MAGAZINE PROFILE

The Best Anglers/Sports are Passionate

... about fly-fishing, preserving natural habitats, and protecting the endangered “King of Fish”, wild Atlantic salmon – and every one of them can’t wait to read the next issue of the Atlantic Salmon Journal.

It is the only magazine devoted exclusively to fly-fishing for Atlantic salmon and protecting a priceless species that defines the health of our river and marine ecosystems.

READER PROFILE

The Atlantic Salmon Journal reaches one of the most educated, influential and committed readerships, many of them business and community leaders, of any outdoor magazine in the U.S. or Canada.

The average Atlantic Salmon Journal reader and Atlantic Salmon Federation (ASF) member is a university/college educated, 58-year-old outdoorsman with an annual household income of more than $150,000. Based on circulation, this represents about $1.9 billion in combined household income.

Nowhere else will you find an audience so targeted, affluent and loyal.

<table>
<thead>
<tr>
<th>Total Audience</th>
<th>31,500</th>
<th>conservation-minded anglers in the US and Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readers Per Copy</td>
<td>3.0</td>
<td></td>
</tr>
<tr>
<td>Rate Base</td>
<td>10,500</td>
<td></td>
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</table>

An ad campaign can reach your target market quickly; repeated exposure increases response rate:
81% of members read all 4 issues of the magazine;
91% read the advertising
51% purchase an item/trip after reading the Atlantic Salmon Journal.

Source: ASJ Readership Survey 2014, Gardner Pinfold Consultants Inc., Halifax NS.
An exclusive and loyal audience:
Advertised will reach an audience unduplicated anywhere else.

86% of the Atlantic Salmon Journal’s readers read this magazine only and no other fly-fishing magazine. 
80% remain members and read the magazine for multiple years.

Source: ASJ Readership Survey 2014, Gardner Pinfold Consultants Inc., Halifax NS.
READERS ACTIVITIES AND BUYING HABITS

Fly-fishing is a passion:

• In our recent survey of the Atlantic Salmon Journal, readers lists their top leisure pursuits as:
  fly-fishing (89%)
  travel (57%)
  bird-hunting (38%)

• In 2013, readers spent 31 days fishing.

• Top purchases include vacations, liquor, cameras/electronics and investments.

• 89% intend to make fly-fishing purchases in tackle, trips and apparel categories this year.

• On average readers spend $4,150 on fishing-related items annually; cumulatively their expenditures amount to an average of $46 million each year.

EDITORIAL PROFILE

For more than 60 years, this authoritative, award-winning outdoor magazine has enlightened, entertained, engaged and inspired avid anglers and socially conscious consumers with its finely crafted articles, superb photography and design. Published by the Atlantic Salmon Federation, the world’s foremost Atlantic salmon conservation organization, 4-times a year, its pages contain fly-fishing stories on famous salmon rivers, tips on the fine art of fly-fishing and fly-tying and its inherent lore and tradition, history and travel.

AWARDS

Highly Respected and more Relevant than ever!
The Atlantic Salmon Journal has been recognized multiple times for award-winning editorial and cover design receiving gold and silver awards at the Atlantic Journalism Awards.
WHO ADVERTISES AND WHY

The Atlantic Salmon Journal delivers an exclusive, niche market of highly-discerning fishing enthusiasts and conservationists. Advertisers can also feel good knowing that money spent in the magazine supports the work of an organization that conserves, restores and protects the resources that sustain fly-fishing.

In each issue of the magazine you will find a wide spectrum of advertisers keen on tapping the substantial buying power and loyalty of our readers.

ADVERTISING CATEGORIES

Angling shops, artists and art galleries, automotive, financial institutions, major fishing tackle and apparel manufacturers, fishing outfitters from around the world, food and beverage including alcoholic varieties, publishing, real estate agencies, tourism - domestic and international, transportation including corporate and international airlines, railways and boating interests, various retailers and conservation organizations.

Atlantic Salmon Journal readers have proven to be loyal supporters of the magazine's advertisers, reflected in the volume and longevity of repeat advertisers. They look to the Atlantic Salmon Journal as an important resource for goods and services: 91% read the magazine ads and 46% say the ads influenced their purchases. One ASJ reader put it this way:

"Back in the day, when I fished Atlantic salmon three or four weeks each year, I would definitely follow up on both ads and articles in ASJ. The ads and articles still intrigue me (today), and still convey reasonable expectations to those who are willing and able to follow their dreams."

Advertiser testimonials say it all:

“ASJ has been a key part of our advertising campaign over the years. As a result, our sales have steadily grown with more brand recognition every year.”

“ASJ readers respond and mention seeing our ads in the magazine. Advertising in ASJ is an extremely effective way to reach our audience; it delivers the results we hope to achieve.”

“ASJ is now 1 of 2 magazines we still advertise in. We believe it is by far the best on the market.”

“We’ve been using ASJ for years to reach serious anglers and it works: 100% booked again this year!”

Source: ASJ Readership Survey 2014, Gardner Pinfold Consultants Inc., Halifax NS.
MAGAZINE ADVERTISING RATES

(CANADA AND U.S.)

