

# MIDCURRENT<sup>®</sup>

*Fly Fishing At Its Best*



**2021**  
**MEDIA KIT**

**16+**

*Years MIDCURRENT has been the  
Top Media Channel in Fly Fishing*

**1,000,000+**

*Reach Among  
Fly Fishers Worldwide*

**45,000+**

*Double-Opt-In Subscribers  
Who Get MIDCURRENT Newsletters*



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## What Our Marketing Partners Say

*"Our page visits are great! People are really exploring our site."*

*"The bounce rate from MIDCURRENT traffic is 30% less than average."*

*"More than half the traffic from MIDCURRENT has never seen our products before."*

## Join These Top Brands Who Advertise on MIDCURRENT

Patagonia  
Orvis  
Tibor Reels  
Simms  
Hardy  
Morgan Stanley  
Redington  
Sage  
Orvis  
RIO Fly Lines  
Abel Reels  
Howler Brothers  
El Pescador Lodge  
Monic Fly Lines  
Scott Fly Rods  
Outcast  
Tenkara USA  
TrueFlies  
Sweetwater Travel

Clayton Stewart photo

# FLY FISHING'S MULTI-CHANNEL MARKETPLACE



Matt Guymon photo

## Want To Reach Fly Fishing Consumers in the Most Direct Way Possible?

Then you need a way to reach them where they work and play. And that means your message has to be visible in **all** the channels they frequent.

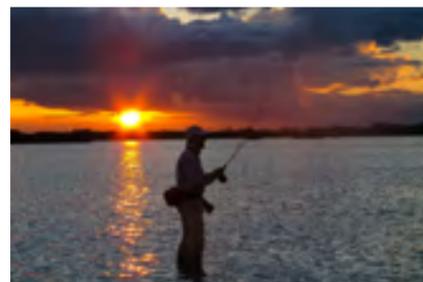
MIDCURRENT is the only fly fishing media that offers marketing partners total market reach across all digital channels: **web, email, social, and video.**

Our website reaches more fly anglers than any other fly fishing media.

Our social reach is huge and growing daily.

Our news and video content is consumed by discriminating anglers in every country in the world.

But most of all, our ability to target **exactly the kind of anglers you want to reach** is unparalleled. By combining reach across all channels, we ensure that your message arrives and that your objectives are met. **And we prove it with the numbers.**



Erik Hanson photo

# WHY MIDCURRENT

- MIDCURRENT has been the leading fly fishing media channel since 2003.
- MIDCURRENT delivers more than 7 million pages views every year to discriminating and dedicated fly anglers. With 7,000-15,000 daily readers and more than 30,000 newsletter subscribers, MIDCURRENT offers unparalleled reach and immediacy
- Take **total control** over your advertising spend and schedule. Test creative. Tweak your message.
- Mix and match solutions: **Display, Email, Social, Content Marketing and Sponsorships.** Choose the channels that best serve your brand & product.
- MIDCURRENT is authored by the **most-recognized experts in fly fishing.** We carefully filter all content—editorial and advertising—to guarantee an unparalleled environment for communicating your brand message.



Matt Guymon photo



Brad Eaton photo

## What Readers Say

*"MIDCURRENT is just terrific.... Everyone should read it."*

- Nick Lyons

*"You guys invented the idea that there is news in the fly fishing biz!"*

- Jim Murphy

*"The CNN of Fly Fishing."*

- Jin L.

*"As I introduce newbies to the sport of fly fishing, I ALWAYS recommend MIDCURRENT as means of learning tying, techniques, as well as informative and interesting articles."*

- Chris L.

*"You guys rock!"*

- Karol S.

*"This is the GREATEST!"*

- Don M.

*"The best there is."*

- Ben R.

## TOTAL MARKET REACH



photo by Winged Reel

## About the MIDCURRENT Audience

Buying Influence	87% say MIDCURRENT influences their purchase decisions
	80% say they are likely to recommend MIDCURRENT to a colleague or friend
Spending	64% spend more than \$500 a year on fly fishing gear
	65% will travel more than 500 miles to fish this year
	73% spend more than \$500 on fly fishing travel each year
Engagement	67% earn more than \$60,000 per year, and 19% earn more than \$145,000
	86% have been fly fishing for more than 3 years
	71% fly fish more than 20 days per year, 20% fly fish more than once per week
Education	75% tie flies
	91% are college educated

Source: Google Analytics, Reader Surveys

# DISPLAY ADS RATES

## Website

Placement	Dimensions (Pixels)	Format	Premium Position	CPM (Cost Per Thousand Views)
Super Leaderboard	970 x 250	Jpeg, Gif, HTML	✓	\$50
Super Leaderboard	970 x 90	Jpeg, Gif, HTML	✓	\$40
Leaderboard	728 x 90	Jpeg, Gif, HTML		\$35
Half Page	300 x 600	Jpeg, Gif, HTML	✓	\$35
Medium Rectangle	300 x 250	Jpeg, Gif, HTML		\$30
Short Rectangle	300 x 100	Jpeg, Gif, HTML		\$20
Mobile Banner	320 x 100/50	Jpeg, Gif, HTML		\$25

**Quantity and Contract-Length Discounts Available**  
Ask Us About Additional Targeting, Special Positions and Takeovers

