

## The natural first choice for keen and committed anglers

Circulation: **34,668**

Readership: **199,000**

**Up 7% year-on-year!**

Cover Price: **£1.70**

Frequency: **Weekly**

### Reader Profile

Male/Female: **97% / 3%**

Average Age: **48**

### Passionate anglers

**72%** of readers go fishing once a week or more

**65%** have been angling for 20 years or more

### Readers respond to advertising

**68%** of readers are more likely to make a purchase on the back of **regular** advertising

**86%** have made a purchase as a result of seeing an ad in *Angler's Mail*

**84%** have made a purchase as a result of seeing a product review in the magazine

# Angler's Mail



Source: ABC Jul-Dec 08/NRS Jul06 – Jun07/Reader Survey Aug 06

For more information, please contact:

James Cassidy – Display Sales Executive

Tel: 020 3148 2639

E-mail: james\_cassidy@ipcmedia.com

Tom James – Classified Sales Executive

Tel: 020 3148 2633

E-mail: thomas\_james@ipcmedia.com

<http://www.anglersmail.com/>

<http://www.ipcadvertising.com/>

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# Angler's Mail

## Full Colour Display Rate Card

DPS Advertorial	£3,200
DPS	£2,950
Full Page	£1,500
Half Page	£810
Quarter Page	£460

Cover Dated and On Sale - Every Tuesday

## Mechanical Data

Bleed DPS	303 x 426mm
Trim Size DPS	297 x 420mm
Type Area DPS (Max)	258 x 397mm
Bleed Page	303 x 213mm
Trim Size Page	297 x 210mm
Type Area Page	258 x 189mm
Half Vertical	258 x 92mm
Half Horizontal	129 x 189mm
Quarter Page	129 x 92mm

## Production Specifications / Preferred File Types

JPEG

EPS

TIFF

PDF

*All images to be supplied with fonts embedded  
All images to be of a resolution of 300 dpi and above*

## Angler's Mail Discount Structure

6	consecutive insertions	5%
13	consecutive insertions	10%
26	consecutive insertions	15%
52	consecutive insertions	20%

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# Angler's Mail

## Classified Rate Card

Lineage	£4.17	per line	(max 5 words per line)
Box Numbers	£25	per insertion	
Full Display	£17.30	per single column centimetre	

### **Set Sizes**

Full Page	£1,318
1/2 Page	£695
1/4 Page	£396
1/8 Page	£206

*Spot Colour 10% extra*

*Full Colour 25% extra*

### **Column Widths**

1 column	44mm
2 columns	92mm
3 columns	140mm
4 columns	188mm

*All rates are exclusive of VAT*

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