

A man with a beard and a white cap with 'SHIMANO' logo is smiling while holding a large, silver-colored fish, likely a kingfish or tuna, by its tail. He is wearing a dark long-sleeved shirt with 'SHIMANO' printed on it. The background shows the ocean under a clear blue sky.

FISHING

WORLD

MEDIA KIT 2023

*DELIVERING AN AUDIENCE OF
ENTHUSIASTIC AND ENGAGED FISHOS*

yaffa

From the editor

For over 50 years *Fishing World* has cemented its place as Australia's most influential fishing media platform. Fisho continues its mission to set trends, offer tips, share ideas and knowledge, while motivating and inspiring Australian anglers.

Each month, Fisho's team of well-known contributors deliver national content with a mix of technical stories, destinations, back-to-basic feature stories and entertaining columns.

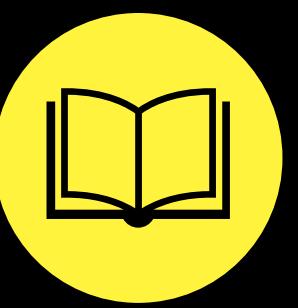
The tradition of delivering innovative techniques and quality content continues and evolves and now includes a dynamic multi-platform media brand. Fisho offers an industry leading magazine, website, video content, and highly engaged social media platforms. Fishing World utilises these latest media trends while partnering with Australia's tackle trade to offer unparalleled expertise and influence.

In 2023 *Fishing World* launched a new industry-leading website. The latest website delivers the same quality content in a modern format to reach more readers.

Whether you're a prospective advertiser, loyal subscriber who enjoys the magazine or a keen youngster eager to learn the ropes, Fishing World's multi-platform media has it covered.

Scott Thomas
Editor, *Fishing World*





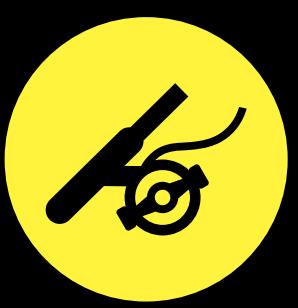
65%
have read the
mag for 4+ years



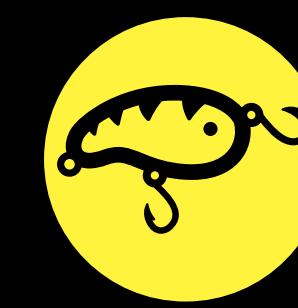
55%
share their mag with
at least one person



