

D. National Print Magazine Marketing

Marlin Magazine: Member of the Audit Bureau of Circulations, (ABC), # 04-0621-0 *Marlin* magazine has a total average paid circulation of 40,902.

Sport Fishing Magazine: Audit Bureau of Circulations, (ABC), member # 04-1139-0, *Sport Fishing* magazine has a total average paid circulation of 154,102.

Fly Fishing in Salt Waters Magazine: Audit Bureau of Circulations, (ABC), member # 04-0333-4, *Fly Fishing in Salt Waters* magazine has a total average paid circulation of 27,613.

Boating Life Magazine: BPA Worldwide consumer magazine circulation statement circulation of 100,613 in December, 207.

Fishin' & Hunt'n Magazine: A Southern States magazine – 20,000 distribution. In the April May issues, a full page 4/C ad ran promoting the tournaments and FishStock. A follow-up report was printed in the June issue.

Print Advertising Schedule		
Magazine	Issue	Size
Sport Fishing	Jan	Full Page
	Feb	Full Page
	March	Full Page
	April	Full Page
	May	Full Page
Marlin	May	1/2 page
Fly Fishing in Salt Waters	Jan/Feb	1/2 Page
	Mar/April	1/2 Page
	May/June	1/2 Page
Boating Life	Feb	1/2 Page
	April	1/3 Page
Fish'n & Hunt'n	April	Full Page
	May	Full Page

PRINT ADVERTISEMENT EXAMPLES



FISHSTOCK 2008

THE TOTAL SALTWATER EXPERIENCE

Memorial Day Weekend

MAY 22-25, 2008

Riverside Park, New Smyrna Beach, Florida



presents 32nd Annual
New Smyrna Beach/Daytona Beach
Striker Tournament




Estimated \$75,000 in cash and prizes to be awarded in the STRIKER TOURNAMENT.
Targeting Tuna, Wahoo, Dolphin, Kingfish.



presents 6th Annual
New Smyrna Beach
Redfish-Trout Challenge




Estimated \$15,000 in cash and prizes to be awarded in the REDFISH-TROUT CHALLENGE.

TOURNAMENT INFORMATION
www.FISHSTOCK.com
 Dan Jacobs at 407-571-4680
dan.jacobs@bonniercorp.com






PRESENTS

FISHSTOCK 2008

NEW SMYRNA BEACH, FLORIDA

MAY 22-25, 2008

Inshore & Offshore
Tournaments

Weekend Festival &
Boat Show

- FISHING TOURNAMENTS
- BOAT SHOW
- KIDS' ACTIVITIES
- FISHING SEMINARS
- MUSIC • FOOD





WWW.FISHSTOCK.COM



PRESENTS

FISHSTOCK 2008

Memorial Day Weekend



FISHING TOURNAMENTS
BOAT SHOW
KIDS' ACTIVITIES
FISHING SEMINARS
MUSIC/FOOD



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FISHSTOCK 2008

Memorial Day Weekend

FISHING TOURNAMENTS • BOAT SHOW • KIDS' ACTIVITIES
 FISHING SEMINARS • MUSIC • FOOD

MAKE PLANS NOW...

NEW SMYRNA BEACH, FLORIDA
 MAY 22-25, 2008

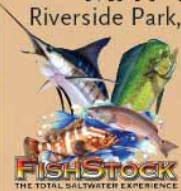
New Smyrna Beach/Daytona Beach Striker Tournament
 Redfish-Trout Challenge Tournament
 Weekend Festival & Boat Show

WWW.FISHSTOCK.COM










FISHSTOCK 2008
MEMORIAL DAY WEEKEND
MAY 22-25, 2008
 Riverside Park, New Smyrna Beach, Florida



NEW SMYRNA/DAYTONA BEACH
 STRIKER TOURNAMENT
 NEW SMYRNA BEACH REDFISH &
 TROUT CHALLENGE
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FISHSTOCK 2008
MAKE PLANS NOW
 NEW SMYRNA BEACH, FLORIDA
 MAY 22-25, 2008

Estimated \$80,000 in cash & prizes to be awarded

Memorial Day Weekend
 FISHING TOURNAMENTS
 BOAT SHOW
 KIDS' ACTIVITIES
 FISHING SEMINARS
 MUSIC
 FOOD



NEW SMYRNA BEACH/DAYTONA BEACH STRIKER TOURNAMENT
 NEW SMYRNA BEACH REDFISH-TROUT CHALLENGE

WWW.FISHSTOCK.COM




SPORT FISHING
 THE MAGAZINE OF SALTWATER FISHING
 PRESENTS
FISHSTOCK 2008

NEW SMYRNA BEACH, FLORIDA
MAY 22-25, 2008

Inshore & Offshore Tournaments
 Saturday Festival & Boat Show

FISHING TOURNAMENTS
 BOAT SHOW
 KIDS' ACTIVITIES
 FISHING SEMINARS
 MUSIC / FOOD




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 New Smyrna Beach, Florida



New Smyrna Beach/
 Daytona Beach
 Striker Tournament

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