

CrappieNOW *On-Line Magazine*



2015 Crappie Marketing

www.crappienow.com

Year Round Monthly Publication

We at **CrappieNOW** are approaching our fourth year of producing the world's only On-Line Magazine and Crappie Fishing Resource.

Over 66,000 of your customers read CrappieNOW Magazine each month.

In addition, we realize more than 1.8 million Crappie related interactions per month via the web, social media and You Tube.

Yes, we have evolved into more than a magazine.

CrappieNOW features:

- Timely articles about how to fish for Crappie, N-O-W.
- Advanced Seasonal Structure articles by Tim Huffman.
- Crappie articles from six of the best writers in the country.
- Destination articles to help you plan your next crappie fishing vacation.
- Interactive articles with audio and video, links to photos and more information (*Print magazines cannot do this*).
- Events calendar including tournaments to seminars.
- Crappie Q&A and Environmental articles, Crappie Recipes, Product reviews.
- How-To videos on the Crappie NOW YouTube channel, magazine and Facebook.
- Tournament coverage, from the major trails to the regional crappie clubs.

PUBLISHER

Dan Dannenmueller

CO-PUBLISHER

T.J. Stallings

EDITOR

Tim Huffman

TECHNICAL SUPPORT

Eric Lambert

WRITERS

Darl Black

Vic Attardo

Jeff Samsel

Keith Sutton

Ron Presley

Vernon Summerlin

John Naporadny, Jr

CONTRIBUTOR

Russ Bailey

Contact us at:

info@crappienow.com

Crappie NOW is a publication of KMS-Inc., Monster Crappie, and DDOOutdoor

CrappieNOW

We've moved to a new facility.

3761 Alabama Hwy 14
Millbrook, AL. 36054

Reader Profile

Crappie NOW readers range from the weekend warrior to the pro angler. This broad demographic has above average income and are ready to invest in their sport.

Advertising Reach With



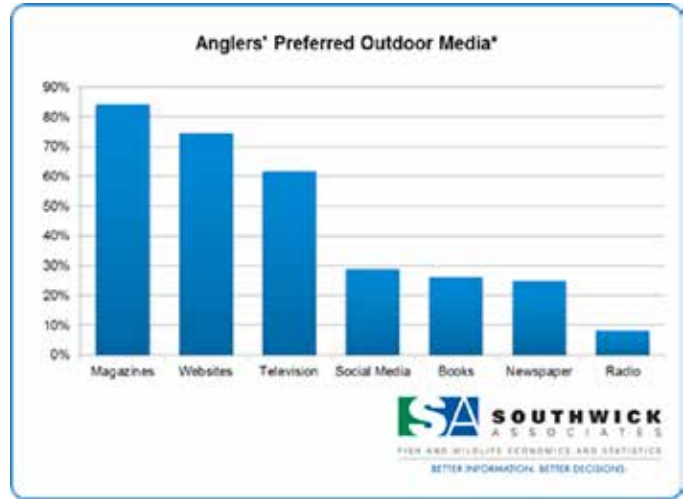
CrappieNOW

On-Line Magazine

Top 3 Targeted Species	
Annual 2014	
Freshwater	1 Largemouth or spotted bass
	2 Panfish (crappie, perch, sunfish, bluegill/bream)
	3 Trout
Saltwater	1 Redfish, red drum, channel bass
	2 Speckled Trout
	3 Flounder

2014
For anglers, the magazines and websites were the most popular media sources for fishing, hunting, and shooting information (73.3% and 76.4%, respectively).

SA SOUTHWICK ASSOCIATES
FISH AND WILDLIFE ECONOMICS AND STATISTICS
BETTER INFORMATION. BETTER DECISIONS.



Ad Sizes

Full Page 11 x 8 (Yellow)

1/3rd page 2.25 x 9.75

1/4th page 4.625 x 3.75

1/8th page 2.31 x 1.87

1/2 page 5.5 x 8

Rates per month:

- 1/8th page \$125
- 1/4th page \$205
- 1/3rd page \$275
- 1/2 page \$340
- Full page \$700

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12-month frequency earns a 10% discount.

Development cost of video up to three minutes long for \$305. Add a video link free to your ad.

Terms: Cash, check or credit cards unless other arrangements have been made.

Ad Formats:

PDF, JPEG, PNG files at 600 dpi

Please confirm fonts are web-compatible.

Due date is the 10th of previous month.

In-house ad production is available at reasonable prices.