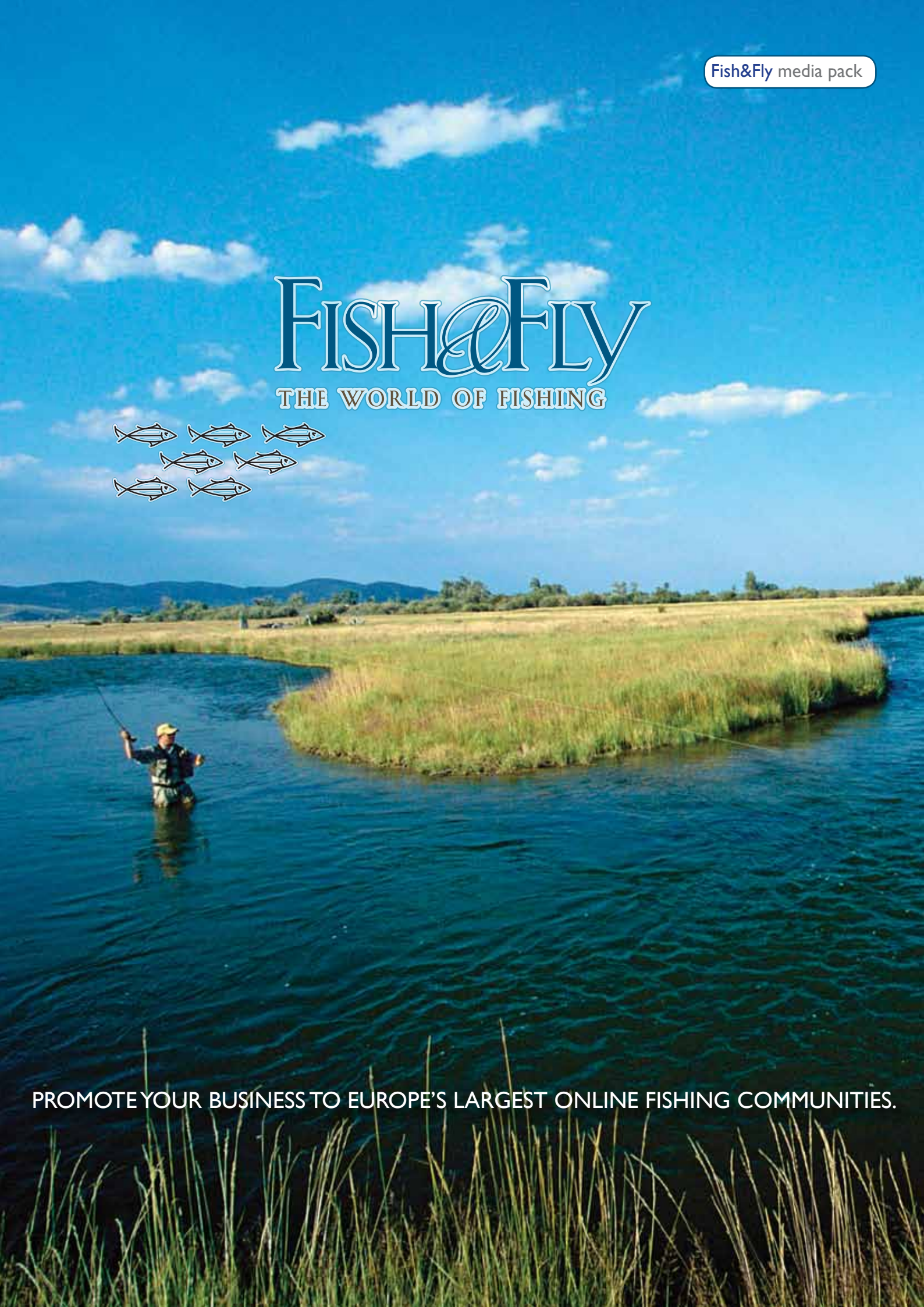


# FISH&FLY

THE WORLD OF FISHING



PROMOTE YOUR BUSINESS TO EUROPE'S LARGEST ONLINE FISHING COMMUNITIES.