64%
visit the
website weekly



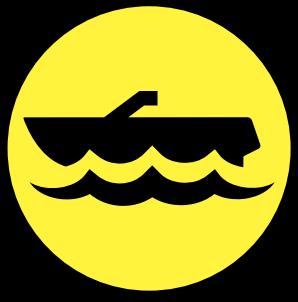
66%
own \$2000+
of tackle



63%
spend at least \$51
a month on gear



83%
have made purchases
based on mag
editorial/advertising



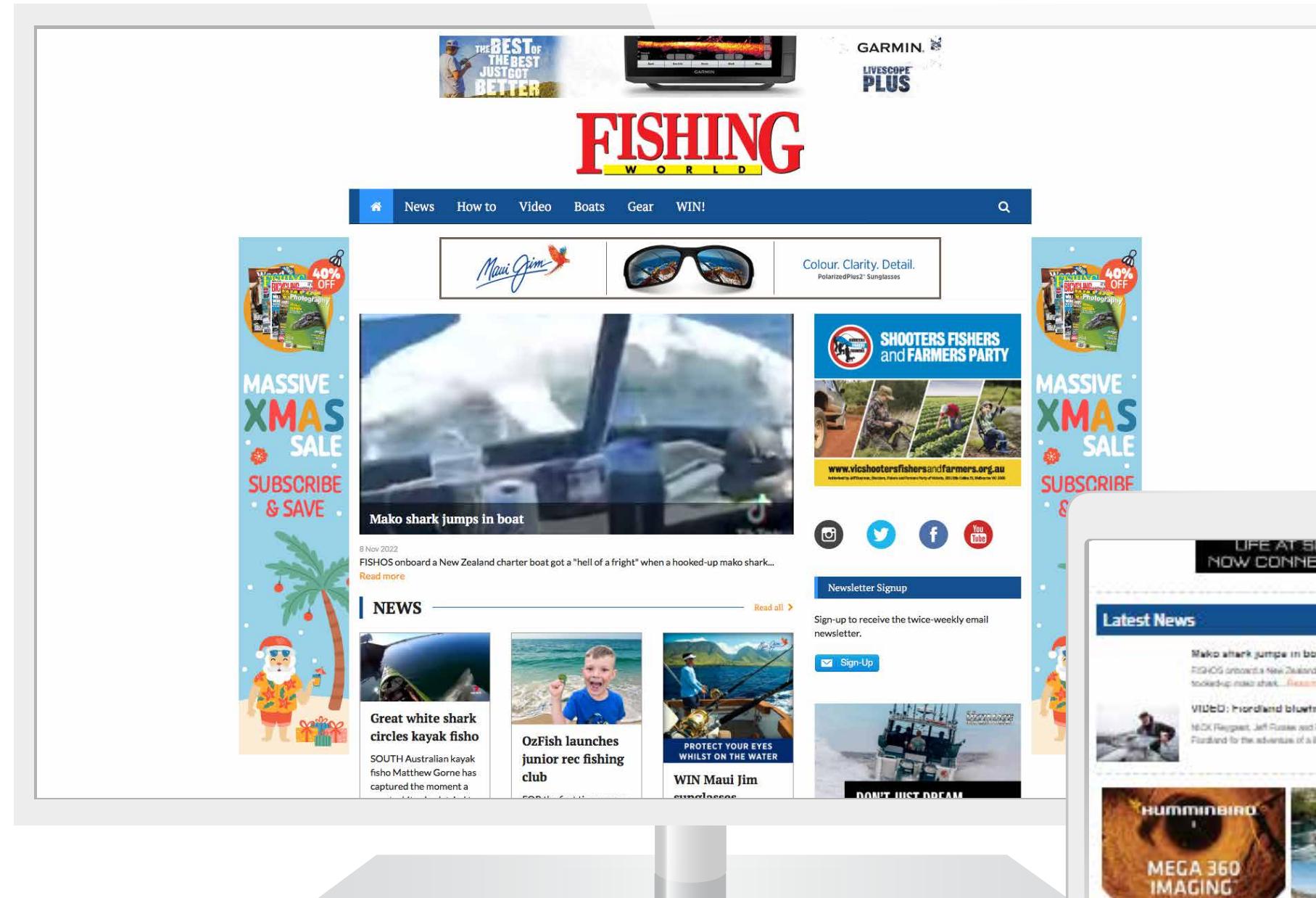
69%
own a boat

Our audience, your customer

Fishing World readers consist of Australia's most active and devoted anglers, where fishing is more than just a hobby, it's a lifestyle.

They surround themselves with fishing by hanging out with other fishos, and spend large on their pastime of choice, through the media they consume, the gear they buy and the holidays they take.