<table>
<thead>
<tr>
<th>BLACK &amp; WHITE</th>
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<th>4x</th>
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<td>1295</td>
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<td>1195</td>
<td>1095</td>
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<td>1895</td>
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<tr>
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<td>2295</td>
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<tr>
<td>Inside Back</td>
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<td>2295</td>
</tr>
<tr>
<td>Outside Back</td>
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<table>
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<tr>
<th>DOUBLE PAGE SPREADS</th>
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<tbody>
<tr>
<td>Color</td>
<td>$3995</td>
<td>3795</td>
<td>3395</td>
</tr>
</tbody>
</table>

Free professional ad design services on request; Free Directory Listing and link from ASF website with ad placement. Ads in the Atlantic Salmon Journal and on the ASF website are non-taxable.

INTERNET ADVERTISING

Dynamic, high visibility internet opportunities to boost sales and increase traffic to your website.

An exclusive leaderboard ad (970 x 250 pixels) can be purchased on the Atlantic Salmon Journal homepage [www.asf.ca/atlantic-salmon-journal](http://www.asf.ca/atlantic-salmon-journal). It features prominent banner positioning under the Atlantic Salmon Journal header and contains a click through link to the advertiser’s website. A second banner ad is also available for purchase on this page.

WEBSITE ADVERTISING RATES

Exclusive leaderboard ad on [https://www.asf.ca/atlantic-salmon-journal](https://www.asf.ca/atlantic-salmon-journal) (970 x 250 pixels) $2500 (12 months)

DIRECTORIES

A business listing in the Directory of Outfitters or Directory of Angling Shops section of the magazine without ad placement is $250 for 4 issues. The listing is free with ad placement.

* Sold with a magazine ad schedule only.

Traffic Report

- www.asf.ca is a well respected URL and the short URL gives it additional prominence
- More than 7,125 visitors per month
- 2.03 page visits per user
- 1:56 min. average time on page
- 44% type our URL directly
- 46% are referred via social media
- More than 27,112 pages viewed per month
- Google Analytics is used to monitor page hits and viewership (Data: 2018)

Source: ASJ Readership Survey 2014, Gardner Pinfold Consultants Inc., Halifax NS.
Advertising rates quoted are gross. A 15% discount is available to advertising agencies. Payment for ads is due within month of publication. Interest is charged at 24% per annum.

GENERAL CONDITIONS

Advertisers and agencies are liable for content of ads published and are responsible for any and all claims made. Publisher is not liable for any costs or damages due to failure to publish an ad. In no case will publisher’s liability exceed the cost of the ad.

The Atlantic Salmon Journal reserves the right to reject any advertising it feels is not in keeping with the editorial profile of the magazine. Ad positioning is at the discretion of the publisher.

Advertising must be under written contract for discounts to apply. Ads under contract will be repeated as run in previous issues unless changes or new material is received before closing date. All verbal instructions must be confirmed in writing.

Cancellations or changes to ads may not be made by the advertiser or its agency after the closing date. Cancellation of space reservations will result in an adjustment of the rate. Cancellations after closing date will be billed in full.

PUBLICATION SCHEDULE/CLOSING DATES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Published</th>
<th>Reserve Space by:</th>
<th>Submit Ad Material By:</th>
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<tbody>
<tr>
<td>Spring</td>
<td>March 1</td>
<td>January 1</td>
<td>January 15</td>
</tr>
<tr>
<td>Summer</td>
<td>June 1</td>
<td>April 1</td>
<td>April 15</td>
</tr>
<tr>
<td>Autumn</td>
<td>September 1</td>
<td>July 1</td>
<td>July 15</td>
</tr>
<tr>
<td>Winter</td>
<td>December 1</td>
<td>October 1</td>
<td>October 15</td>
</tr>
</tbody>
</table>

Source: ASJ Readership Survey 2014, Gardner Pinfold Consultants Inc., Halifax NS.
WeB AdVerTiSiNG

Exclusive leaderboard ad size: 970 x 250 pixels
Banner ad size: 970 x 250 pixels

All web ads should be saved for the web and sent in a gif or jpeg format; for further instructions, please contact the advertising manager.

MECHANICAL REQUIREMENTS

PDF/X-1A is the required file format for all ad submissions. Fonts and art must be embedded. Color ads must be in CMYK with image resolution not less than 300 dpi.

DESIGN ASSISTANCE

If you do not have access to the services of an ad agency or graphic designer, our professional ad designer can prepare an ad for your approval free of charge. Just contact us two weeks prior to the closing date and be ready to provide image(s) and text for your ad.

PHOTO POLICY

In keeping with the Atlantic Salmon Federation’s promotion of live release and conserving for the future, fish images used in ads in the magazine must show Atlantic salmon carefully supported upright and partially submerged. Also permissible are images of fish that have obviously been out of water for 5 sec. or less, characterized by a fish supported upright just above the water and with water dripping from its body.

Contact & Material Submission

Irene Pohle, Advertising Manager
15 Rankine Mill Road
Chamcook, New Brunswick, Canada E5B 3A9
Tel.: 506 529 1382
Email: ipohle@asf.ca

Source: ASJ Readership Survey 2014, Gardner Pinfold Consultants Inc., Halifax NS.