

fishingworld.com.au

Established 1969

# FISHING

WORLD



**Australia's Most Respected Fishing Media Brand**  
Magazine + Website + e-Newsletter + Direct

# MEDIA GUIDE 2012

## FISHING WORLD MAGAZINE

*Fishing World*, established in 1969, is well positioned as Australia's premier monthly sportfishing title. Highly regarded by readers and industry alike for its detailed and informative articles, *Fishing World* – or *Fisho* as it's known by its legions of fans – has a reputation for publishing high quality fishing journalism of interest to all Aussie anglers. One of only four national fishing titles to be audited, *Fishing World* delivers credible information backed up with solid circulation figures. An editorial blend encompassing articles covering all facets of modern sportfishing – estuary, bluewater, tropical, freshwater, rock, beach, fly, lure, game, bait and so on – ensures the magazine is relevant, topical and fresh. Our team of highly experienced writers, photographers and reviewers are unmatched in regards to credibility and knowledge. We're

proud of the fact that each issue of *Fishing World* is jampacked with useful info to help our readers become better anglers – and to ensure maximum interest and sales potential for your products and services. Companies advertising in

*Fishing World* can be assured that our readership includes large numbers of super keen fishermen who have high levels of disposable income. Our readers are the cream of the recreational fishing community – they're switched on, quality focused and more than willing to spend their cash on the latest and greatest fishing and boating gear.



## BOAT FISHING MAGAZINE

*Boat Fishing* is included bimonthly (6 issues a year) with *Fishing World* magazine, and covers a range of topics including fishing boats, kayaks, outboards, marine electronics, tackle, how to locate and catch fish, plus boat and equipment reviews. The majority of *Boat Fishing's* readers are affluent professionals who use their boats on a regular basis. They are hungry for knowledge and responsive to advertisements in the magazine. *Boat Fishing* gives you direct access to active on-water sports fishermen with no waste in circulation. Combined with the bimonthly additions of *Boat Fishing*, we cover more boating and associated product information than any other fishing-related publication. A revised design with quality paper provides the best environment for your advertising message.

## FISHINGWORLD.COM.AU

### AUSTRALIA'S LEADING FISHING WEBSITE

Fishingworld.com.au is accessed by over 30,000 fishing enthusiasts each month, and is growing at unprecedented levels. The site covers a wide range of fishing subjects such as the latest news, practical advice, destinations, new products, new boats and our 'for sale' section. It is now a world class website that continues to grow each month, importantly delivering high engagement for advertisers who are actively interested in the subject matter on offer. The twice-weekly *Fishing World* e-newsletter is also growing and offers a more direct access route for advertisers looking for immediate return on investment.

### FISHINGWORLD.COM.AU OFFERS THE FOLLOWING FEATURES AND BENEFITS TO ADVERTISERS

- Immediacy to market: 24/7 round the clock content and advertising opportunities available
- High impact advertising inventory: available throughout site (banners, islands and tile advertising)
- Direct marketing: send your message directly to our influential and loyal email subscribers, all 12,000+ of them!
- High user engagement: be a part of our competitions and weekly newsletter updates
- Sponsored online how-to videos

Note: detailed *Fishing World* website traffic reports are available on request. All statistics and data via Google Analytics.



