

Hatches

2008 - 2009 MEDIA KIT

Every issue of Hatches showcases our strong devotion to publishing professional writing, beautiful photography and informative articles that cover both the artistic and practical aspects of fly tying. Because Hatches is an annual publication we dedicate an entire year to the production of every issue making sure every page translates our passion for fly tying. Our writers include well known names in the industry like Chris Helm and Al Beatty while also giving an opportunity for previously unpublished writers to showcase their unique patterns, techniques and exceptional photography.

As a potential advertiser we would like to work closely with your company to implement an advertising solution that fits within your goals and advertising budget. The success of our advertisers is important to us and we will strive to maximize the exposure for your company.



**Please Book Your
Advertising Before
April 30th, 2009.**

Hatches Magazine
16 Huntington Ave
Amelia, OH 45102
Phone: 513.300.8881
Fax: 513.753.0032
Email: will@hatchesmagazine.com

Hatches

RATES & SPECIFICATIONS

Hatches is an annual publication with a circulation of 15,000 copies

MAGAZINE AD RATES

Ad Size	Color	B & W
Inside Front Cover	1354	N/A
Outside Back Cover	1430	N/A
Inside Back Cover	1345	N/A
Double Page Spread	2300	1500
Full Page	1200	805
Two / Thirds Page	905	600
Half Page	770	500
Third Page	577	380
Quarter Page	400	275
Sixth Page	289	190
Eighth Page	215	150

DIMENSIONS & SPECIFICATIONS

Ad Size	Orientation	Dimensions	Live Area
DPS	2 Full Facing Pages	2 x 8.25"w x 10.75"h	2 x 7.57"w x 9.825"h
Full Page (Including Covers)	Full Vertical Page	8.25"w x 10.75"h	7.57"w x 9.825"h
2/3 Page	Vertical	4.75"w x 9.875"h	100% Usable Space
	Horizontal	7.735"w x 6.5"h	100% Usable Space
1/2 Page	Vertical	3.625"w x 9.875"h	100% Usable Space
	Horizontal	7.375"w x 4.875"h	100% Usable Space
1/3 Page	Island	5"w x 7.375"h	100% Usable Space
	Vertical	2.25"w x 9.875"h	100% Usable Space
1/4 Page	Horizontal	7.375"w x 3.25"h	100% Usable Space
	Island	5"w x 4.57"h	100% Usable Space
1/6 Page	Vertical	7.375"w x 2.375"h	100% Usable Space
	Horizontal	3.625"w x 4.875"h	100% Usable Space
1/8 Page	Vertical	3.625"w x 3.25"h	100% Usable Space
	Horizontal	2.25"w x 4.75"h	100% Usable Space
1/12 Page	Horizontal	2.25"w x 4.75"h	100% Usable Space
1/24 Page	Horizontal	3.625"w x 2.375"h	100% Usable Space
1/24 Page	Horizontal	1.85"w x 1.85"h	100% Usable Space

Our Readers

While Hatches is dedicated to fly tying our readers are also dedicated passionate anglers spending a great deal of time and resources on gear and guides

98% Male

70% are college educated

67% spend more than 30 days on the water

26% have been tying flies for more than 20 years while 35% have only been tying 1 - 5 years. Hatches is dedicated to both the seasoned veteran and the beginner.

28% hired a guide in the past year

52% spend over \$1,500 on gear and tying supplies ever year.

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HatchesMagazine.com

Because Hatches is an annual publication we are strongly focused on giving our readers unique and interactive content year around through our websites. In fact, years before Hatches began arriving in readers' mailboxes HatchesMagazine.com was delivering articles, patterns and videos to monitors around the world. It was the overwhelming success of the website that made the printed version of Hatches possible and our websites remain an important component for the future of Hatches. While fly tying is the exclusive focus of Hatches the HatchesMagazine.com website covers a broad range of topics including destinations, product reviews, interviews with notable people in the industry and short stories just to name a few. Currently, we have over 300 articles, 800 fly patterns and 200 videos in our extensive library with new content being added every week.

Back in August 2007 we launched a new and exciting addition to our portfolio; HatchesTV (<http://www.Hatches.tv>). HatchesTV represents the blending of cutting edge technology and fly fishing which is the future of fly fishing media. This new generation of fly fishing media also gives companies a new and exciting platform to advertise their products and services giving them unlimited access to tap into a demographic of young and enthusiastic anglers. Already, we have grown to broadcast over 100,000 video views to 20,000 visitors every month and our audience continues to grow on a daily basis.

Here at Hatches we have a deep commitment to bringing both our readers and advertisers only the best in traditional print media as well as innovative and interactive web content. We would appreciate the opportunity to speak with your company to assist in creating an advertising campaign that will maximize the return on your investment and to effectively reach your target audience.

Hatches Online Rates & Specs

We are currently offering introductory special prices on our basic CPM(cost per 1000 impressions) advertising rates. If you have any ideas or desire for a custom advertising solution please feel free to contact us.

- 160 x 600 pixels. Price \$20 CPM
- 160 x 250 pixels. Price \$10 CPM
- 160 x 90 pixels. Price \$5 CPM

Hatches Newsletter Sponsorship

Hatches publishes a weekly email newsletter showcasing new articles, fly patterns and videos added to the website. Currently, we have 7,000 subscribers to our email newsletter. Sponsorship of a newsletter would consist of a 160 x 600 pixel banner on the right side, cost is \$100.

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