fishing in the Rocky Mountain region. With each new issue, we bring fresh and pertinent information regarding high country fishing to our loyal base of readers.

We're also the official magazine of Colorado Trout Unlimited. As the gatekeepers of fly fishing in the US, Trout Unlimited serves some of the most loyal and avid fly fishermen in the country! Each issue is filled with relevant information reagarding Colorado TU's projects and accomplishments as they work to conserve Colorado's great trout fisheries.

In addition to this, we reach thousands of passionate and devoted fly fishermen through our aggressive digital marketing efforts. Through direct email marketing, social media campaigns, and publishing platform strategies, we're able to continually increase our readership base with each new issue.

HCA advertisers pay only a fraction of what their ad would cost in most national fly fishing periodicals. We reach the best demographic in the industry, at the best possible rates!

Why would you advertise anywhere else?

High Country Angler

HCA READERSHIP

High Country Angler is a FREE quarterly digital 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 more than 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 10,000 to 13,000 additional readers.

All combined, that gives us a total distribution of over ***32,000 opt-in email*** boxes that receive each issue of *High Country Angler.*

HCA DISTRIBUTION

- √ Publication Schedule: 4 times per year
- √ Direct Email: 32,000 to 34,000
- √ Instagram: 2156 Followers
- √ Facebook: 2400 Followers

HCA SHELF LIFE

This is the best part! Each issue of *HCA* is hosted on the ISSUU Digital Publishing platform, and readily accessible for FREE at any time in the future. The ISSUU platform puts our magazine in front of millions of avid fly fishermen, giving us vast exposure to additional readers each time fishing related periodicals are accessed. Each time a reader accesses our digital magazine, ISSUU shows a row of back issue "thumbnails," encouraging readers to check out previous issues of *HCA*. Because of this, we are able to track a noticable surge in the analytics of our past issues with each new publication. Your ad in *High Country Angler* gives you unlimited exposure for years to come!

High Country Angler

HCA PUBLISHING SCHEDULE

Issue:	*Ad Deadline:*	*Distribution Date:*
Winter 25	November 30, 2024	December 15, 2024
Spring 25	February 28, 2025	March 15, 2025
Summer 25	May 30, 2025	June 15, 2025
Fall 25	August 31, 2025	September 15, 2025

HCA ADVERTISING PACKAGES

Want the most BANG for your advertising BUCK?

Try one of our specially-designed, multi-issue advertising packages! You'll get a wealth of advertising exposure at a deeply-discounted rate. Just choose your favorite package deal and let your Sales Rep work with you on the details!

The Double-Haul

Includes a full year of advertising in 4 back-to-back issues

Package includes:

√ 4 - Full-Page Ads
√ 1 - 2 Page Feature Article highlighting your shop or product
√ 8 - Dedicated Social Media Posts on Instagram & Facebook Pages

$2400 Per Year

The Roll Cast

Includes a full year of advertising in 4 back-to-back issues

Package includes:

√ 4 - Half-Page Ads
√ 6 - Dedicated Social Media Posts on Instagram & Facebook Pages

$1400 Per Year

High Country Angler

Catch & Release

Prefer advertising issue-by-issue? No problem! We can do that, too. Here are our single-issue rates:

Four Color Ads:

Full Page	$750
2/3 Page	600
1/2 Page	500
1/3 Page	340
1/6 Page	220

2 Page Spread:

$1100

Back Cover: (Upon availability--check with your sales rep)