## ADVERTISING CONTACT DETAILS

CHRIS YU NATIONAL ADVERTISING MANAGER

T (02) 9213 8270

E CHRISYU@YAFFA.COM.AU

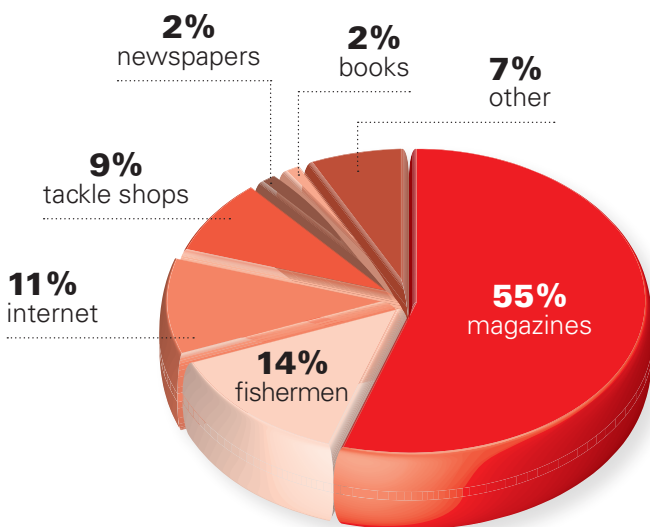


## OUR READERS

*Fishing World* has a loyal and dedicated readership.

**53%** have been reading *Fishing World* for more than 4 years, with 25% having read the magazine for over 10 years.

## SOURCE OF FISHING INFORMATION



**55%** rate magazines as their number one source for fishing information, and a further 25% as their number two source, clearly demonstrating the importance of fishing magazines in providing Australian fishermen with the latest news and information.

**66%** own a boat, and of those that don't 45% will be looking at purchasing one over the next 12 months.

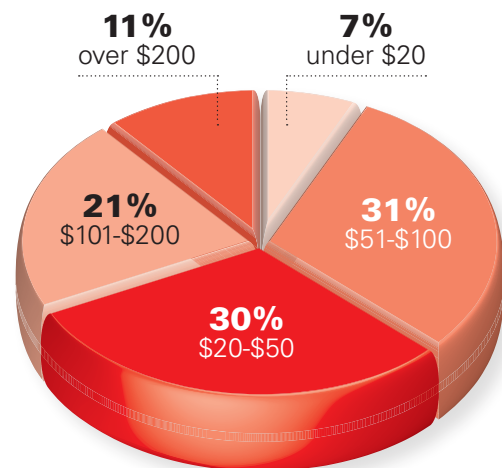
**83%** have been on either single or multi-day fishing boat charters. Make sure your charter operation is known to this prime target group!

## AVERAGE SPEND ON FISHING GEAR

*Fishing World* readers want the latest in fishing gear, and make considerable investment in their chosen sport.

**76%** have spent over \$1000, and 22% have spent over \$5,000 on their equipment.

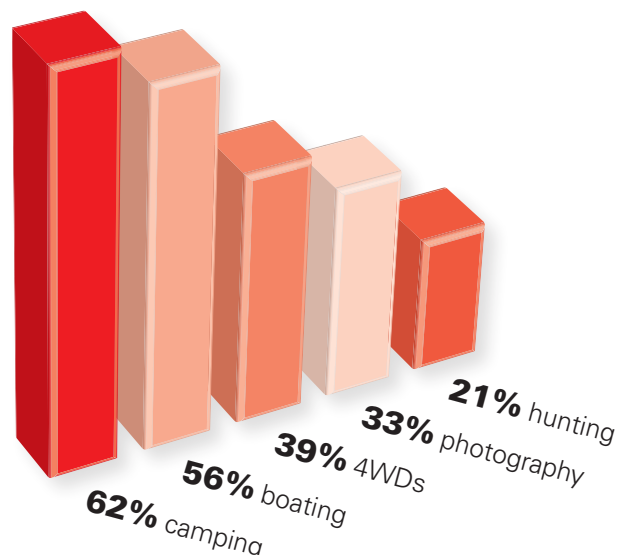
**63%** spend on average over \$51 per month, and 32% over \$101 per month on gear.



**89%** have made purchases based on information or advertising in *Fishing World*.

## OTHER LEISURE ACTIVITIES

Unsurprisingly, our readers spend a lot of their free time pursuing leisure activities in the great outdoors. The end result for you is a prime audience keen for information on a wide range of products for all sorts of outdoor activities.





