



2023 MEDIA KIT



OUR STORY

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 3:1. 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.



FLY FISHING'S MULTI-CHANNEL MARKETPLACE



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 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.
- Most of all, our ability to target exactly the kind of angler 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.

Why MIDCURRENT

- MIDCURRENT has been the leading fly fishing media channel since 2003.
- MIDCURRENT delivers more than 7M page views every year to discriminating and dedicated fly anglers. With 20,000+ daily readers and more than 64,000 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 and 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.



OUR AUDIENCE & PARTNERS



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/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

- 86% have been fly fishing for more than 3 years.
- 71% fly fish more than 20 days/year.
- 20% fly fish more than once a week.
- 75% tie flies.

Education

- 91% are college educated.

Source: Google Analytics, Reader Surveys

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"

WHAT OUR 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 a means of learning tying, techniques, as well as informative and interesting articles" - Chris L.

JOIN THESE TOP BRANDS WHO ADVERTISE ON MIDCURRENT

- | | | | |
|---------------|---------------------|-------------------|-------------|
| • Orvis | • Hardy | • Abel Reels | • Sage |
| • Patagonia | • Tenkara USA | • Howler Brothers | • Outcast |
| • Tibor Reels | • El Pescador Lodge | • Scott Fly Rods | • Redington |
| • Simms | • RIO Fly Lines | • Monic Fly Lines | • TrueFlies |

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		\$500
Content Block	600x500	Jpeg, Text	✓	\$800
Sponsorship	(Logo)	Vector File	✓	Contact Us
Quantity and Contract-Length Discounts Available				



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	Jpeg, Gif, HTML	Jpeg, Gif, HTML	Jpeg, Gif, HTML	Jpeg, Gif, HTML
Availability	All Pages/Sections	All Pages/Sections	All Pages/Sections	All Pages/Sections	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.

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

An aerial photograph of a river flowing through a dense forest. The river is filled with a large, tangled mass of fallen trees and branches, creating a significant obstruction. The water is a mix of green and brown, indicating some sediment or algae. A small white boat is visible in the lower left, moving through the water and leaving a white wake. The surrounding forest is lush and green, with some trees showing signs of autumn color.

HOW TO REACH US

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