

“Advertise to Your Target Market and Get Results”

BassClubDigest[®]

The Voice of Bass Clubs Across the Nation



2011
Media Kit



Audience & Opportunity

Reaching the Elite of Bass Fishing

Bass Club Digest reaches bass fishermen who spend the most money.

Bass Club Digest is the only magazine that targets *and* reaches:

- Over 80,000 active, independent bass club members in 2,000 + clubs
- Fishermen who, on average, fish nearly 100 days per year
- Anglers with the highest ownership of equipment
- Amateur angling competitors who are not sponsored

How do we reach them?

Debuting in 1992, Bass Club Digest focused on a fishing niche that spends *more money* and *more time* on bass fishing and seeks out *more fishing research* than any other. Our exclusive list of bass clubs is considered by many to be the fishing industry's *most valuable* resource.



Why do they need us?

We are not a “how-to-fish” magazine. BCD is devoted to the management and advancement of organized bass fishing, with editorial content aimed at club activities. BCD is the *only* magazine that makes better clubs and better members. For the independent bass club, we are a must read.



Who are our readers?

Our readers own, on average, 16 fishing rods, 18 fishing reels and almost all (over 90%) own boats, motors, trolling motors and electronics. They are upper incomers (average income \$50,000 plus) who own more than 2.3 million fishing rods and more than 1.9 million fishing reels.

Target the Entire Bass Club Market

Bass Club Digest

40 million Americans age seven and older fish.

Bass remain the most sought after fish in the U.S.



Reader Profile

A Closer Look at Serious Club Fishermen



Audience Demographics

Male.....98%
 Married82%
 Median Age.....38.5
 Avg. Household Income\$54,850

Fishing

Avg. years spent fishing.....25.8
 Avg. days fished annually97.8
 Avg. spent on fishing annually\$3,726

A \$462 Million Market

Rods

Own fishing rods100%
 Avg. no. of rods owned18.7
 Own baitcasting rods.....96%
 Own spinning rods.....84%
Total rods owned1,496,000

Reels

Own fishing reels100%
 Avg. no. of reels owned15.8
 Own baitcasting reels96.5%
 Own spinning reels81.3%
Total reels owned1,264,000

Boats

Own boats used for bass fishing ..93.2%
 Plan to buy a boat in next 2 years ..42%
Total boat owners74,560

Motors

Own outboard motors91%
 Own 115 hp or smaller41%
 Own 116-150 hp.....31%
 Own 151 hp or larger.....21%
 Buy new motor next 12 months16%
Total outboard motor owners....72,800

Trolling Motors

Own trolling motors91.2%
 Buy new trolling motor next 12
 months29%
Total trolling motor owners72,960

Electronics

Own electronic fishfinders94%
 Avg. no. owned1.8
Total fishfinders owned.....135,360



**Visit Us
 Online!**

Visit our website, www.bassclubdigest.org, featuring club profiles, breaking news and product reviews. We offer links and banner advertising. For details call 731-772-6648.

Ad Rates & Specifications

Publish Dates

Prespawn November 12, 2010 December 3, 2010
 Postspawn January 14, 2011 January 28, 2011

Space Closing

Materials Deadline

Stock: Cover, 80 lb. coated gloss - Inside, 40 lb. coated gloss Size: 8" x 10 7/8" Color: Four-Color process throughout

Ad Rates

	1x	2x
Two Page Spread	\$12,375	\$12,065
1/2 Page Spread	\$7,255	\$7,074
Full Page	\$6,595	\$6,430
2/3 Page	\$4,395	\$4,285
1/2 Page	\$3,905	\$3,807
1/3 Page	\$3,135	\$3,057
1/4 Page	\$2,590	\$2,460
2nd & 3rd Covers	\$7,695	\$7,503
Back Cover	\$8,250	\$8,044

**Four
Color**

Two Page Spread	\$9,875	\$9,628
1/2 Page Spread	\$6,050	\$5,898
Full Page	\$5,055	\$4,929
2/3 Page	\$3,790	\$3,695
1/2 Page	\$2,975	\$2,900
1/3 Page	\$2,195	\$2,140
1/4 Page	\$1,650	\$1,609

**Black
& White**

Electronic Media Requirements

- All materials must be sent digitally.
- All digital materials must be in Macintosh format.
- Ads should be provided on CD or 100MB ZIP disks.
- Ads should be created in Quark for Macintosh, with images saved as TIFF, EPS files or locked high resolution PDF files.
- All images must be 300 dpi and large enough for the desired size.
- All artwork, logos, and both screen and printer fonts used in ad must be included on the disk. Failure to include fonts may result in font substitution at publisher's discretion or loss of text.
- A press proof must be provided.
- Ads must be built to the correct size specifications. Ads that are not will be adjusted to fit.

Media Labeling:

Publication name, issue date, agency name, phone number, advertiser name, contact person (name, phone and email), file name and a printout of items on disk.

Inserts, reply cards, etc., are quoted upon request.

Commissions & Discounts:

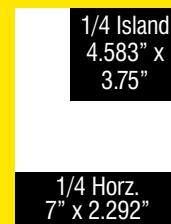
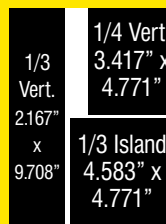
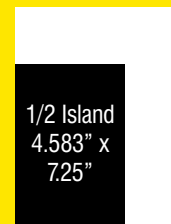
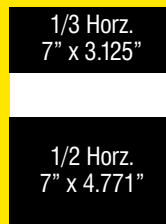
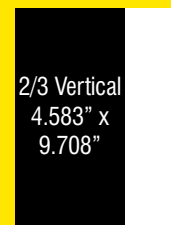
Recognized agencies receive a 15% discount off the published rates. All advertising is billed net 30 days. Terms are net 30 days to receive discounts to agencies and advertisers. There is a carrying charge of 1.5% per month after 30 days on balance due.

Send Materials To: Bass Club Digest

Attention: Craig Robinson
 42 South Washington Avenue, 2nd Floor • Brownsville, TN 38012
 phone: 731-772-9962 • fax: 731-772-9763
 email: craig@billdancefishing.com

Ad Specifications

2-Page Spread	15" X 9.875"
2-Page Spread (Trim)	16" x 10.875"
2-Page Spread (Bleed)	16.25" x 11.125"
Full Page	7" x 9.875"
Full Page (Trim)	8" x 10.875"
Full Page (Bleed)	8.25" x 11.125"
2/3 Vertical	4.583" x 9.708"
1/2 Horizontal	7" x 4.771"
1/2 Island	4.583" x 7.25"
1/3 Vertical	2.167" x 9.708"
1/3 Horizontal	7" x 3.125"
1/3 Island	4.583" x 4.771"
1/4 Horizontal	7" x 2.292"
1/4 Island	4.583" x 3.75"
1/4 Vertical	3.417" x 4.771"



Sales Contact:

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