

The natural first choice for keen and committed anglers

Circulation: **34,413**

Readership: **226,000**

Up 6.8% year-on-year!

Cover Price: **£1.70**

Frequency: **Weekly**

Reader Profile

Male/Female: **97% / 3%**

Average Age: **48**

Passionate anglers

72% of readers go fishing once a week or more

65% have been angling for 20 years or more

Readers respond to advertising

68% of readers are more likely to make a purchase on the back of **regular** advertising

86% have made a purchase as a result of seeing an ad in *Angler's Mail*

84% have made a purchase as a result of seeing a product review in the magazine

Angler's Mail



GO ON HOLIDAY FOR JUST £5! Per person, per night. Details in p.52

£1.70 BEST VALUE

January 26, 2010

Angler's Mail

Weekly

CARP WORLD
Brilliant COLD WATER CARP BAIT'S

PIKE SCENE
How to get active with winter **PIKE**

INSIDE LINE
TOP river redfin tips for YOU!

ROACH of your dreams!



Source: ABC Jun – Dec 2009/NRS Jul – Dec 09/Reader Survey Aug 06

For more information, please contact:

James Cassidy – Display Sales Executive

Tel: 020 3148 2639

E-mail: james_cassidy@ipcmedia.com

Tom James – Classified Sales Executive

Tel: 020 3148 2633

E-mail: thomas_james@ipcmedia.com

<http://www.anglersmail.com/>

<http://www.ipcadvertising.com/>

IPC INSPIRE

Angler's Mail

Full Colour Display Rate Card

DPS Advertorial	£3,200
DPS	£2,950
Full Page	£1,500
Half Page	£810
Quarter Page	£460

Cover Dated and On Sale - Every Tuesday

Mechanical Data

Bleed DPS	303 x 426mm
Trim Size DPS	297 x 420mm
Type Area DPS (Max)	258 x 397mm
Bleed Page	303 x 213mm
Trim Size Page	297 x 210mm
Type Area Page	258 x 189mm
Half Vertical	258 x 92mm
Half Horizontal	129 x 189mm
Quarter Page	129 x 92mm

Production Specifications / Preferred File Types

JPEG

EPS

TIFF

PDF

*All images to be supplied with fonts embedded
All images to be of a resolution of 300 dpi and above*

Angler's Mail Discount Structure

6	consecutive insertions	5%
13	consecutive insertions	10%
26	consecutive insertions	15%
52	consecutive insertions	20%

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IPC INSPIRE

Angler's Mail

Classified Rate Card

Lineage	£4.17	per line	(max 5 words per line)
Box Numbers	£25	per insertion	
Full Display	£17.30	per single column centimetre	

Set Sizes

Full Page	£1,318
1/2 Page	£695
1/4 Page	£396
1/8 Page	£206

Spot Colour 10% extra

Full Colour 25% extra

Column Widths

1 column	44mm
2 columns	92mm
3 columns	140mm
4 columns	188mm

All rates are exclusive of VAT

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