



**WEBSITE SPONSORSHIP**  
[www.polefishingmagazine.com](http://www.polefishingmagazine.com)

The combined fishing market is worth over **£541 million** a year. We can help you gain a slice of it with adverts starting from **£120** in the magazine and **£57** on our website.

**ADVERTISING RATES WEB/DIGITAL**

|                                   |                                                             |
|-----------------------------------|-------------------------------------------------------------|
| TOP BANNER                        | <b>£308 PER MONTH</b>                                       |
| SIDE BANNERS                      | <b>£247 PER MONTH</b>                                       |
| SPONSORSHIP OPPORTUNITIES         | FROM <b>£50 PER MONTH</b>                                   |
| SHOPPING CENTRE                   | <b>£10 PER MONTH</b>                                        |
| LINKS IN DIGITAL VERSIONS         | <b>£10 PER MONTH</b><br>(irrespective of number of adverts) |
| EMBEDDED VIDEO IN DIGITAL VERSION | <b>£25</b>                                                  |
| E-NEWSLETTER                      | <b>£303 PER NEWSLETTER</b>                                  |

**Putting YOU IN Pole Position**

As business development manager my role is to ensure that our clients' advertising budget is used to develop a considered, creative and effective campaign. It's essential that each client's needs are clearly defined and developed into advertising across the various media platforms that DHP provides, in a way that brings about maximum benefit for every pound spent.

*Graham*



**MAGAZINE READER PROFILE**

The typical Pole Fishing reader is a slightly older male in full-time employment with a medium disposable income.

- Average reader age – 44
- Has fished for more than 18 years
- Average income – £26,000
- On average has been reading Pole Fishing for 7 years
- 68% fish commercials
- 53% fish once a week
- 78% buy from mail order/internet companies

**10,413**

**AVERAGE MONTHLY SALES FIGURE**



For more information contact:  
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 Business Development Manager

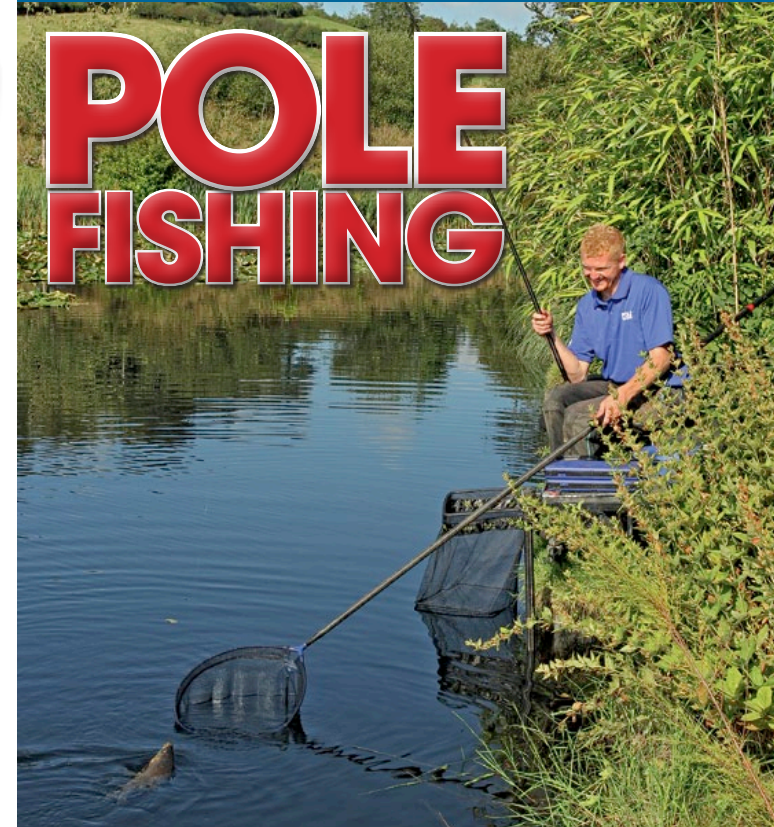
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**THE NUMBER-ONE MAGAZINE FOR POLE ANGLERS!**

**POLE FISHING**



**MULTIMEDIA PACK**

[www.polefishingmagazine.com](http://www.polefishingmagazine.com)

- THRIVING WEBSITE
- E-MAIL NEWSLETTERS
- TWITTER & FACEBOOK PAGES
- YOUTUBE CHANNEL
- POLE FISHING TV

**f OVER 10,000 FOLLOWERS**

# POLE FISHING



I am immensely excited about the future of Pole Fishing. Since taking over the helm in January, the brand has grown more rapidly than Assistant Editor, Matt Godfrey and I ever thought possible.