# FISH & FLY

THE WORLD OF FISHING



..... was founded in 1998 and is now the largest specialist online fishing publisher in Europe. Our game/fly, carp and coarse fishing websites were visited by over 5 million people last year and this traffic is growing fast - so if you are looking for online foot-fall then look no further! What's more our visitors are passionate about their sport and eager to read the latest news, product announcements, fishing tips and fishing reports. Over 40 million pages were read last year so our readers are certainly keen!

### The Fish & Fly approach

- We publish niche specialist sites rather than 'catch all' sites so enabling targeted advertising to passionate communities.
- We build our communities with rich quality content
- We provide demonstrable results and analysis to our clients with our Experian Hitwise software and can amend campaigns as required
- Through our forums we get to know our communities and what they respond to.
- Effective campaigns can be built around our network of sites and the Where to Fish publication
- We are privately owned and are run by a small dedicated team. We can respond quickly to requirements.

Our online media offering includes;

[www.fishandfly.com](http://www.fishandfly.com)



**Gateway site**

[www.flyforums.co.uk](http://www.flyforums.co.uk)



**Fly Fishing**

[www.fishingmagic.com](http://www.fishingmagic.com)



**Coarse Fishing**

# Demographics

Our members and visitors are passionate about fishing and form an attractive customer group.

Within our coarse site Fishing Magic:

- 72% go fishing at least once a week
- 69% are aged between 26 and 50
- 56% earn over £25,000 per year

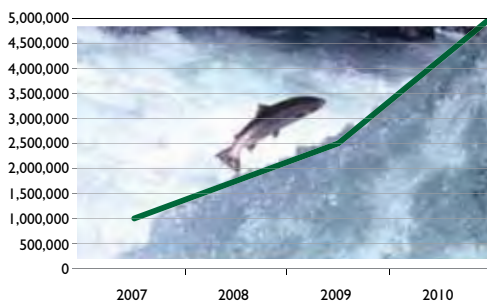
In a recent poll of our Fly Fishers, member's votes indicated that;

- 85% Fly Fish over 40 days per year
- 66% own more than 6 fly rods
- 78% have more than 250 flies

Our member's favourite rod brands are:

**Greys, Sage, Hardy and Orvis.**

This graph shows our substantial growth enjoyed over recent years.



By the use of polls on our sites we can research any demographic required within a very short timescale.

[www.salmonatlas.com](http://www.salmonatlas.com)



**Salmon Fishing**

[www.troutatlas.com](http://www.troutatlas.com)



**Trout Fishing**

[www.carpatlas.com](http://www.carpatlas.com)



**Carp Fishing**

# Our Clients



“Fish & Fly are an important part of our marketing strategy and help us reach our target audience. They are also one of the largest generators of traffic to our own site.”

Grant Harris  
Managing Director  
Sportfish

“Fish & Fly are a prime source of incoming traffic to the Patagonia website”

Bill Klyn



“It was definitely the right choice to promote my business with Fish&Fly.

Over 60% of my traffic comes from them!”

Frank Williams  
Frank Williams Fly Fishing

“Fish & Fly are at the forefront of online publishing and are very forward thinking and innovative Their Trout Atlas site supplements their other busy fishing sites and gives us the perfect platform to showcase our fisheries and give regular fishery reports and updates direct from our Rangers.”

Don Coe  
Northumbrian Water  
Fishing and Waterside Parks Leisure Operations Manager

[www.speycast.co.uk](http://www.speycast.co.uk)



Casting

[www.theflyfishingforum.com](http://www.theflyfishingforum.com) (us)



Fly Fishing

[www.wheretofish.co.uk](http://www.wheretofish.co.uk)



Fishing Locations

## Opportunities

We believe there is no more cost effective solution to marketing within the fishing community than through our websites. We understand our communities and can advise on a campaign suitable for your business.