Our portfolio



Website

PAGE VIEWS: 110,000

MONTHLY UNIQUE VISITORS: 90,000

fishingworld.com.au

Google Analytics Average Oct 2022

Newsletter

SUBSCRIBERS: 14,500
Sent every Thursday

Oct 2022



Magazine

READERSHIP: 161,000

Published monthly

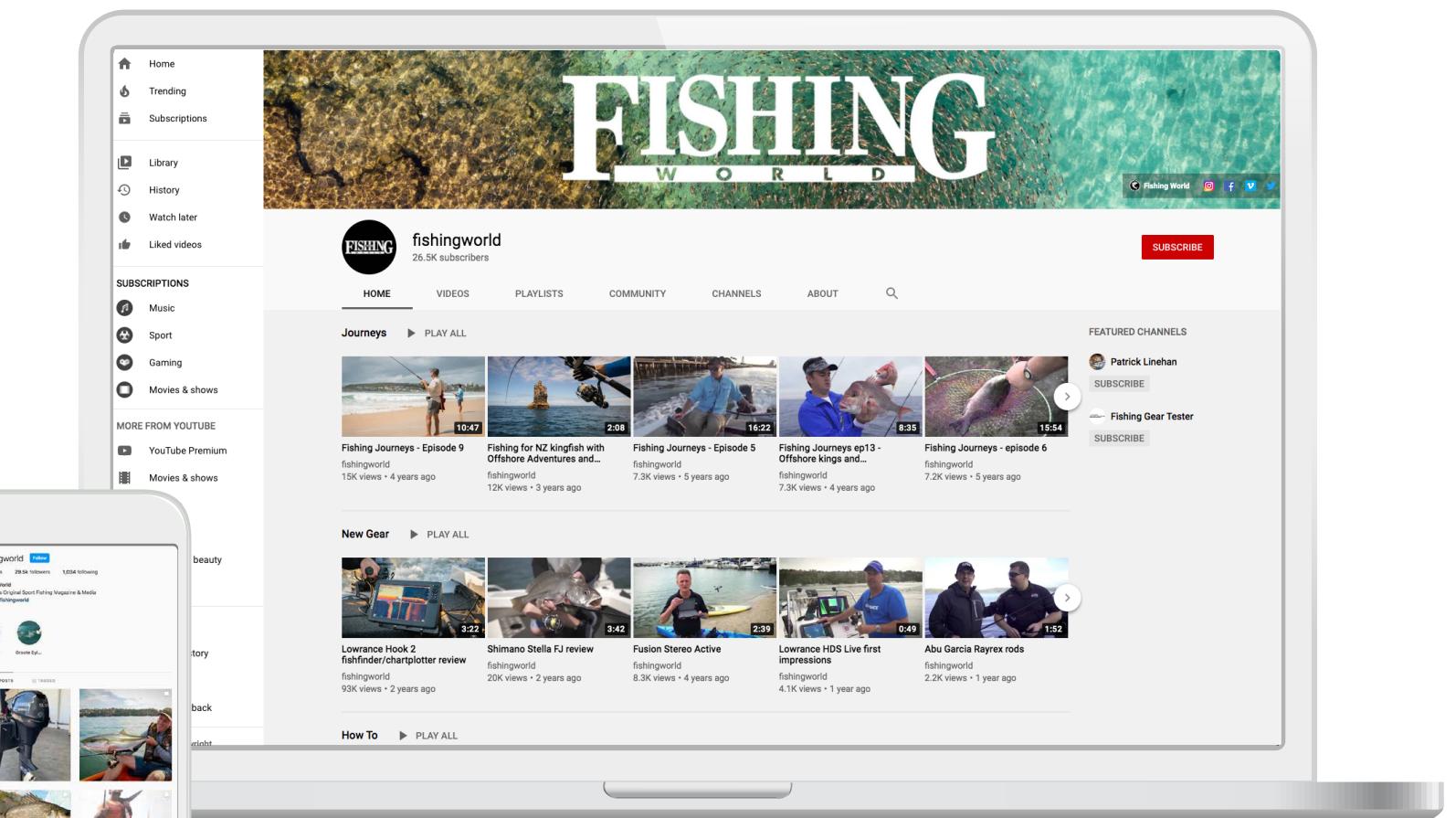
Roy Morgan Research Magazine

Readership Survey Mar 2022

Circulation

AV. SOLD COPIES: 9,500

(+ digital copies)