## WE KNOW WHAT WE'RE DOING!

Unlike other fishing magazines which in recent years have had a revolving door in regards to editors, writers, sales staff and owners, *Fishing World* boasts an experienced and intensely loyal team of editors, writers and sales executives, many of whom have been with the magazine for decades. This experience and intimate knowledge of the Australian fishing and boating industries just can't be matched. *Fishing World* has been owned and run by the same family-run publishing company for more than 40 years.

## WHAT THE INDUSTRY SAYS

*Fishing World* enjoys a close and mutually beneficial business relationship with all the major fishing and boating companies. The industry respects and trusts us. Here's what some of the key players have to say:

*Fishing World* is one of a select few Australian fishing magazines that Navico prioritises above all others. Highly regarded, knowledgeable and always maintaining its journalistic integrity, *Fishing World* magazine and its associated website is a key element in delivering an effective advertising program for the Lowrance & Simrad brands.

DAMIAN WEBER  
SALES & MARKETING DIRECTOR  
NAVICO AUSTRALIA

Shimano and *Fishing World* have been in a wonderful partnership for the past 30 years. I really respect working people who have similar core values as I have. *Fishing World* certainly qualifies in this category, in short if the resource is not cared for and protected there will be no use for any new products.

JOHN DUNPHY  
MANAGING DIRECTOR  
SHIMANO AUSTRALIA

Our co-operation with *Fishing World* couldn't be more satisfying. It is a business driver that goes beyond traditional advertising. We operate on various levels of promotions on both magazine and website and they have proven to be a successful marketing platform. In addition to this *Fishing World* magazine is highly regarded as a most credible recreational fishing publication and therefore a natural choice for us.

AKU VALTA  
MANAGING DIRECTOR  
RAPALA VMC AUSTRALIA

The team at *Fishing World* are great to work with. We believe the key to being a successful media organisation in this day and age is to understand how to add value for advertisers by using a combination of print and online together to present information to readers. The guys at *Fishing World* are good to work with and always have the success of my business as a priority. They stand out from the pack in their commitment to producing a high quality and credible fishing magazine/website.

PETER CLELAND  
MANAGING DIRECTOR  
BAR CRUSHER BOATS

## FISHING WORLD PROMOTION

- Promoted through targeted direct mailings to potential subscribers
- Promoted through regular reader competitions
- Promoted through [www.iSubscribe.com.au](http://www.iSubscribe.com.au), the leading Australian magazine website
- Promoted at relevant trade shows, including the Sydney, Melbourne and Mandurah International Boat Shows
- Specific promotions in leading agencies
- Key fishing clubs and associations around Australia
- High end website – [fishingworld.com.au](http://fishingworld.com.au)

## FISHING WORLD DISTRIBUTION

- Includes *Boat Fishing* six times a year
- Available in over 4,000 newsagencies across Australia
- Available in selected New Zealand newsagencies and bookstores
- Mail order subscriptions available nationally and overseas – over 7,000 current subscribers
- Read in many fishing clubs across Australia
- Found in many waiting rooms around Australia
- Stocked by over 400 specialty outlets
- Over 14,000 copies sold each issue
- *Fishing World* is ABC audited – your assurance of our circulation figures

## INTEGRATED MEDIA

Australia's most comprehensive way to influence and engage sport fishing enthusiasts – when we combine *Fishing World* with the *Fishing World* website and our weekly e-newsletter, we reach more than 230,00 people who are actively engaged in our content every month. The website is used to carry up-to-the-minute news items, videos, new products, boats and how to information. We also run selected articles from the magazine to provide website readers with a unique source of information, and to attract new subscribers from online to the printed word. This combination of print and on-line is a very powerful medium for our advertisers, allowing both instant response and longer-term branding.

## SNAPSHOT

- Audited circulation: 14,697  
(ABC audit average copies sold per edition Jul-Dec 2011)
- Readership: 193,000  
(Ray Morgan readership survey Dec 2011)



AUDIT BUREAU  
OF CIRCULATIONS