

Advertise on

# MidCurrent®

Fly Fishing's Most Popular  
Media Channel

Highlights 2012

## Reach More Fly Fishers in 2012

*MidCurrent Traffic Doubles in 2011*

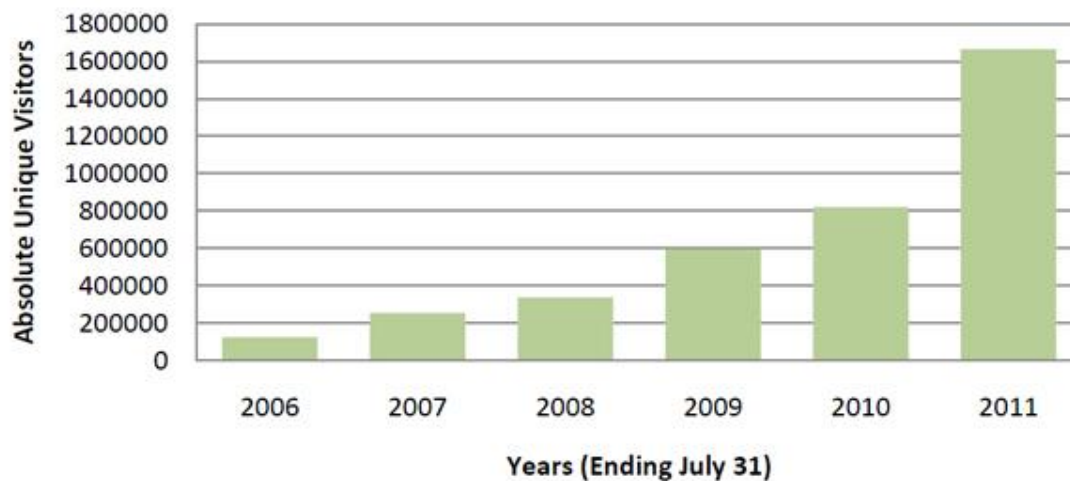
- Highest Reach Among All Fly Fishing Media
- Loyal Visitors, Credible Content
- Influence Purchase Decisions

### MidCurrent Is Fly Fishing's Largest, Most-Measurable Media Channel

Our annual unique visitor traffic increased more than 115% in 2011

### MidCurrent Unique Visitor Growth

Source: Google Analytics



### The Best Way to Create Product Awareness

Start or stop your ad campaign in 24 hours. Change creative. Tweak your message. Watch performance on our secure ad-serving system.

- Campaign Click-Thrus
  - Geographic Data
- Ad Creative Performance

Contact Glenn Pittard, Marketing Director, at 239.246.1376 (cell)  
or Marshall Cutchin, Publisher, at 970.232.9541 (cell: 970.481.4009) about MidCurrent Advertising

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## What Our Advertisers Say

“ Our page visits are great. People from MidCurrent are really exploring our site. ”

“ The bounce rate from MidCurrent traffic is 30% less than average. People are happy to be here. ”

“ More than half the traffic from MidCurrent has never seen our products before. ”

## Join These Top Brands Who Advertise on MidCurrent

3M/Scientific Anglers  
Redington  
Patagonia  
L.L. Bean  
Abel Reels  
Monic Fly Lines  
Yellowstone Angler  
Jackson County Tourism

Simms  
Hardy USA  
Sage  
RIO Fly Lines  
Yellow Dog Travel  
Scott Fly Rods  
Cortland  
Creek Company

Morgan Stanley Smith Barney  
Orvis  
Tibor Reels  
St. Croix Rods  
El Pescador Lodge  
Outcast Sporting Gear  
Turneffe Flats Lodge  
Sweetwater Travel

Call Glenn Pittard Today at

**239.246.1376**

**Glenn.Pittard@midcurrent.com**

**Lowest Cost + Highest Market Reach = Smart Advertising**

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