

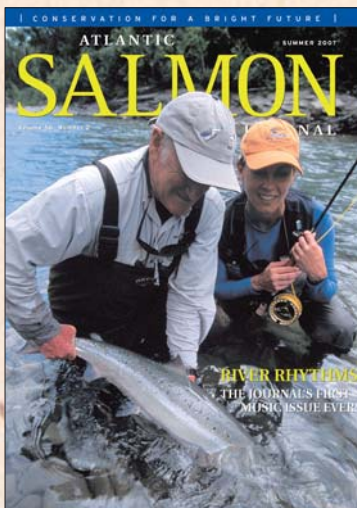
ATLANTIC SALMON JOURNAL

50 Years
of Award Winning
Outdoors Journalism, and
the solid loyalty
of some of the
most dedicated
purchasers of
angling-related
products anywhere.

Advertisers
overwork "unique." They
use it to mean special,
unusual, valuable,
envious, remarkable,
super, good, and
supergood.

It's true meaning
is "one-of-a-kind." That's
what the Atlantic Salmon
Journal is. Unique.

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



A UNIQUE Advertising Opportunity

Half a century after its inception, the Atlantic Salmon Journal remains the world's only magazine devoted exclusively to both fly-fishing for Atlantic salmon and protecting this priceless species.

Roughly 8,500 angler-conservationists who care enough about wild Atlantic salmon to buy memberships in the Atlantic Salmon Federation receive the Journal. Approximately 3,000 more copies of each Atlantic Salmon Journal are distributed each issue to affiliated conservation organizations, salmon-fishing lodges, and selected newsstands and tackle shops.

International awards recognize the Atlantic Salmon Federation as one of the most effective and influential conservation organizations anywhere.

The Atlantic Salmon Journal has also won international recognition—including:

- First prizes for magazine writing from the New York State Outdoor Writers Association and from the Atlantic Journalism Awards program. The head of the American Museum of Fly Fishing declared the Journal "a

brilliant piece of work, a very rich publication, completely representative of a growing and highly successful organization".

- CERTIFICATE OF ACHIEVEMENT in the Gold Circle Awards contest sponsored by the American Society of Association Executives (ASAE). The Atlantic Salmon Journal won for the excellence of its "content, effectiveness, writing, design/layout, photography/illustration, and success in meeting stated objectives."
- If the Atlantic salmon is "the king of fishes," then fly-fishermen are the royalty of anglers. Many have pockets of regal depth.
- The Atlantic Salmon Journal will continue to sell your product long after its publication. Its readers use it as a continuing source of interest and enjoyment for many years into the future.
- Using their favourite magazine to describe your superior product makes good advertising sense, and associates your company with one of the most appealing conservation movements of our time. 