

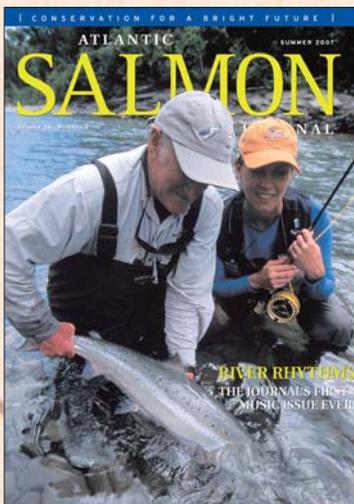
# ATLANTIC SALMON JOURNAL

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. 

## 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:

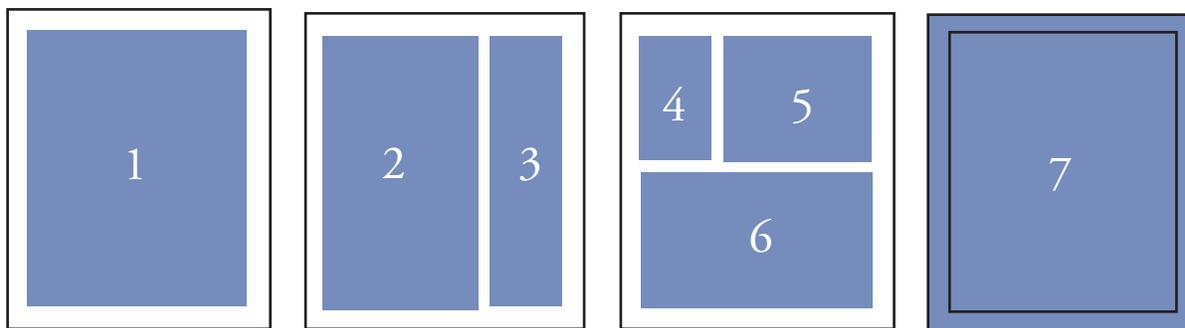
Irene Pohle, Advertising Manager  
Tel: (506) 529-1382 • Fax: (506) 529-4985  
E-mail: [asfads@nbnet.nb.ca](mailto:asfads@nbnet.nb.ca)

or write to either:

**ATLANTIC SALMON JOURNAL**  
P.O. Box 5200, St. Andrews, NB E5B 3S8  
P. O. Box 807, Calais ME 04619-0807



## ASJ AD SIZES & MECHANICAL REQUIREMENTS



Key	Size	Width (Picas)	Height (Picas)	Width & Height (in)
1.	Full Page	42p6	57p9	(7.083" x 9.625")
2.	2/3 Page	28p0	57p9	(4.667" x 9.625")
3.	1/3 Vertical	13p5	57p9	(2.236" x 9.625")
4.	1/6 Page	13p5	28p4	(2.236" x 4.722")
5.	1/3 Square	28p0	28p4	(4.667" x 4.722")
6.	1/2 Page	42p6	28p4	(7.083" x 4.722")
7.	FULL PAGE (WITH BLEED):			
	“Live Area” ( <u>Image Area</u> )	45p9	62p3	(7.625" x 10.375")
	<u>Trim</u> Size	48p9	65p3	(8.125" x 10.875")
	Bleed Size (1/8" bleed on all sides)	50p3	66p9	(8.373" x 11.124")
8.	DOUBLE PAGE SPREAD (WITH BLEED):			
	“Live Area” ( <u>Image Area</u> )	91p6	62p3	(15.25" x 10.375")
	<u>Trim</u> Size	97p6	65p3	(16.25" x 10.875")
	Bleed Size (includes 1/8" bleed on all sides)	99p0	66p3	(16.5" x 11.124")

*In above measurements p = picas.*

### Measurements:

Sizes are in picas and points: 28p4 is 28 picas and 4 points. Please keep all elements of your advertisement within the appropriate dimensions.

