

MIDCURRENT[®]

Fly Fishing At Its Best



2022
MEDIA KIT

19+

*Years MIDCURRENT has been the
Top Media Channel in Fly Fishing*

1,000,000+

*Reach Among
Fly Fishers Worldwide*

54,000+

*Email Subscribers
Who Get MIDCURRENT Newsletters*

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Publisher
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What Our Marketing Partners Say

"Our page visits are great! People are really exploring our site."

"The bounce rate from MIDCURRENT traffic is 30% less than average."

"More than half the traffic from MIDCURRENT has never seen our products before."

Join These Top Brands Who Advertise on MIDCURRENT

Patagonia
Orvis
Tibor Reels
Simms
Hardy
Morgan Stanley
Redington
Sage
Orvis
RIO Fly Lines
Abel Reels
Howler Brothers
El Pescador Lodge
Monic Fly Lines
Scott Fly Rods
Outcast
Tenkara USA
TrueFlies
Sweetwater Travel

Clayton Stewart photo

FLY FISHING'S MULTI-CHANNEL MARKETPLACE



Matt Guymon photo

Want To Reach Fly Fishing Consumers in the Most Direct Way Possible?

Then you need a way to reach them where they work and play. And that means your message has to be visible in **all** the channels they frequent.

MIDCURRENT is the only fly fishing media that offers marketing partners total market reach across all digital channels: **web, email, social, and video.**

Our website reaches more fly anglers than any other fly fishing media.

Our social reach is huge and growing daily.

Our news and video content is consumed by discriminating anglers in every country in the world.

But most of all, our ability to target **exactly the kind of anglers you want to reach** is unparalleled. By combining reach across all channels, we ensure that your message arrives and that your objectives are met. **And we prove it with the numbers.**



Erik Hanson photo

WHY MIDCURRENT

- MIDCURRENT has been the leading fly fishing media channel since 2003.
- MIDCURRENT delivers more than 7 million pages views every year to discriminating and dedicated fly anglers. With 7,000-15,000 daily readers and more than 30,000 newsletter subscribers, MIDCURRENT offers unparalleled reach and immediacy
- Take **total control** over your advertising spend and schedule. Test creative. Tweak your message.
- Mix and match solutions: **Display, Email, Social, Content Marketing and Sponsorships.** Choose the channels that best serve your brand & product.
- MIDCURRENT is authored by the **most-recognized experts in fly fishing.** We carefully filter all content—editorial and advertising—to guarantee an unparalleled environment for communicating your brand message.



Matt Guymon photo



Brad Eaton photo

What Readers Say

"MIDCURRENT is just terrific.... Everyone should read it."

- Nick Lyons

"You guys invented the idea that there is news in the fly fishing biz!"

- Jim Murphy

"The CNN of Fly Fishing."

- Jin L.

"As I introduce newbies to the sport of fly fishing, I ALWAYS recommend MIDCURRENT as means of learning tying, techniques, as well as informative and interesting articles."

- Chris L.

"You guys rock!"

- Karol S.

"This is the GREATEST!"

- Don M.

"The best there is."

- Ben R.

TOTAL MARKET REACH



photo by Winged Reel

About the MIDCURRENT Audience

| | |
|------------------|---|
| Buying Influence | 87% say MIDCURRENT influences their purchase decisions |
| | 80% say they are likely to recommend MIDCURRENT to a colleague or friend |
| Spending | 64% spend more than \$500 a year on fly fishing gear |
| | 65% will travel more than 500 miles to fish this year |
| | 73% spend more than \$500 on fly fishing travel each year |
| Engagement | 67% earn more than \$60,000 per year, and 19% earn more than \$145,000 |
| | 86% have been fly fishing for more than 3 years |
| | 71% fly fish more than 20 days per year, 20% fly fish more than once per week |
| Education | 75% tie flies |
| | 91% are college educated |

Source: Google Analytics, Reader Surveys

DISPLAY ADS RATES

Website

| Placement | Dimensions (Pixels) | Format | Premium Position | CPM (Cost Per Thousand Views) |
|-------------------|---------------------|-----------------|------------------|-------------------------------|
| Super Leaderboard | 970 x 250 | Jpeg, Gif, HTML | ✓ | \$50 |
| Super Leaderboard | 970 x 90 | Jpeg, Gif, HTML | ✓ | \$40 |
| Leaderboard | 728 x 90 | Jpeg, Gif, HTML | | \$35 |
| Half Page | 300 x 600 | Jpeg, Gif, HTML | ✓ | \$35 |
| Medium Rectangle | 300 x 250 | Jpeg, Gif, HTML | | \$30 |
| Short Rectangle | 300 x 100 | Jpeg, Gif, HTML | | \$20 |
| Mobile Banner | 320 x 100/50 | Jpeg, Gif, HTML | | \$25 |

Quantity and Contract-Length Discounts Available
Ask Us About Additional Targeting, Special Positions and Takeovers

Newsletters

| Placement | Dimensions (Pixels) | Format | Premium Position | Cost Per Insertion |
|------------------|---------------------|-------------|------------------|--------------------|
| Medium Rectangle | 300 x 250 | Jpeg, Gif | | \$500 |
| Content Block | 600x500 | Jpeg, Text | ✓ | \$800 |
| Sponsorship | (Logo) | Vector File | ✓ | Contact Us |

Quantity and Contract-Length Discounts Available

Trips Listings

Are you a best-of-class outfitter in your area? MIDCURRENT offers low-cost Trips marketing through our exclusive MIDCURRENT TRIPS section, as well as display advertising discounts.

