

Who Reads the Atlantic Salmon Journal?

The Atlantic Salmon Journal...

- Is the most respected periodical of its kind in the world with over 50 years of uninterrupted publication.
- Caters to a select readership of angler/conservationists whose demographics reveal disposable incomes far beyond the norms of most other magazines in North America.
- As the prestigious membership magazine of the Atlantic Salmon Federation, the *Atlantic Salmon Journal* is totally dedicated to furthering the dual causes of conservation and restoration of one of the most revered and romantic species on the planet—wild Atlantic salmon.
- The history of both the Federation and the Journal are inextricably tied as well to the fine art of fly-fishing, and the inherent lore and traditions, history and travel. The Journal offers authoritative enlightenment on all counts, combining finely crafted articles with superb photography and design, presented on the highest quality paper to produce an extremely elegant publication.
- Overlooking Chamcook Bay, the Journal's editorial office is the hub of creativity under the dynamic leadership of editor Martin Silverstone. The professional team of editorial assistant Irene Pohle and renowned artist DeCourcy Taylor are dedicated to producing informative, artful and entertaining reading, issue after issue.
- Readership loyalty is an incredible 95%. Reader surveys repeatedly show that the magazine is highly valued by its recipients, who read and re-read it, then may loan it to a good friend.

Is the Atlantic Salmon Journal not more concerned with conservation than fishing?

Yes, but...

More than 25,000 angler/conservationists carefully read the Journal each issue. They read it carefully, and then read it again later, because it is not JUST a fishing book. The Journal is reliable source of vital information.

Journal readers have proven to be loyal supporters of the magazine's advertisers, as evidenced by the volume and longevity of repeat advertising clients.

In addition to being thinking people and dedicated conservationists, those same readers are committed anglers who are among the most likely to purchase goods, services and travel opportunities in the passionate pursuit of their sport. They look to the Journal as an important resource for such goods and services.

How YOU will benefit...

Advertise in the Atlantic Salmon Journal, and you will reach a dedicated and serious group of anglers through a publication they value highly.

Consider these results from our most recent Reader Survey:

- 26.2% of our readers filled in and returned the two-page questionnaire. No prizes or special incentives were offered to stimulate response.
- 42.5% of our readers are in the 50+ age bracket, and 36.8% spent more than 21 days fishing last year.
- 42.7% of our readers report an annual household income of \$100,000 or more.
- 48.8% of our readers devote at least 75% of their angling time to the pursuit of Atlantic salmon.
- 64.7% read each issue from cover to cover.
- 73.0% of our readers save the magazine for future reference.
- 95.3% say they read the advertisements published in the Journal, and 62.9% report that the ads in the Journal influence their fly-tackle purchases or travel plans.
- 47.4% of our readers rate the Journal "better" than the other fly-fishing magazines they read. Another 48.8% rate it "as good as."

How do you contact us?

To book your advertisement for the Atlantic Salmon Journal, call:

Irene Pohle, Advertising Manager
Tel: (506) 529-1382 • Fax: (506) 529-4985
E-mail: asfads@nbnet.nb.ca

or write to either:

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