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Ad Positions 2013

Web Site

Medium Rectangle (Premium)

Medium Rectangle
300x250 pixels
\$40 CPM

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Ad Positions 2013

Skyscraper & Wide Skyscraper

Skyscraper
120x600 pixels
\$30 CPM

Wide Skyscraper
160x600 pixels
\$35 CPM

Featured Artist: Dan Sharley "Silver King"

Anticipating a Caddisfly Hatch
Lucas Carroll is a freelance photographer who contributes to publications, a Joseph Andrews and a wannabe professional fly designer.
Visit the MidCurrent Photography Gallery.
See header image by Brian Grossnick

...a magic that is. Many fly anglers travel hundreds of miles to get to a particular stream or lake to witness a particular hatch emerging.

...Tip Fishing Guides and Lodges to Searching Dry Flies in the Longest Silence

"The Lines"
...and quotable.
...end it may not be the fish that we fly anglers pursue. It is ourselves." - Tom
...percent of the questions in the world of fly fishing are answers in nature." - Jim Lepage
...trakes are showing on Slough as water levels lower in Yellowstone
...Craig Mathews

Fly Fishing Jazz: "Good Bait"
THEREIN I LEARNED the greatest lesson ever taught on fly presentation. Make the fly behave like real bait, the way it would naturally act in its environment, even if that runs counter to your instincts as an angler.
Read more...

"Ask the Experts"

- How to Set Fly Reel Drags
- Can Spawning Carp Be Caught?
- How Long Do Prepackaged Leaders Last?
- Tandem Rigs for Saltwater?
- How Long Should a Prepackaged Leader Last?
- How to Sharpen Fly Tying Scissors
- How Close Should You Try to Get to a Rising Trout?
- What's the Best Book for Beginners?

Submit Your Photo
Current Photo of the Week
Submit your photo

Latest News
Photo of the Week
Photographer: John Coles
Gear: 2011 IFTD New Product

Tippetts

- Tippetts: Books for Backpacks, BTT Banquet, Eagle River Caddis
- Tippetts: Hemingway's Birthday, Gerber Tool Tripod, Mining for Trout
- Tippetts: Rainbow Stream Toad, Wyoming Flows Drop, "Thirsty Trout" Bottle Opener, Paddling the Mississippi (on a SUP)
- Tippetts: Evergreen Hand, Salmon Fin-Clipping, State of the Oceans
- Tippetts: Natural Bridge at Runoff, Guide Derek Young, Surface Stone Fly Video, Keeping the Carp Out

It's Free

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Short Rectangle & Text Links

Short Rectangle
300x100 pixels
\$25 CPM

Text Links
3 Lines Maximum
\$25 per Category

Your Ad Here
Your text message here and here and here.
[Your link here and here](#)

Your Ad Here
Your text message here and here and here.
[Your link here and here](#)

Your Ad Here
Your text message here and here and here.
[Your link here and here](#)

AdChoices

Cabela's Fishing Supplies
Free Shipping on In-Store Pickup Available at Checkout. Shop Now!
www.Cabelas.com

Hand Tied Flies
Assortments from \$60 Per Fly Free Shipping - 100% Guaranteed
www.FlyShack.com

Fly Fishing Pittsburg NH
Fly Fish the Upper Connecticut River report, fly shop and cabins!
www.cabinatloppick.com

Canada Fly-In Fishing
Trophy Fishing on Private Lakes. Walleye, Pike, Muskie, Trout & Bass
Great.Fishing.com/C...

If you haven't already heard, Angling Trade and MidCurrent are teaming up to provide even more coverage of new fly-fishing products this year. First stop is the annual International Fly Tackle Dealer show in New Orleans, where we will Angling Trade ... more →

Video Hatch: "Depth Perception"
Mark Raisler and Ben Hardy from Headhunters Fly Shop fly fishing during a recent caddis hatch on the upper Missouri River in Craig, MT. Some great "medium-motion" filmwork here.

The Daily Hackle
Andy Kurkulls, owner of Chicago Fly Fishing Outfitters: "Hey, there are more girls than there are fly fishermen." Can't enough of feathers? It's always fowl weather at the International Poultry Expo. New Mexico restaurant owner: "Whoever messed with my giant ... more →

Video Hatch: Fly Fishing on Spain's Bidasoa River
Flymagazine goes fly fishing on the Bidasoa River in Spain's Basque region with Mikel Elexpuru.
[See all fly fishing news >](#)

Books >

- Review: "A Fly Fishing Guide to Rocky Mountain National Park"
A review of Steve Schwelzer's book *A Fly Fishing Guide to Rocky Mountain National Park*.
- Book Review: "I've Never Met an Idiot on the River"
- "Gear We Don't Use"
- Review: In That Sweet Country
- Adios, Señor Permit

[View all Books articles](#)

Flies >

- Anticipating a Caddisfly Hatch
Gary LaFontaine describes in great detail how to prepare for fishing a caddisfly hatch.
- The Adams: "A Great Salesman"
- Tying a Sulphur Wet Fly
- Does How You Thread a Fly Eye Matter?

