



DANIEL ZAICEK
DYNAMIK GROUP,
SLOVAKIA

“We had a massive response from companies around the world, some even came to our showroom. *Angling International* is the best possible partner for advertisers.”

“After advertising, we were contacted by distributors and retailers in Australia, Italy, Portugal, South Africa, Russia and the US. If you have a global strategy, you should work with the team at *Angling International*.”



MORTEN DALE
ESCA GLOBAL AS,
NORWAY



REX NELSON
WESTERN
FILAMENT, USA

“Our initial response to our ads in *Angling International* was overwhelming. We had an increase in call volume of over 400% in the first two months!”

Angling International

YOUR ROUTE TO BUYERS IN THE TACKLE TRADE

“In a way the magazine has become the voice of EFTTA and EFTTEX. We’ve allocated pages to communicate to our members and we are all very pleased with the way the subjects are treated each month.”



JEAN-CLAUDE BEL
CEO
EFTTA



YVETTE RODRIGUEZ
AMERICAN FISHING
WIRE, USA

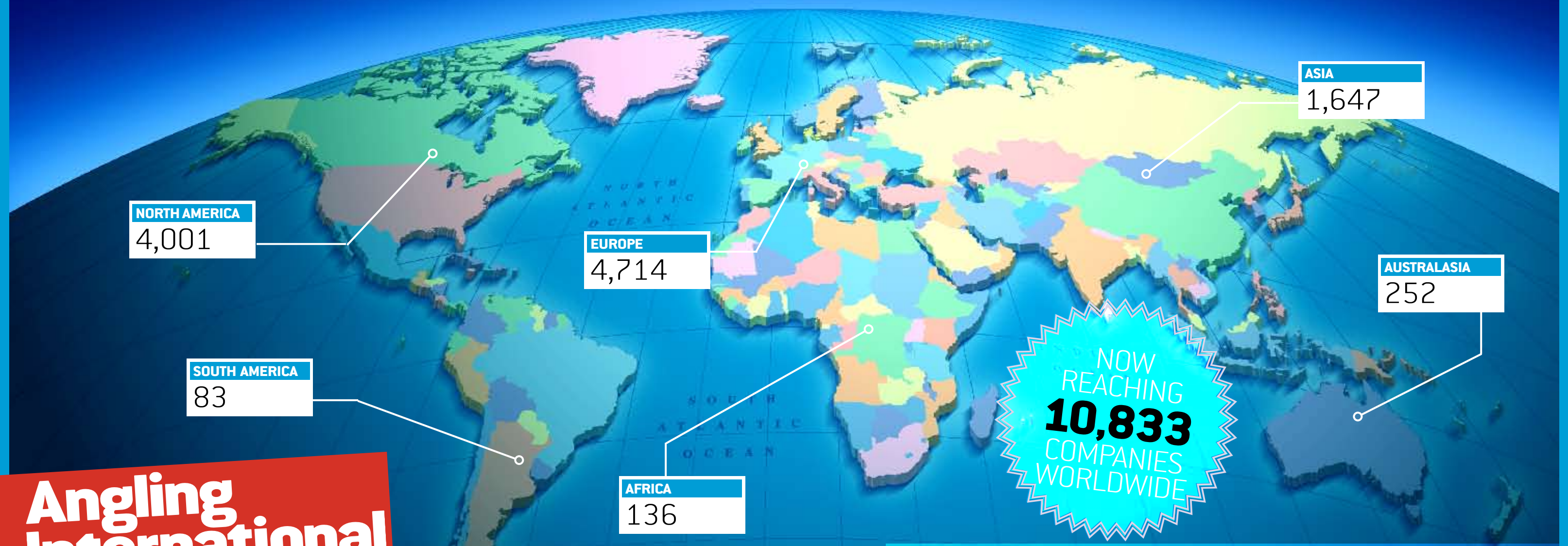
“We appreciate the tremendous editorial support we get and feel we can reach the international market by advertising exclusively in *Angling International*.”

BOOK YOUR ADVERTISING...