$1000

Email Newsletter Ad: $75 per issue

Social Media Promotion: *$75 Per Post (Facebook & Instagram)*

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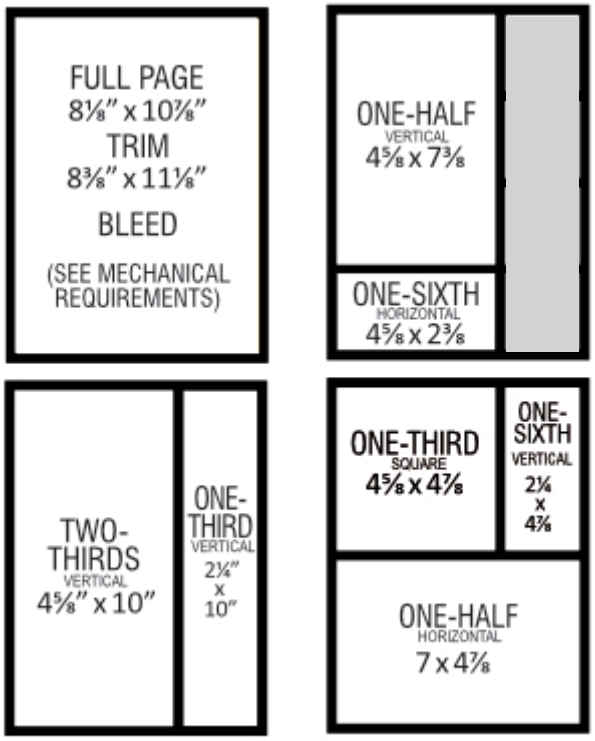
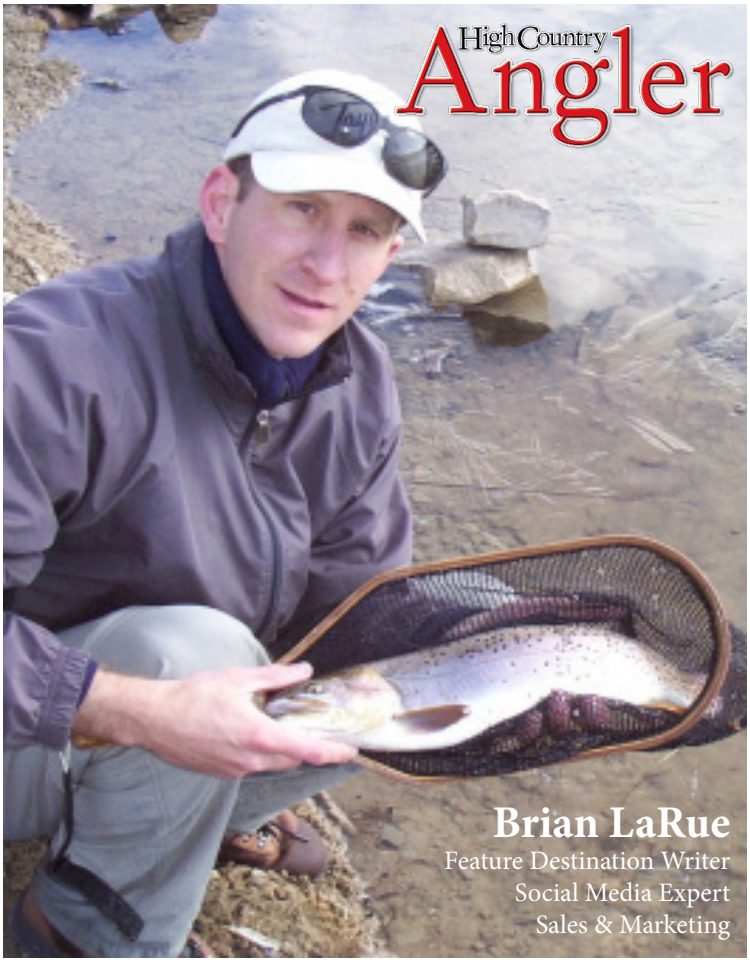
HCA AD SPECIFICATIONS





HCA MECHANICAL

Digital Requirements:
- Image resolution minimum of 300 dpi
- Preferred format - Hi Res PDF
- Will accept Illustrator EPS or Photoshop TIFF
- Use only CMYK colors
- No Jpeg or scanned images

Size:
Trim Size - 8 1/8 x 10 7/8

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

Material Submissions

Submit finished ad materials to:
Frank Martin, Managing Editor
Frank@HCAmagazine.com
719.964.9095

For ad spec. questions, contact:
David Martin, Art Director
David@reimaginedesigns.com