We offer a vast number of opportunities to reach your target audience including classifieds, display advertising, news, product launches, reviews, datacapture. etc and below are some suggestions but please contact sales@fishandfly.com or call +44 (0) 1293 888828 to discuss your own requirements with our sales team.

### Fisheries

Our Atlas sites are ideal for the promotion of fisheries linked to our Forums and Classifieds. Fisheries are heavily promoted and can then add reports as often as they want to keep visitors engaged. With an entry level of just £20 per month in many cases this is covered by the sale of just one day ticket. We can even take bookings with our automated online system.

### Retailers and Distributors

A combination of text links and banners can help brand awareness and drive traffic to your site and shops. Highly targeted campaigns with special offers, news stories etc. can be sent by newsletter to our database.

### Manufacturers and Brands

Your brand or product ranges can be seen by hundreds of thousands of fishers every month with targeted advertising on specific sites with banners, ad boxes and sponsorships. In addition competitions, data capture, promotional messages especially linked to product launches can create increased awareness and results.

### Accommodation / Travel Provider

Our sites are ideal for the promotion of travel and accommodation providers with our mix of Where to Fish and Atlas opportunities. For example linking a Business membership with Ad boxes at key locations within the Atlases and Forums can give real targeted exposure to fishers looking to travel to fish. Competitions and special offers for our members such as 2 nights for one etc. will bring rewards.

### Agencies and Media Buyers

We run regular campaigns for major national and international brands such as Hardy, Sportfish, Patagonia, National Geographic and Tourist Boards. We can help create a tailor made package to suit the requirements of any promotion with innovative and effective thinking.

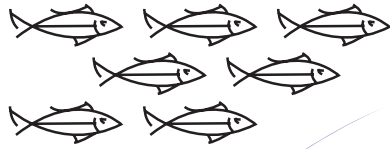
### Where to Fish

Where to Fish was first published in the late 1800s and has become known to fishermen everywhere. Approaching its 92nd edition, it is currently published every two years and seeks to include detailed information on every UK fishery plus advice about international destinations. Fisheries will be able to obtain an entry in the book and on the website free of charge, and will have the opportunity to support their entry with advertising. Similar opportunities exist for fishing tackle shops and hotels.



# FISH&FLY

THE WORLD OF FISHING



## CONS **YOU** MERS

Our websites have up to 5 million visits a year from fishing enthusiasts.

May we introduce you?

Contact details

PO Box 1079, Worth, West Sussex, RH10 4WH United Kingdom. Tel. +44 (0)1293 888828 [sales@fishandfly.com](mailto:sales@fishandfly.com)



Fish & Fly opened its first website in 1998 and is now firmly established as the leading provider of news/content/forum websites specialising in fishing in Europe. We provide opportunities for businesses to market their products and services to targeted fishing communities globally by advertising on our wide range of Internet sites and also within the Where to Fish Angling Directory

## People visit our websites for **one** reason!

Adverts on our sites are displayed over 40 million times a month to targeted consumers. They will already have an interest in you and what you are offering giving you maximum exposure for your product or service.

## Why advertise with Fish&Fly?

**5,000,000+**  
visits per year

## Display advertising

This type of promotion is very effective due to the vastness and dynamic targeting of advertising online.

We offer 6 different display sizes to suit all advertising requirements. 'Leaderboard', 'Skyscraper' and 'Box' adverts offer greatest publicity and are ideally used to launch new products/promotions. The 'Rectangle', 'Small Box' and 'Premier Text Link' adverts are ideal for smaller businesses as part of brand awareness campaigns.

