

Advertise on  
**MidCurrent**<sup>®</sup>

Fly Fishing's Most Popular  
Media Channel

Introduction 2012

## Why Do So Many Advertisers Trust MidCurrent<sup>®</sup>?

- **Campaign Flexibility:** Start your ads, change creative, or **announce products in hours**
- **Lowest cost, greatest market reach, best brand environment**
- **Totally trackable** results, monthly **performance reports**
- **More new buyers** than any other fly fishing media channel
- Surround your brand with **the most authoritative** information available

**MidCurrent** is the **number one media channel** for reaching the **largest number of fly fishing buyers** — no other media channel reaches **so many fly fishers**. More fly fishers get all of their product news **online**, and **more get it from MidCurrent** than any other source.

MidCurrent Advertising has three distinct advantages:

- **Affordability.** Your online marketing dollars go twice as far, reaching twice as many eyeballs as print, dollar for dollar.
- **Measurability.** Real-time **performance tracking** and viewership analysis that can be directly correlated to conversions.
- **Control.** You know exactly which creative is performing well and can test new offers and new products throughout any campaign.



## Showcase Your Brand and Introduce Products

**MidCurrent** delivers top-notch content authored by the most-recognized experts in fly fishing. We carefully filter *all* content that appears on our pages – editorial and advertising – guaranteeing an unparalleled environment for communicating your **brand message** to buyers.

**MidCurrent** also publishes an exclusive **weekly email newsletter** with over **12,000** double-opt-in subscribers and syndicated **daily news** that is read by **5,000 to 12,000** fly fishers each morning.

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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# MidCurrent®

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## MidCurrent Viewer Numbers

Date: 8/1/2011

Since 2004, **MidCurrent** has been the **most popular Fly Fishing site on the Web**, according to Alexa® statistics. Our independent Google Analytics for July/August 2011 and anonymous survey measurements:

- More than **1.7 Million fly fishers** visited *MidCurrent* in the past 12 months
- More than **5,300,000** Page views in Past 12 months
- New Visitors: **35%**
- Page Views per Visitor: **2.2**
- Geographic Distribution: 71% U.S., 5% Canada, 3% UK, 21% other countries
- **64%** spend more than **\$500** a year on fly fishing gear
- **65%** will travel more than **500 miles** to fish this year
- **67%** earn more than **\$60,000 per year**, and **19%** earn more than **\$145,000**
- **87%** say MidCurrent influences their purchase decisions

## Ad Placement Choices

Currently we offer five standard ad sizes, either run-of-site or content-targeted:

1. 300 x 600 pixel "medium rectangle" ads in the right sidebar **Price: \$40/CPM**
2. 160 x 600 pixel "wide skyscraper" ads in the right sidebar **Price: \$35/CPM**
3. 300 x 100 pixel "medium rectangle" ads in the right sidebar **Price: \$25/CPM**
4. 120 x 600 pixel "skyscraper" ads in the left sidebar **Price: \$30/CPM**
5. 468 x 60 pixel "banner" ads at the bottom center column **Price: \$15/CPM**
6. **New for 2012! Text Links** – Ask about our lower-cost options for text links

We also offer advertising in our weekly email newsletter, which reaches over 9,500 subscribers.

1. 300 x 600 pixel "medium rectangle" ads in intro **Price: \$150 per insertion**
2. 160 x 600 pixel "wide skyscraper" ad in the right sidebar **Price: \$100 per insertion**
3. 468 x 60 pixel "banner" ads in the center column **Price: \$50/40/30 per insertion\***
4. **New for 2012! Text Links** – Ask about our lower-cost options for newsletter text links

## Ask about special sponsorship and custom position opportunities

\*Price depends on position

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