Call Lucie Petrickova on **+44 7825 999230** or fax **+44 1225 760249**
lucie@angling-international.com Skype **lpetrickova**

...REACH 10,833 BUSINESSES WORLDWIDE



Angling International

WE'RE WIDENING OUR REACH...

- 4,037 MANUFACTURERS
- 2,552 RETAILERS
- 3,262 DISTRIBUTORS AND WHOLESALERS
- 982 AGENTS/MEDIA/OTHER

NOW YOU CAN TOO!

NOW MAILED TO **10,833** GLOBAL BUSINESSES

Subscribe to *Angling International* magazine by visiting the website www.angling-international.com and following the link

NEW! VIRTUAL MAGAZINE ONLINE
 Now *everybody* can read your messages and see your products. See the latest issue now at www.angling-international.com/virtual_magazine.html



FOLLOW US ON twitter
 Use the *Angling International* page to find BRAND NEW CUSTOMERS around the globe. Follow us at www.twitter.com/AnglingIntMag

MORE WHOLESALERS AND DISTRIBUTORS THAN ANY OTHER INTERNATIONAL TRADE MAGAZINE

ADVERTISER INFORMATION

Angling International

Advertising rates

	Sterling	Euros	US dollars
ADVERT RATES Full page	£1,000	€1094	\$1630
Half page	£720	€788	\$1174
Quarter page	£430	€471	\$700
Eighth page	£265	€290	\$432
Classified (12 months)	from £250	€274	\$408
Premium: Front Cover	£1850	€2025	\$3017
Premium: IFC and IBC	£1150	€1258	\$1875
Premium: Back Cover	£1200	€1313	\$1957

Exchange rate correct as at 21.10.09. We invoice in GBP, series discount up to 15% for 12 insertions. Prices shown in Euros and Dollars for information only.

Magazine deadlines 2010

January issue

AD DEADLINE 7 Dec **MAILING** 11 Dec

February issue

AD DEADLINE 8 Jan **MAILING** 15 Jan

March issue

AD DEADLINE 1 Feb **MAILING** 12 Feb

April issue

AD DEADLINE 1 March **MAILING** 12 March

May issue

AD DEADLINE 29 March **MAILING** 9 April

June issue

AD DEADLINE 28 April **MAILING** 7 May

July issue

AD DEADLINE 28 May **MAILING** 11 June

August issue

AD DEADLINE 30 June **MAILING** 14 July

September issue

AD DEADLINE 2 August **MAILING** 13 August

October issue

AD DEADLINE 30 August **MAILING** 10 Sept

November issue

AD DEADLINE 4 Oct **MAILING** 15 Oct

December issue

AD DEADLINE 1 Nov **MAILING** 12 Nov

**EFTTEX SHOW
ISSUE & ICAST
PREVIEW**

**FLY
FISHING
SPECIAL.**

**CHINA FISH
PREVIEW
ISSUE**

**EFTTEX
PREVIEW
ISSUE**

Advert sizes

Angling International advert sizes must be supplied to exact dimensions, shown below, height x width:

- **Double page spread (DPS)** 297mm x 440mm trim, plus 3mm bleed 11.7" x 17.3" (plus 0.2" bleed)
– please supply DPS as two separate full pages.
- **Full page** 297mm x 220mm trim, plus 3mm bleed 11.7" x 8.7" (plus 0.2" bleed)
- **Full page (non bleed)** 263mm x 203mm 10.3" x 8"
- **Half page horizontal** 129mm x 203mm 5" x 8"
- **Half page vertical** 263mm x 99mm 10.3" x 3.9"
- **Quarter page box** 129mm x 99mm 5" x 3.9"
- **Quarter page horizontal strip** 63mm x 203mm 2.5" x 8"
- **Quarter page upright strip** 263mm x 48mm 10.3" x 1.9"
- **Eighth page horizontal** 63mm x 99mm 2.5" x 3.9"
- **Eighth page strip** 33mm x 203mm 1.3" x 8"

THE NEW MARKETING AND DESIGN SERVICE FOR THE ANGLING TRADE

**Angling
International
Direct**

Ask about the new brochure, catalogue and direct mail design service from Angling International.

Call Rob Carter on +44 1733 392975 email enquiries@angling-international.com