



DEMOGRAPHICS

Paid Circulation: 16,675

Total Audience: 38,355

Average Age: 49

Average Household Income: \$215,000

72% have received a college or university degree

50% have fly-fished for more than 35 years

43% have fly-fished in saltwater

46% spent more than \$1,500 on fly tackle & accessories in the last 12 months

84% have purchased gear or clothing from a specialty fly shop

93% visited an advertiser's website

68% have hired a guide service

51% traveled outside the continental US to fish

