

Address Book w/Note

Brendan Banahan

advertising director
American Angler
126 North Street
PO Box 4100
Bennington, VT 05201

(802) 447-1518 (W)
(802) 447-2471 (Fax)

1/3 BW 1055

Laura Sedar

Sales
Black's FlyFishing Guide
767 Mill Street
Reno, NV 89502

(702) 323-6828 (W)
(702) 323-8114 (Fax)

Bernard & Associates

This is a book listing Equipment, etc. (Real Good)

!!!!!!! FREE LISTING DUE NOVEMBER 3 !!!!!!!!

1/3 BW = 490
Logo & 50 word Description +\$129

Jay Goldberg

Field & Stream Times Mirror Magazines
2 Park Avenue
New York, NY 10016

(212) 779-5239 (W)

1/4 page BW (NAT.) 14,970

Closes=First of every Month

John Merwin = Fishing Editor

Linda Wood

advertising director
Fly Fisherman
PO Box 8200
Harrisburg, PA 17105-8200

717-540-6619 (W)
(717) 540-6706 (Fax)

6405 Flank Drive
Harrisburg, PA 17112

1/3 page BW = 2615

Close Dates = 10/10 11/20 1/9 2/27 4/23 7/23

Philip Hanyok = New Products

Address Book w/Note

Laura Sedar

Sales

Fly Fishing Quaterly

767 Mill Street

Reno, NV 89502

(702) 323-6828 (W)

(702) 323-8114 (Fax)

(908) 842-8300 (2nd)

Ad Dept Aqua Field Publishing

66 West Gilbert ST

Shrewsbury, NJ 07702

Bernard & Associates

1/3 BW=730

CLOSE = Spring 12/12

Summer = 3/12

Fall = 6/1

Material Due the 19th

See secondary for Insertion Orders and Materials

Mark Olsen

account executive

Fly Rod&Reel

PO Box 370

Camden, ME 04843

(207) 594-9544 (W)

(207) 594-5144 (Fax)

(800) 766-1670 (2nd)

Rt. 1

Roxmont

Rockport, ME 04856

correspondence & insertion orders to Camden

ad materials to Rockport

1/3 page BW = 1,225

Close Dates Jan=10/11 March=11/27 May=2/7 July=4/11 Sept=6/13 Nov=8/8

Jim Butler= Editor

Address Book w/Note

Mark Olsen

account executive
Fly Tackle Dealer
PO Box 370
Camden, ME 04843

(207) 594-5144 (W)
(207) 594-5144 (Fax)

(800) 766-1670 (2nd)

Rt. 1
Roxmont
Rockport, ME 04856

correspondence & insertioon orders to Camden
ad materials to Rockport

1/3 page BW = 740 (4 5/8 4 7/8)

Close Dates Jan=11/15 Feb=12/20 April=2/14 June=4/11 Nov=9/19

SHOW=6/13

Jim Butler= Editor

Brendan Banahan

advertising director
FLy Tyer Magazine
126 North Street
PO Box 4100
Bennington, VT 05201

(802) 447-1518 (W)
(802) 447-2471 (Fax)

Waiting for material, never sent on original package of their magazines

Crispen Holloway

Advertising Sales Rep
Game&Fish Publications
PO Box 741
Marietta, GA 30061

(404) 953-9222 (W)
(404) 933-9510 (Fax)

2250 Newmarket Parkway
Suite 110
Marieta, GA 30067

National 1/3 BW = 3290
East 1/3BW=545
West 1/3BW=400
MidWest 1/3BW=1515

Has a Products Page

Address Book w/Note

Hawkeye

672-3836 (W)

1/4 page =\$168

Bill Balam Fly Fishing

Sending out a sheet

Kelly Gohman

account executive
No American Flyfisherman
12301 Whitewater Drive
Suite 260
Minnetonka, MN 55343

(800) 688-7611 (W)
(612) 936-9169 (Fax)

Quarter Page BW = 2820

Close Date = 10th
Close Months = 12,1,2,3,5,7,10

Gary Borger = Columnist for FlyFishing

Dan Johnson = News Update

Carmen Macdonald

advertising director
Salmon Trout Steelheader
PO Box 82112
Portland, Oregon 97282

(800) 541-9498 (W)
(503) 653-2766 (Fax)

1/3 BW=480

10/1 12/1 2/1 4/1 6/1 8/1
Material on the 15th
for 2 months ahead

Editor =- Nick Amato
Has New Products, No Writers Name

Brendan Banahan

advertising director
Saltwater Fly Fishing
126 North Street
PO Box 4100
Bennington, VT 05201

(802) 447-1518 (W)
(802) 447-2471 (Fax)

Waiting for material, never sent on original package of their magazines

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Rich Barrett

Product Editor
The Fisherman
4 Avery Street
PO Box 211
Mystic, CT 06355

(860) 572-0584 (W)

No Media Kit Ordered

Product Editor = Rich Barrett

Christine Arena

Associate Editor
Trout Unlimited
1500 Wilson Blvd.
Suite 310
Arlington, VA 22209-2404

(703) 284-9413 (W)

(703) 284-9400 (Fax)

1/3 page=1244

CLose= 2/1 5/1 8/1 11/1 2 months ahead
Materials on the 15th

Has New Prod Type Section called Pocket Water. No Writer Name

Most of these readers do not read other pubs!!

Carmen Macdonald

advertising director
Western FlyFishing
PO Box 82112
Portland, Oregon 97282

(800) 541-9498 (W)

(503) 653-2766 (Fax)

1/3 BW=690

Had a New Products but No Writer Name

11/1 J/F
1/1 M/A
3/1 M/J
5/1 J/O
9/1 N/D

Materials Due on the 15th

Editor = Marty Sherman

Address Book w/Note

fCarmen Macdonald

advertising director
Western Flytying
PO Box 82112
Portland, Oregon 97282

(800) 541-9498 (W)
(503) 653-2766 (Fax)

1/3 BW=395

Spring=11/1
Summer=3/1
Fall=5/1
Winter=9/1 Materials Due on the 15th

Editor = Nick Amato
New Products= Les Johnson

Thomas&Lauri Ann Pero

Editor & Publisher
Wild Steelhead&Salmon
4105 East Madison Street
Suite 2A
Seattle, WA 98112

(206) 328-8760 (W)
(206) 328-8761 (Fax)

1/3 page BW = 500

Cose Dates/Material = 10 /15-31
Spring=12/ 15-31
Summer=3/ 15-31
Autumn=7/ 5-21