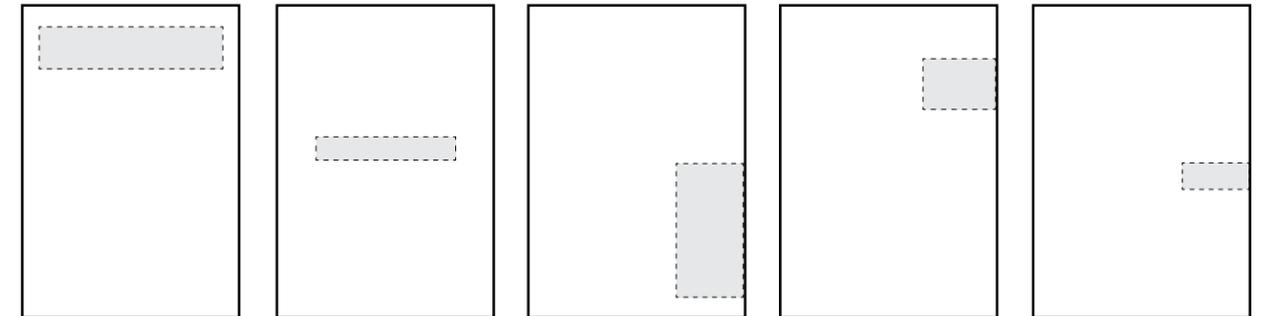
- Partners must provide customer endorsements and proof of professional service at every level.
- MIDCURRENT provides multi-level marketing support, including customized listing, social media campaigns, and as-available display advertising.
- Contact Glenn Pittard, Marketing Director, at glenn.pittard@midcurrent.com or call (239) 246-1376 for more info.



Erik Hanson photo

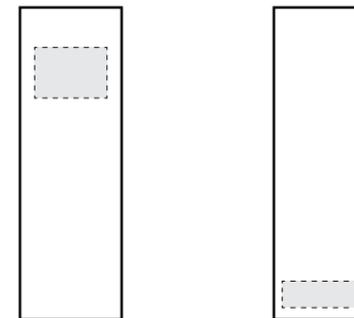
POSITIONS

Website (desktop/tablet)



| | Super Leaderboard | Leaderboard | Half Page | Medium Rectangle | Short Rectangle |
|---------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Dimensions | 970 x 90 pixels | 728 x 90 pixels | 300 x 600 pixels | 300 x 250 pixels | 300 x 100 pixels |
| Max File Size | 50/40K | 35K | 40K | 35K | 20K |
| Format | Jpeg, Gif, HTML |
| Availability | All Pages/Sections |

Website (mobile)



| | Medium Rectangle | Mobile Banner |
|---------------|--------------------|--------------------|
| Dimensions | 300 x 250 pixels | 320 x 50 |
| Max File Size | 35K | 15K |
| Format | Jpeg, Gif, HTML | Jpeg, Gif, HTML |
| Availability | All Pages/Sections | All Pages/Sections |

Scheduling — Ad campaigns typically begin on the 1st or 15th day of every month.

Billing — Valid credit card info is required prior to campaign start. Terms are available to advertisers in good standing. All invoices are payable online via VISA, MasterCard or Amex.

Discounts — We offer frequency and volume discounts; ask us for details.

Targeting Options — Ask us about special targeting options, including geo-targeting, interest targeting, and more.

Our Story



Matt Guymon photo

Culture

MIDCURRENT was founded in April 2003 with the purpose of providing only credible, highly informative, and current advice to new and expert fly fishers. Midcurrent.com was the **first continuously published fly fishing blog**, and within 6 months of its start it was the most visited fly fishing website on the Internet.

Content

MIDCURRENT publishes daily fly fishing news and original content by many highly respected authors, artists, photographers and videographers. **Our average ratio of original to curated content is more than 3 to 1.** We also enjoy the advice of an editorial board that includes some of the most highly respected writers and fishing experts in the sport, including **Thomas McGuane, Bruce Richards, and Chico Fernandez.**

Growth

From its humble beginnings as a blog with a readership of just under 100,000 in its first year, MIDCURRENT has grown at an average rate of over **15% per year.** Our average annual visitor and reader base of over **1 million** represents total market reach of the fly fishing demographic in the US and world markets.

How to Reach Us

Advertising Offices:

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Depend On Us

MIDCURRENT works with all budgets and any marketing goal. Whether you're just starting product introduction or need to reinvigorate your established brand, we have a solution to match your needs.