Gear >

- Under Gear Tips in the stuff Rio Fly Tippet never absent from my fishing vest.
- Carrying On: the innovative Nomad Fly-Fishing Guide Net
- Backing: Weight and Quantity Demands
- Review: Monic FST Fly Lines
- Review: Redington RISE Reels

[View all Gear articles](#)

People >

If you are going to catch a bass, act like a bass. This doesn't mean you have to eat frogs and harass cute little baby ducks.

- When Drag is Desirable
- Fishing the Clock
- Small Streams Under Big Skies
- Fly Fishing Strategy Tips

[View all Techniques articles](#)

Travel >

- How to Tip Fishing Guides and Lodges
The difference between a meager tip and an excessive gratuity is a couple of more traveling

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Email Newsletter

Medium Rectangle (Premium)



July 27, 2011

In This Email: [Headlines](#) | [Features](#)

Dear Marshall,

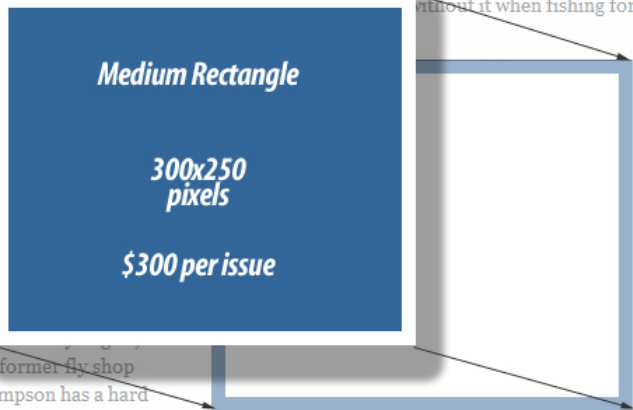
THIS WEEK Carl McNeil, Jim Bartschi, Dave Kumlien and Matt Supinski all respond to a reader question about [the proper way to set the drag on a fly reel](#). As Phil Monahan summarizes: "The role that your reel's drag plays in any fishing situation varies widely: you don't need drag without it when fishing for large saltwater s

"Good Bait"—it's Coltrane at his finest reminder of what presentation: make real. "It's absolutely [your flies behave](#) says Kirk Deeter Fishing Jazz."

Steelheader, salt nut, fly tier, and former fly shop owner Gary Thompson has a hard time giving up on products that work really well. That's why he thinks everyone should take a second look at [RIO's Extreme Tippet](#), a zero-stretch material that he feels is the perfect choice for nymphing and streamer fishing.

Want to make the most of your day with a pro? Phil Monahan offers tips around making your guided day on the water more productive in this week's "[Ask the Expert](#)." "Before you fish with the guide, offer an *honest* assessment of your skills. It will help the guide tailor the day to give you the best chances for success," says Monahan.

And "Fly Fishing Jazz" columnist Kirk Deeter reminds the savvy nymph fisherman or fly swimmer to adjust depth and weight before giving up on a fish or spinning off the fly. "The



Medium Rectangle

**300x250
pixels**

\$300 per issue

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Banners & Wide Skyscraper

Fi

Banner (1) 468x60 pixels \$50 per issue

Latest Fly Fishing Headlines

- [Video Hatch: "Depth Perception"](#)
- [People: The Galen Kipar Project](#)
- [Video Hatch: "Father and Son"](#)
- [Schweitzer: Fly Fishing RMNP During and After Run](#)
- [Podcast: Getting Kids and Teens into Fly Fishing](#)
- [Tippets: Hemingway's Birthday, Gerber Tool Tripod, Trout](#)
- [The Lost Streams of Vancouver](#)
- [Fly Fishing the Cook Islands](#)

[More Fly Fishing News](#)

Interview: James Babb



"We believe that flies are meant to imitate a Barbie Doll's fashion accessories, especially if you appreciate [purple Easter bunnies with black feather bow down noses](#)."

**Wide
Skyscraper
160x600
pixels
\$150 per issue**

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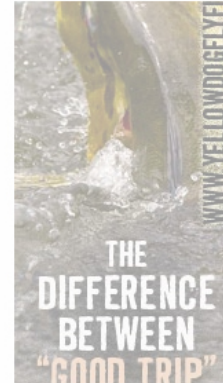
Text Link Ads

[More Fly Fishing News](#)

Interview: James Babb



"We believe that flies are meant to imitate life and steelhead flies are essentially meant to imitate a Barbie Doll's fashion accessory—especially if you appreciate [purple Easter bunnies with black feather boas and red clown noses](#)."