## Newsletters

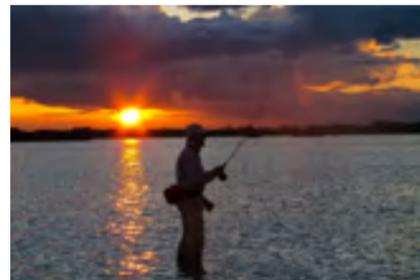
Placement	Dimensions (Pixels)	Format	Premium Position	Cost Per Insertion
Medium Rectangle	300 x 250	Jpeg, Gif	✓	\$600
Banner 1	468 x 60	Jpeg, Gif		\$150
Banner 2 & 3	468 x 60	Jpeg, Gif		\$100
Sponsorship	(Logo)	Vector File	✓	Contact Us

Quantity and Contract-Length Discounts Available

## Trips Listings

Are you a best-of-class outfitter in your area? MIDCURRENT offers low-cost Trips marketing through our exclusive MIDCURRENT TRIPS section, as well as display advertising discounts.

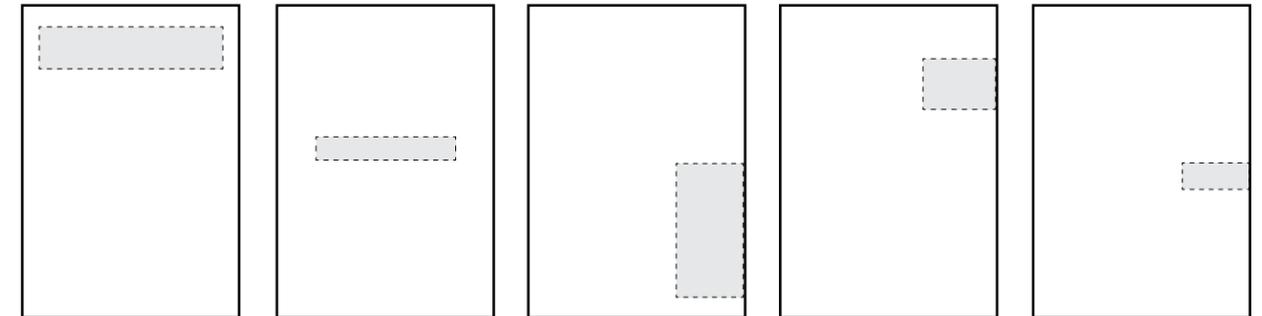
- Partners must provide customer endorsements and proof of professional service at every level.
- MIDCURRENT provides multi-level marketing support, including customized listing, social media campaigns, and as-available display advertising.
- Contact Glenn Pittard, Marketing Director, at glenn.pittard@midcurrent.com or call (239) 246-1376 for more info.



Erik Hanson photo

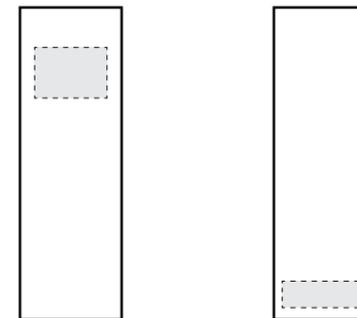
# POSITIONS

## Website (desktop/tablet)



	Super Leaderboard	Leaderboard	Half Page	Medium Rectangle	Short Rectangle
Dimensions	970 x 90 pixels	728 x 90 pixels	300 x 600 pixels	300 x 250 pixels	300 x 100 pixels
Max File Size	50/40K	35K	40K	35K	20K
Format	Jpeg, Gif, HTML				
Availability	All Pages/Sections				

## Website (mobile)



	Medium Rectangle	Mobile Banner
Dimensions	300 x 250 pixels	320 x 50
Max File Size	35K	15K
Format	Jpeg, Gif, HTML	Jpeg, Gif, HTML
Availability	All Pages/Sections	All Pages/Sections

**Scheduling** — Ad campaigns typically begin on the 1st or 15th day of every month.

**Billing** — Valid credit card info is required prior to campaign start. Terms are available to advertisers in good standing. All invoices are payable online via VISA, MasterCard or Amex.

**Discounts** — We offer frequency and volume discounts; ask us for details.

**Targeting Options** — Ask us about special targeting options, including geo-targeting, interest targeting, and more.

# Our Story



*Matt Guymon photo*

## Culture

MIDCURRENT was founded in April 2003 with the purpose of providing only credible, highly informative, and current advice to new and expert fly fishers. Midcurrent.com was the **first continuously published fly fishing blog**, and within 6 months of its start it was the most visited fly fishing website on the Internet.

## Content

MIDCURRENT publishes daily fly fishing news and original content by many highly respected authors, artists, photographers and videographers. **Our average ratio of original to curated content is more than 3 to 1.** We also enjoy the advice of an editorial board that includes some of the most highly respected writers and fishing experts in the sport, including **Thomas McGuane, Bruce Richards, and Chico Fernandez.**

## Growth

From its humble beginnings as a blog with a readership of just under 100,000 in its first year, MIDCURRENT has grown at an average rate of over **15% per year.** Our average annual visitor and reader base of over **1 million** represents total market reach of the fly fishing demographic in the US and world markets.

## How to Reach Us

Advertising Offices:

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Editorial Offices:

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Email: info@midcurrent.com, mcutchin@midcurrent.com (publisher)

## Depend On Us

**MIDCURRENT works with all budgets and any marketing goal. Whether you're just starting product introduction or need to reinvigorate your established brand, we have a solution to match your needs.**