Two years ago, it was all about the printed magazine. Today, it is all about the Pole Fishing community that we serve – and that community now takes in well over 81,422 people per month.

In the six months between February and September, our web figures show a growth of 33% on the same period last year.

Our App sales have also grown by 15% in the same period, and are now company leaders, featuring more interactive content than ever before.

Equally exciting is the number of new advertising accounts that have signed up with us. Since January, over 26 fisheries, tackle shops and tackle manufacturers who have never advertised with us before have signed up to support us – because they know that we can help them to grow their business.

Of course, there is one keystone upon which all this growth is built – and that is excellent editorial content. We pride ourselves on bringing you features with the best pole anglers in the world, and unveiling the latest innovations, fads and crazes as they happen.

No longer is this something that we deliver just through the printed page however. Although the magazine is our crowning work, it is our website, App and social media channels that more and more people are turning to in order to find out the latest happenings in the world of Pole Fishing.

With exciting plans afoot for a new competition, a Pole Fishing weekend event, and more multimedia and video content than ever before, we are determined that such impressive growth will continue into 2015 and beyond

Tom Scholey  
Editor, Pole Fishing



# REACH MORE THAN 81,422\* PEOPLE EVERY MONTH, AND GROWING

## POLE FISHING MAGAZINE NOW HAS A UNIQUE MULTIMEDIA MIX AVAILABLE TO ADVERTISERS

\*Based on a monthly average of 10,413 magazines sales, plus 24,482 monthly unique visitors to website, 14,681 followers on social media, more than 605 monthly app downloads and 31,241 e-mail database.

### IPAD, IPHONE/ANDROID

- Sales of the digital version of Pole Fishing are increasing EVERY month
- 9,374 PF apps have been downloaded to date
- 354 App sales per month (average)

### E-NEWSLETTER

- Every month 31,241 e-newsletters are sent to the Pole Fishing database
- Each newsletter will house just ONE advertiser

### SOCIAL MEDIA

- Post to our 14,681 followers on Facebook, Twitter and YouTube

### POLE FISHING TV

Pole Fishing has its very own TV studios with the facility to produce everything from simple 60-second product reviews through to in-depth on-the-bank features.

## ADVERTISING RATES MAGAZINE

|             |      | DISCOUNT RATES |      |      |
|-------------|------|----------------|------|------|
| FULL COLOUR |      | 20%            | 30%  | 40%  |
| PAGE        | £710 | £568           | £496 | £430 |
| 1/2 PAGE    | £440 | £352           | £304 | £260 |
| 1/4 PAGE    | £280 | £228           | £199 | £170 |
| 1/8 PAGE    | £160 | £118           | £105 | £94  |

Rates are applicable to both classified and display positions (minimum display size is ¼ page).

All prices exclude VAT.

INSERTS: Rates are available from Nick Chaffer



### AERIAL FOOTAGE

Unforgettable aerial video for your fishery that reveals your waters and the surrounding area from a unique bird's-eye perspective. Using a state-of-the-art Phantom 2 Quadcopter carrying a compact GoPro camera, our expert pilot can shoot the footage from a variety of heights and angles to produce stunning, professionally edited videos of your fishery that really show it off to its maximum potential.

- Prices start from £300 depending on the complexity of the shoot required.



## DHPTV ADVERTISING RATES

| FILMING ON LOCATION                              |                   |
|--------------------------------------------------|-------------------|
| ONE DAY                                          | £1,500 + EXPENSES |
| SUBSEQUENT DAYS                                  | £1,000 + EXPENSES |
| 60-SECOND REVIEWS – STUDIO BASED & NO EDIT       |                   |
| 1 OFF                                            | £150              |
| 6 OFF                                            | £125 EACH         |
| 12 OR MORE                                       | £100 EACH         |
| ONE-ON-ONE STUDIO REVIEW WITH APPROPRIATE EDITOR |                   |
| 1 OFF                                            | £400              |
| 6 OFF                                            | £350 EACH         |
| 12 OR MORE                                       | £300 EACH         |

"We have utilised DHP TV for all of our DVD and web-clip work for the last couple of years. The results, in our opinion, have been excellent. Their technical know-how, speed of editing (correctly!) and DVD-reproduction timescales all make what can be a very testing operation appear relatively stress free!"  
Joe Lowe, sales & marketing manager Maver (UK) Ltd

"The BVG-Airflo Group has been using DHP TV for more than two years. I am delighted with the quality of the product and have found their service and prices to be the best in the business. I look forward to continuing working with Dean Rothery and the team at DHP TV for many years to come. Many thanks!"  
Rob Williams, managing director BVG-Airflo Group Ltd