Video: Tying a Caddis Larva



Tim Flagler demonstrates how to tie a simple [Green Caddis Larva](#), an imitation of an underappreciated but important part of many

Text Ads

8 Lines Including Title

\$25 per issue

No Shortage of Good Days

John Gierach returns with new observations on fishing, life, and more fishing. [Buy Now!](#)

Casts That Catch Fish

Brilliant camera work and step-by-step instructions with slow motion & overlays. [Buy Now!](#)

Joan Wulff's Dynamics of Fly Casting

The all-time best-seller of fly-casting instructional videos. [Special Price: \\$22.95](#). [Buy Now!](#)

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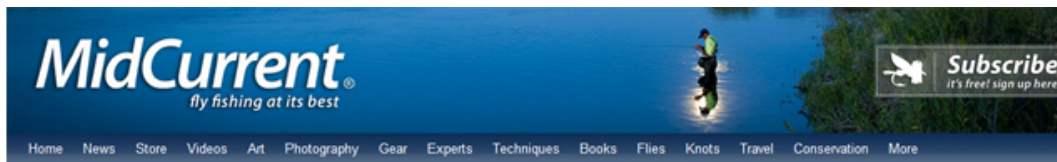
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New for 2013! Contextual News Advertising

Target the Newest and Most Relevant News Posts



← Cuba Flats Fishing: Zapata Swamp National Park

Chase for the Chance Invitational →

New Gear: Sage's 2013 "CIRCA" Fly Rods

Posted on July 2, 2012 by Marshall Cutchin

One sign of a prosperous company is its willingness to constantly reinvent its designs, despite the fact that some customers are perfectly happy with "current models." Sage Manufacturing is one such company. Not many Sage rods have been duds, yet the company continuously revamps its line on top of earlier successes. First the Sage ONE, now the Sage CIRCA. The slow action rod is meant deliver the slow action that is so quintessential to traditional fly fishing without being "overly soft, willowy, and flat," says the company. Sage says: "the CIRCA does not mimic the type of slow action that has so far defined the category.... Instead, thanks to Konnetic technology's ability to compact and align more carbon fibers into a smaller diameter blank, we were able to design a radically narrow taper throughout the length of the rod, resulting in consistently slow, yet responsive action from butt to tip."

In the video below, Jerry Siem talks about the CIRCA and its design in the context of his mindset when he goes about conceiving of a new fly rod. The full press release appears after the video.



[Sponsored Link: Buy the New Sage Circa Fly Rods](#)

News Contextual Link \$300 per month

Fly Fishing Videos more "Casting Essentials"



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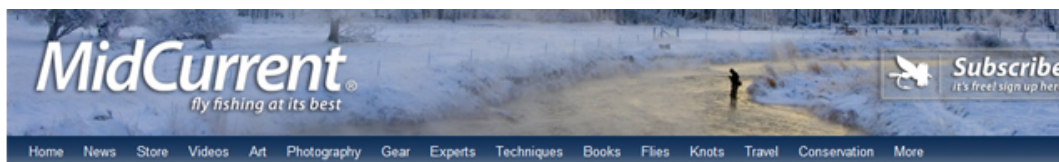
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New for 2013! Contextual Story Advertising

Target the Highest-Traffic, Most Trusted Pages



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So You Want to Be a Fishing Guide?

by Philip Monahan

Have a question you want answered? Email it to us at ask@midcurrent.com.

Question: I think I'm a pretty good fisherman, and I'd like to try guiding somewhere out West. How does one go about getting a job with a lodge or a fly shop?

Eric D., South Bend, IN



Phil Monahan photo

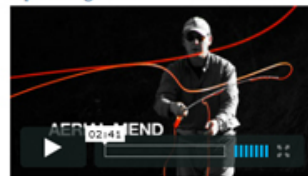
Answer: When I decided that I wanted to spend my summers a fishing guide—I was in graduate school at the time—I didn't really know how to go about becoming one, so I used a shotgun approach. I applied to literally every lodge and outfitter I could find in Alaska and the Rocky Mountain West. In my cover letter, I explained that, although I had no guiding experience, I would be willing to do grunt work just to get my foot in the door.

[Sponsored Link: Learn How to Be a Fishing Guide in 30 Days](#)

Story Contextual Link \$50 per month

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Missouri River Fly Fishing for Trophy Trout



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Fly Fishing
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