Social

FACEBOOK: 75,000

Fishing World & Fishing Gear Tester

INSTAGRAM: 32,000

Fishing World & Fishing Gear Tester

TWITTER: 7,300

YOUTUBE: 30,000 subscribers,
17,000,000 views

Fishing World & Fishing Gear Tester

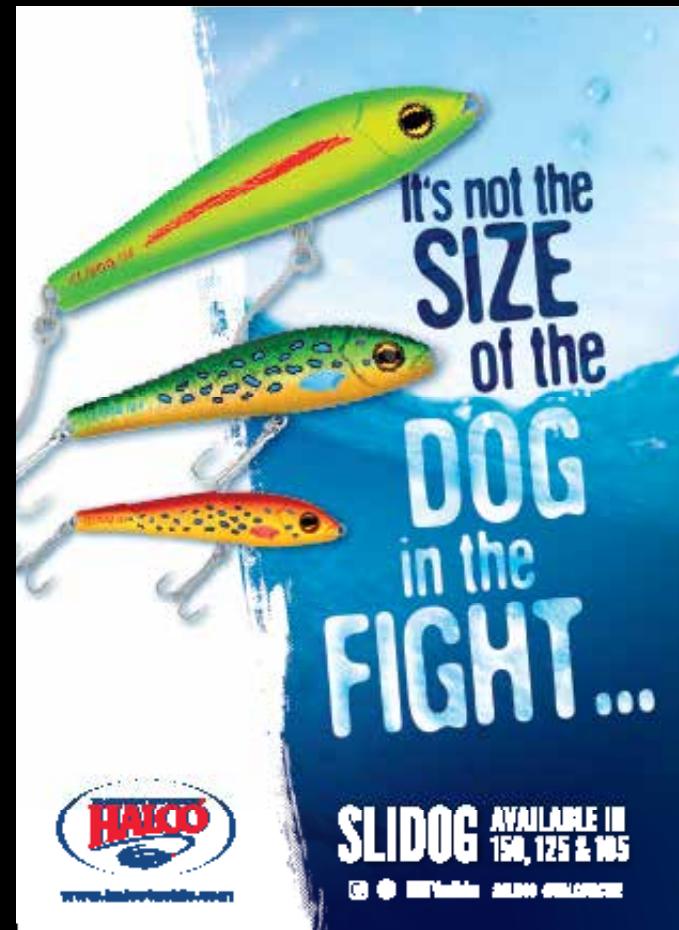
Reach your target audience

Fishing World has led the way to provide readers and advertisers with a truly interactive experience.

We reach more than 400,000 people each month who are actively engaged in our content.

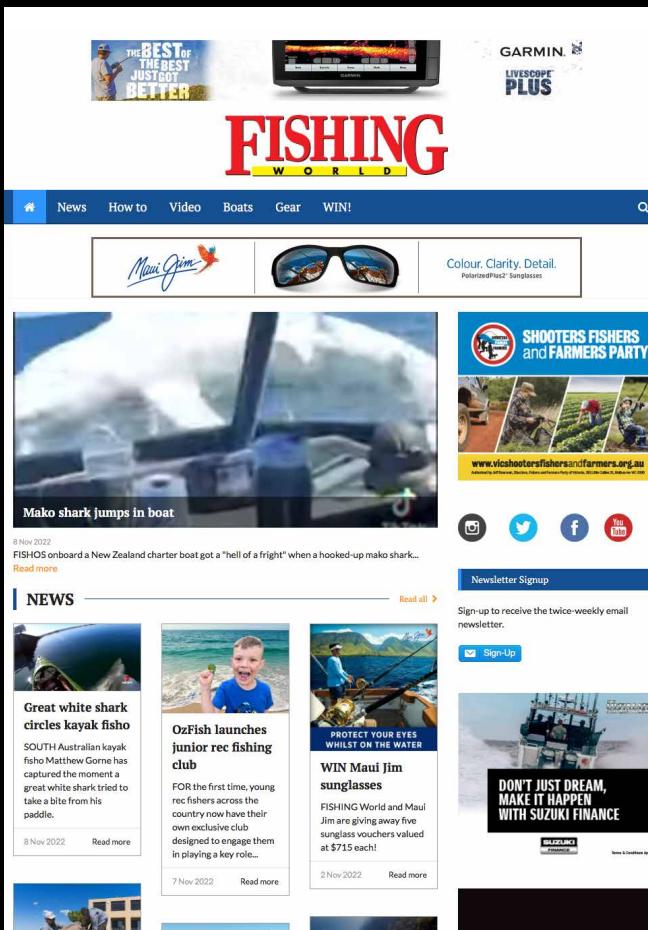
Fishing World is beyond a magazine, it is also a media brand that interacts with people on a daily basis through the *Fishing World* website, e-Newsletter and on social media. *Fishing World* has the largest, most trusted and influential reach of any fishing media brand.