Prices quoted are based on a guaranteed number of 25,000 impressions per month. Further impressions can be purchased at pro rata costs based on cost per thousand (CPM)

**A** £4 cpm, **B** £2.40, **C** £2.40, **D** £1, **E** £0.6, **F** £1

**A**

728 X 90 LEADERBOARD  
from £100 per month

**C**

120 x 600  
SKYSCRAPER

from £60  
per  
month

**B**

300 x 250 BOX  
from £60 per month

**D**

300 x 75 RECTANGLE  
from £25 per month

**E**

145 x 100  
SMALL BOX  
from £15 per  
month

**F**

PREMIER  
TEXT LINKS  
from £25 per  
month

## Demonstrable results

**"My online sales are rocketing thanks to promoting with Fish&Fly. It's a 'no-brainer'!"**

**Ian Woods,  
Game Fishing Supplies**

## Contact us

If you are interested in advertising within the Fish&Fly group of websites or would like some further information please contact us at [sales@fishandfly.com](mailto:sales@fishandfly.com) or call us on +44 (0)1293 888828.

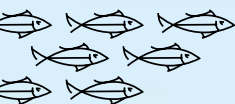
## Our websites

[www.fishandfly.com](http://www.fishandfly.com)  
[www.flyforums.co.uk](http://www.flyforums.co.uk)  
[www.fishingmagic.com](http://www.fishingmagic.com)  
[www.salmonatlas.com](http://www.salmonatlas.com)  
[www.speycast.co.uk](http://www.speycast.co.uk)  
[www.theflyfishingforum.com](http://www.theflyfishingforum.com) (us)

we will shortly be opening  
[www.wheretofish.co.uk](http://www.wheretofish.co.uk)  
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# FISH & FLY

THE WORLD OF FLY FISHING



Fish & Fly opened its first website in 1998 and is now firmly established as the leading provider of news/content/forum websites specialising in fishing in Europe and North America. We provide opportunities for businesses to market their products and services to targeted fishing communities globally by offering self promotion on the busiest fishing forums.

Classified Rate Card

Promote your business on the forums

With over 1,000,000 visitors per annum we provide our advertisers with a huge audience to sell their products or services to. Many of our classified members get up to 75% of their web traffic from this site and make very substantial sales directly from the site.

## Our categories of membership:

- **Trade** - For retailers and Businesses
- **Pro member** - For Guides/Instructors
- **Fishery** - For all types of Fisheries
- **Travel** - For Destination fishing specialists
- **Accommodation** - For Hotels/B+B's etc

## All these benefits for £25 per month

+ VAT

- Forum Directory Entry
- Ability to post on Trade Classifieds/Fisheries/Events/Guides/Destination sections of Forums
- Ability to have commercial username
- Commercial signature/link on all posts
- Banner discounts

Fish&Fly classified membership provides you with the opportunity to promote goods and services directly to forum members on our websites.

In addition there are numerous advertising opportunities throughout our sites including Newsletter sponsorship, data capture and display advertising with prices starting at just £25 plus vat per month.

## Demonstrable results

**“It was definitely the right choice to promote my business with Fish&Fly.**

**Over 60% of my traffic comes from them!”**

Frank Williams,  
Frank Williams Fly Fishing

Please email: [sales@fishandfly.com](mailto:sales@fishandfly.com)

## Sign up today

Sign up automatically by following this link:

<https://www.fishandflyusa.com/members/bizsignup.php>

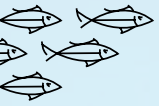
or contact us at:

[members@fishandfly.com](mailto:members@fishandfly.com)  
+44 (0)1293 888828

## Our websites

[www.fishandfly.com](http://www.fishandfly.com)  
[www.flyforums.co.uk](http://www.flyforums.co.uk)  
[www.fishingmagic.com](http://www.fishingmagic.com)  
[www.salmonatlas.com](http://www.salmonatlas.com)  
[www.speycast.co.uk](http://www.speycast.co.uk)  
[www.theflyfishingforum.com](http://www.theflyfishingforum.com) (us)

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**Fish&Fly** and **Farson Digital** have teamed up to bring live river pictures to the computers and mobile phones of anglers everywhere.

Our webcam images form an important part of the rich resource provided on Fish&Fly websites such as [www.salmonatlas.com](http://www.salmonatlas.com) and [www.flyforums.co.uk](http://www.flyforums.co.uk) and in addition are shown on the website of the host of the camera giving both global and more localised publicity.