### Photo Policy:

In keeping with the Atlantic Salmon Federation’s policy of live release and conserving for the future, fish images used in advertisements in ASJ must show Atlantic salmon carefully supported upright and partially submerged. Excepted are fish that have obviously been out of the water for 5 sec. or less, characterized by the fish being supported upright just above the water and with water dripping from it. A 10% discount applies for advertisers who use a photo of a partially submerged Atlantic salmon that is carefully supported upright. Assistance in securing suitable fish photos is available.

### Design Assistance:

If you do not have access to the services of an ad agency or graphic designer, we will be pleased to assist in the preparation of your ad. Please contact us at least two weeks in advance of the closing date if you need our help, or if you have any technical questions concerning your advertisement.

### Mechanical Requirements:

#### Digital Format:

##### Preferred formats are Macintosh:

Quark XPress, Photoshop, Adobe Illustrator, or any EPS or TIFF. Resolution for images/photos is 300 dpi in CMYK color mode.

**Media:** CD (verified after writing), Zip 100 or floppy disk. Linked files (artwork, images or photos) and fonts (Type 1) must be included on disk. *Digital material must be accompanied by progressive or composite color proof.*

#### If Providing Film:

**Color Film:** 4-color process negative final film, right reading, emulsion down, 150 *lpi* screen. Progressive or composite color proof required.

**Black & White Film:** Final film preferred (required if ad contains photo or screens) right reading, emulsion down, 150 *lpi* screen.

#### ASJ Courier Address:

Ad materials sent by courier or registered mail should be addressed to:



**ATLANTIC  
SALMON  
JOURNAL**

15 Rankine Mill Road  
Chamcook, New Brunswick, Canada E5B 3A9  
Attn: Irene Pohle, Advertising Manager

## ADVERTISING RATES & CONDITIONS



# ATLANTIC SALMON JOURNAL

## Advertising Rates

<b>BLACK &amp; WHITE</b>	<b>1X</b>	<b>2X</b>	<b>4X</b>
Full Page	1595	1495	1295
2/3 Page	1295	1195	1095
1/2 Page	925	825	725
1/3 Page	625	595	525
1/6 Page	395	350	325
<b>PROCESS COLOR</b>	<b>1X</b>	<b>2X</b>	<b>4X</b>
Full Page w/bleed	2395	2295	2095
Full Page	2295	2195	1895
2/3 Page	1850	1695	1495
1/2 Page	1550	1425	1225
1/3 Page	1095	995	850
1/6 Page	550	525	450
<b>COLOR COVERS</b>	<b>1X</b>	<b>2X</b>	<b>4X</b>
Inside Front	2695	2550	2295
Inside Back	2695	2550	2295
Outside Back	2950	2695	2425
<b>DOUBLE PAGE SPREADS</b>	<b>1X</b>	<b>2X</b>	<b>4X</b>
Color	3995	3795	3395

## Publication Schedule

Issue	Ad Material Needed By:	Publication Date
Spring	January 1	March 1
Summer	April 1	June 1
Autumn	July 1	September 1
Winter	October 1	December 1

### CONTACT:

Irene Pohle, ASJ Advertising

Tel.: (506) 529-1382 • Fax: (506) 529-4985

asfads@nbnet.nb.ca

## Directory of Outfitters

Insertion includes name of the outfitter, river serviced, address & phone number. Listing provided free with a 4x consecutive ad insertion. Directory of outfitters listing only \$250 (4 insertions).

## Directory of Angling Shops

Insertion includes name of the shop, address & phone. Listing provided free with a 4x consecutive ad insertion. Directory of angling shops listing only \$250 (4 insertions).

## Payment & Discounts

Payment due on date of publication. Interest is charged at 24% per annum, charged monthly. Agency discount: 15% to recognized agencies.

## General Conditions

Advertisers and agencies are liable for contents of ads published and are responsible for any and all claims made. Publisher is not liable for any costs or damages for 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 the publisher feels is not in keeping with the editorial profile of the magazine. 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 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.