Print & Digital magazine



Published monthly, *Fishing World*, Australia's Sport Fishing Bible and the magazine of choice for 163,000 passionate anglers each month.

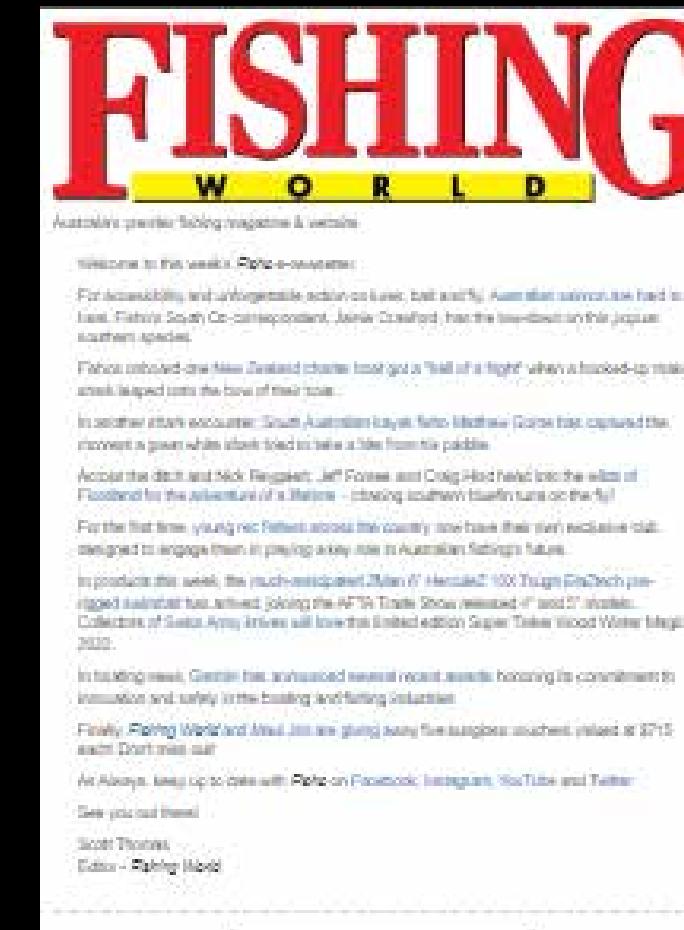
Online advertising



Fishingworld.com.au prides itself on delivering quality content to over 100,000 readers each month.

