

Reader Demographics



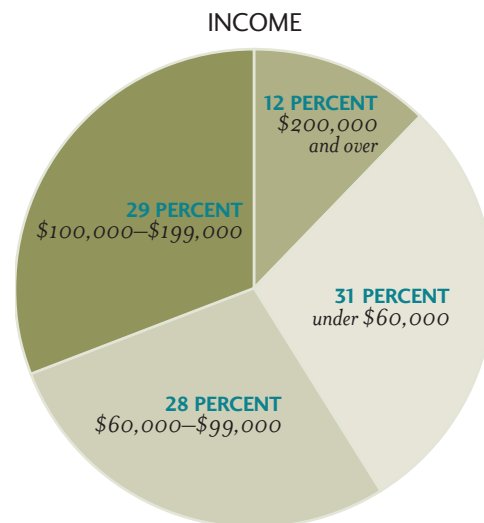
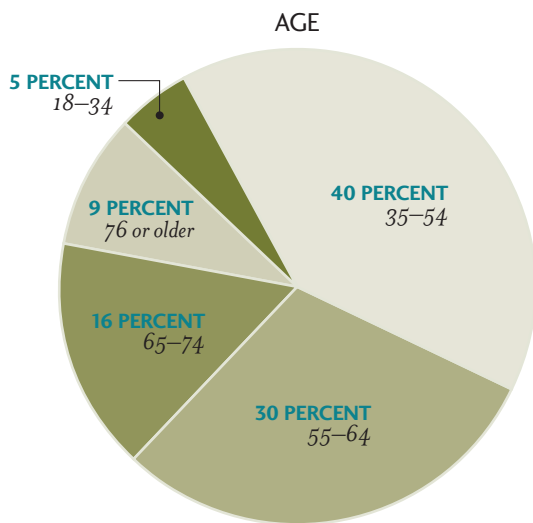
T R O U T M A G A Z I N E



Trout reaches over **135,000** conservation-minded anglers across the United States and Canada.

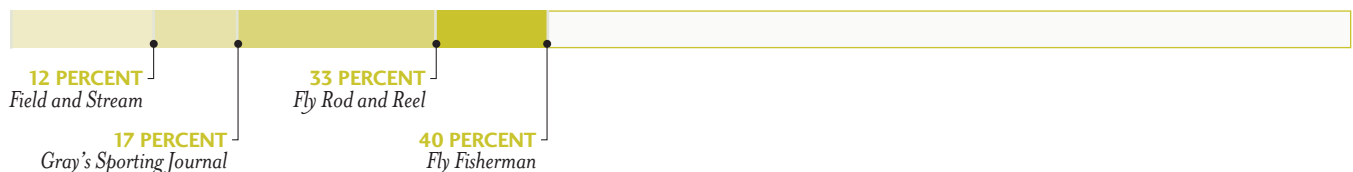
The average *Trout* reader is a **married, college-educated man** in his mid-fifties.

Highlights



A unique audience

Advertisers in *Trout* will reach an audience unduplicated virtually anywhere else. Less than half of *Trout's* readers also subscribe to *Fly Fisherman*, and even fewer subscribe to the other leading fishing magazines.

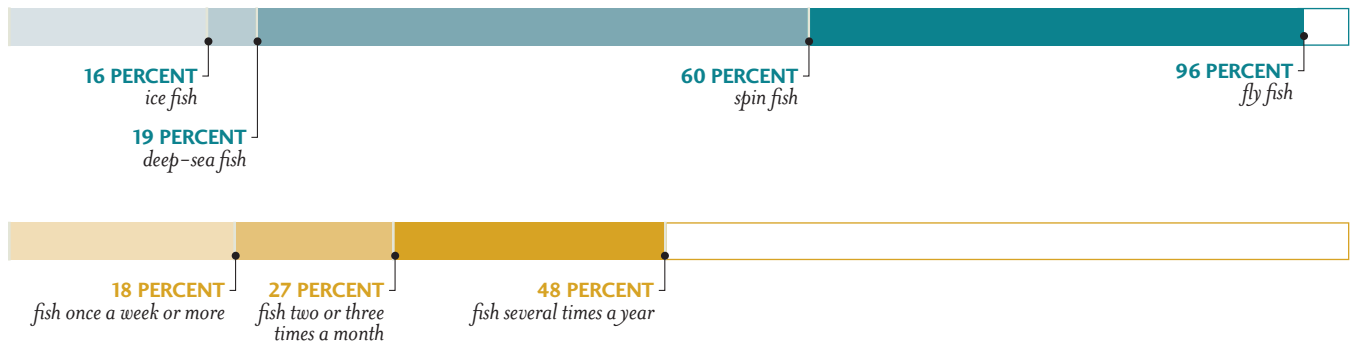


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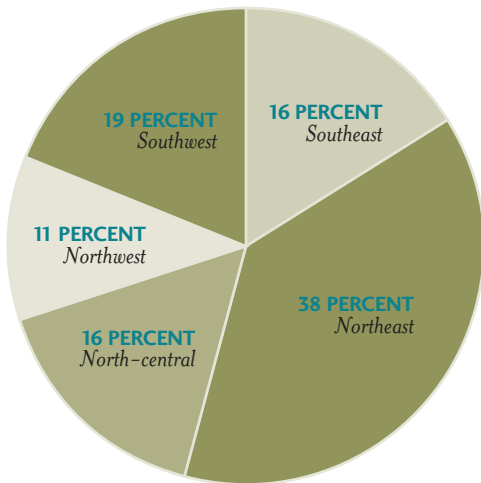


T R O U T M A G A Z I N E

Trout readers are experienced anglers.



Trout readers are from all over the country.



Trout readers care about the environment.

42 percent have participated in river cleanups, letter writing campaigns, fundraising drives and other conservation events.

Trout online



Starting in 2007, all four issues of *Trout* are available to members digitally at tu.org. All ads in the printed version are also in the online *Trout*, complete with live links to your site. With over 10,000 visitors to tu.org per week, your *Trout* ads will be working double-duty in the online version.