

FAST FACTS: WHAT IS MUSKY HUNTER?

M*usky Hunter* magazine is the largest publication designed specifically for the musky fishing enthusiast. Published bimonthly since 1989, *Musky Hunter* magazine offers articles on every aspect of North America's premier freshwater gamefish, which now exists in 31 states and four Canadian provinces.

Timely how-to, where-to and when-to information from nationally-recognized experts comprise the "meat and potatoes" of *Musky Hunter*, and the magazine is spiced with tackle tips, insightful editorials, reader input, musky news, hot waters and product information.

An attractive, glossy, full-color publication, *Musky Hunter's* staff is dedicated to producing the highest quality magazine each and every issue. The magazine not only has a strong subscriber base, but is distributed throughout the U.S. and Canada by Curtis Circulation. *Musky Hunter's* total circulation is 25,000 for each issue.

Musky Hunter has dedicated subscribers in every state of the United States as well as most Canadian provinces, who spend an average of over \$3,527 annually on musky fishing. Their buying habits represent a combined annual expenditure of over **\$175 million** on fishing products.

Consider these top ten reasons to advertise in *Musky Hunter* magazine:

1. *Musky Hunter* is the only national publication dedicated to fishing for muskies available to subscribers and distributed on newsstands.
2. 91% of *Musky Hunter* readers have purchased products advertised in the magazine.
3. *Musky Hunter's* average press run exceeds 27,000 with a total paid circulation of over 17,000 per issue.
4. *Musky Hunter's* actual readership (with 2.93 pass along) is over 50,000 per issue.
5. *Musky Hunter's* renewal rates remain over 80 percent!
6. 80% of *Musky Hunter's* readers retain their magazine for future reference.
7. *Musky Hunter's* readers have an average household expenditure of over \$111,000.
8. *Musky Hunter's* readers have an average annual expenditure of over \$3,500 on musky fishing products.
9. The *Musky Hunter* readership represents an annual expenditure of \$175 million in the fishing industry.
10. 67% of *Musky Hunter's* readers are male in the key consumer age bracket of 25-54.

Musky Hunter is also available electronically on Magzter. This clone of the print version includes all print advertisements. Currently more than 250 musky anglers subscribe to the electronic version. This electronic outlet for *Musky Hunter* increases advertiser reach at no additional cost.

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