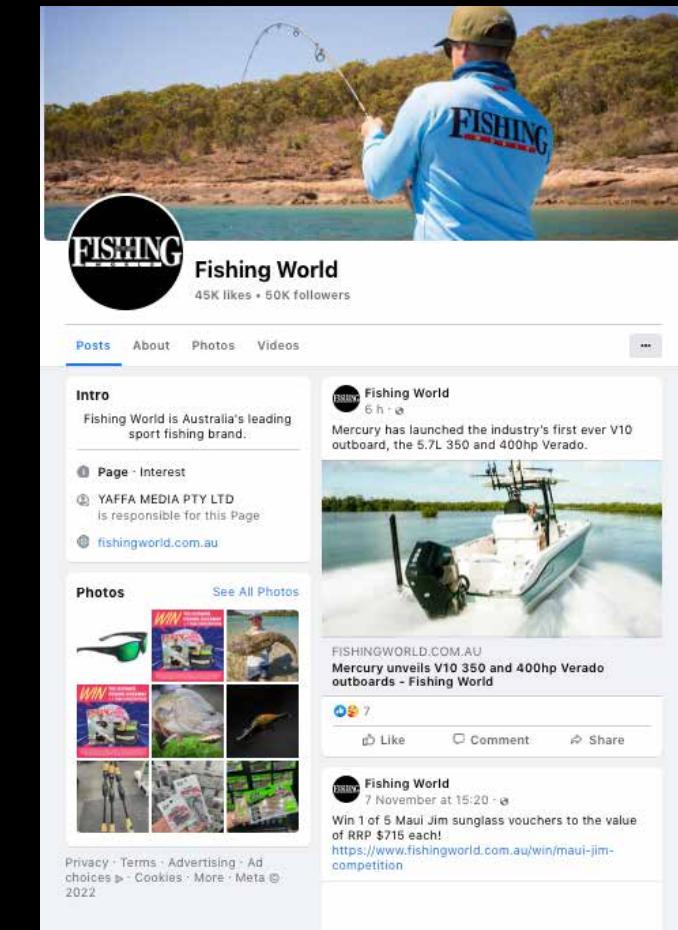
[visit website](#)

eNewsletter & eDM



The Fishing World e-newsletter is sent twice weekly to 14,500 subscribers and is loaded with fresh content from the Fishing World website.

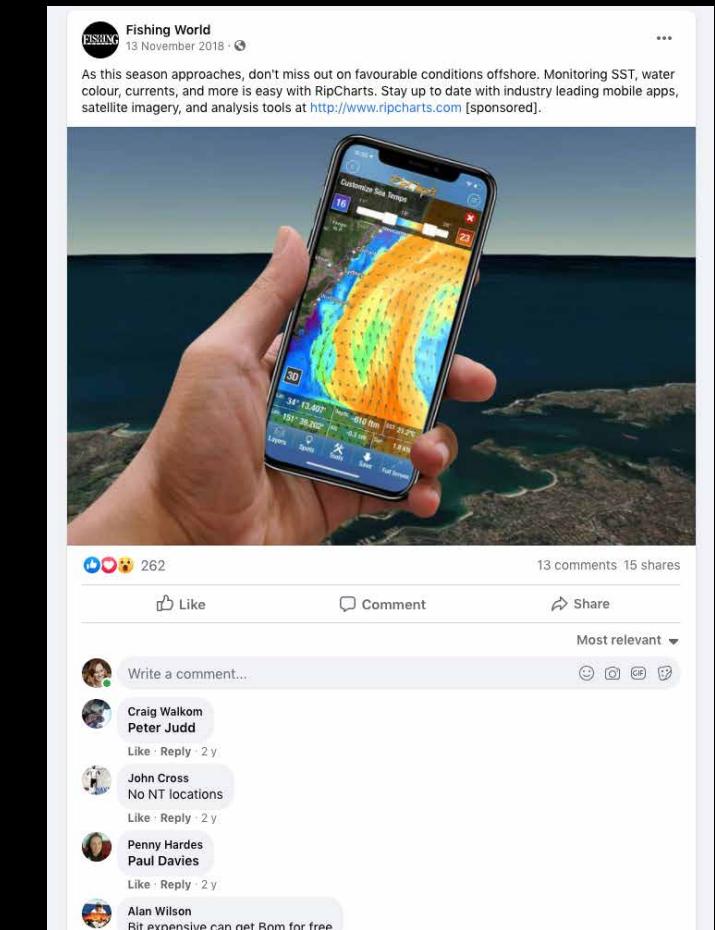
Social media



Put your brand in front of over 144,000 obsessed and engaged anglers who follow Fishing World on Facebook, Instagram, YouTube & Twitter.

[view social](#)

Sponsored Content



Engaging customer content lets you tailor your message in print, online and on social media.

[view post](#)

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