These webcams are proving to be very popular as in the fishing world, knowing the height and colour of the water to be fished and whether it is rising or falling is truly important information. In salmon fishing in particular there is a window of opportunity on a dropping water where your chances of success are greatly increased. Dream conditions! But with these webcams angler's don't need to dream anymore they can see for themselves. They not only show what the conditions are like now but also display the trend over the last 24 hours.



Webcam on the neck of the Junction Pool (showing Lower Floors, Floors Castle)

## Who visits our webcams?

Typically....fishermen but also tourists, locals and weather watchers, In fact, all recreational river users.

## How can I advertise my business to the large number of visitors to the webcam sites?

These busy pages form part of the large portfolio of display advertising opportunities on the Fish&Fly sites and in addition there are many opportunities on the host sites. There are sponsorship opportunities with fixed Leaderboard banner placements and in addition smaller display adverts are available on all locations.

### [click here to visit one of our webcams](#)

You will find below indicative prices but for more details please contact [sales@fishandfly.com](mailto:sales@fishandfly.com) and speak to one of our sales team who will be happy to assist and also give you details of our display design service if required.

	1 year	6 months	3 months
<b>Leaderboard (728 x 90 pixels)</b>			
Leaderboard 1 - Directly above webcam image	£500	£350	£250
Leaderboard 2 - Above Leaderboard	£400	£275	£200
Leaderboard 3 - Below webcam	£300	£250	£160
Bundle (leaderboard 1 & 2 combined)	£700	£500	£350
<b>Large rectangle (300 x 250 pixels)</b>			
Large rectangle 1 - next to the webcam image	£525	£375	£265
<b>Small rectangle (300 x 75 pixels)</b>			
Small rectangle 1 - next to the webcam image	£210	£130	£110

all prices are subject to VAT

Further banner sizes are available on the host page by special arrangement

## Who would this work for?

Tourist boards, local businesses, tackle manufacturers/dealers etc

# Where to Fish

The Definitive Angling Directory

Est. 1858

Since 1858, Where to Fish has helped promote fisheries in the most comprehensive angling directory published in the UK.

The online publisher, Fish&Fly have acquired the publishing rights to the book and are happy to announce the creation of the website [www.wheretofish.co.uk](http://www.wheretofish.co.uk).

Not only will we continue to list your fishery in the book for free, you will also be entered onto the website.

We believe that your inclusion in the Where to Fish Directory is the perfect entry point to promoting your business further within the market leading, Fish&Fly group of websites and if you would like to support your entry we offer the following packages:

By signing up as a Fishery Member at just £20 plus vat per month you will automatically receive;

- Free entry in w2f book.
- Free entry into w2f eBook.
- Free entry into w2f online directory (listings).
- Free entry in w2f Trout Atlas.
- Free extra details page in forum
- Direct access to details page and ability to post promotions and offers, reports etc. in that thread.
- Link from w2f ebook to fishery thread in fly forums
- Link from own thread to own website

For a total fee of £50 plus vat per month you can become a Silver Member and be entitled to the following additional benefits.

- Display advertising on County based capture pages and/or on the relevant forum
- Featured promotion in w2f book

For a total payment of £100 per month plus vat you can become a Gold Member and be entitled to the following additional benefits.

- Advertising on relevant sites
- Featured article
- Box advert in w2f

## Display advertising

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**A** £4 cpm, **B** £2.40, **C** £2.40, **D** £1, **E** £0.5, **F** £1

**A**

728 X 90 LEADERBOARD  
from £100 per month

## Print advertising

### Full page

colour £650  
non colour £400

### Half page

colour £350  
non colour £250

### Section sponsorship

colour £450  
on colour £300

### Quarter page

colour £200  
non colour £150

### Eighth page

colour £125  
on colour £90

**C**

120 x 600  
SKYSCRAPER

from £60  
per  
month

**B**

300 x 250 BOX  
from £60 per month

**D**

300 x 75 RECTANGLE  
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