

Advertising

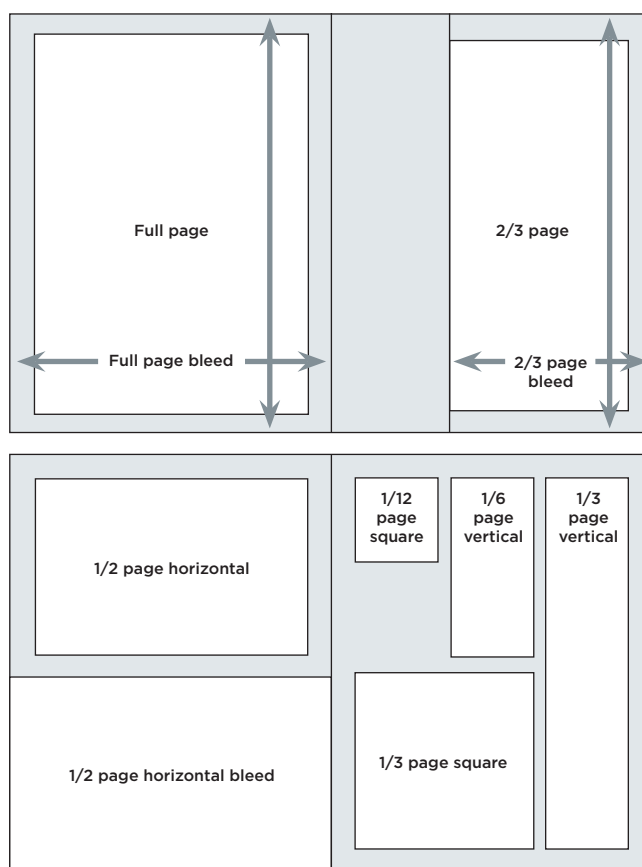
RATES AND SPECS



The leading publication for anglers and those who value America's coldwater fisheries, *TROUT* combines extraordinary color images with award-winning editorial about trout, salmon, and their rivers and streams. *TROUT* reaches every member of Trout Unlimited, America's foremost coldwater conservation organization. TU's 155,000 members care about conservation, and dedicate time and money to the pursuit—and protection—of wild trout and salmon.

Color Ads

SIZE	1 ISSUE	4 ISSUES
Full Page	\$5,731	\$5,157
2/3 Page	\$4,664	\$4,194
1/2 Page	\$4,072	\$3,663
1/3 Page	\$3,321	\$2,989
1/6 Page	\$1,295	\$1,165
1/12 Page	\$620	\$550
Inside Front Cover	\$6,323	\$5,691
IFC/Page 1 Spread	\$10,890	\$9,799
Inside Back Cover	\$5,998	\$5,397



Closing Dates



Advertising

RATES AND SPECS



Digital Ad Specs

Currently Supported File Formats

- Print Quality PDF (preferred)
- EPS (please include fonts, see below for accepted font formats)

Scans and Graphics

- Halftones must be scanned at 300 dpi and color scans must be CMYK
- Line-art must be scanned at 1200 dpi
- The shadow area of grayscale images should be no darker than 80 percent black
- Four color solids should not exceed SWOP density of 260 percent
- Scans should be sized to within 10 percent of the final print size
- Do not apply ICC color profiles to your images.

Include all hi-res images used in Illustrator and Freehand EPS files.

Type

PostScript Type 1 (no TrueType). Provide both printer and screen fonts (Macintosh). OpenType fonts with PostScript data may also be used (font file names ending with the extension .OTF). *Include all fonts used in Illustrator and Freehand EPS files.*

Media

Match print or laser print must accompany CD-ROM or DVD-ROM submissions.

Submit all materials to:

Tim Romano

info@timromano.com

(303) 495-3967

Mechanical Specifications

Trim Size:	8" x 10 3/4"
Spread Trim Size:	16" x 10 3/4"
Live Area (Bleeds):	1/2" from trim
Printing:	45lb Somerset Matte FSC stock. Cover: 80lb Somerset Matte FSC.
Binding:	Saddle Stitched
Colors Available:	4-color process

Ad Sizes & Dimensions

SIZE	WIDTH	DEPTH
Full Page Bleed*	8"	10 3/4"
Full Page	7 1/4"	10"
Spread Bleed*	16"	10 3/4"
2/3 Page Bleed*	5 1/4"	10 3/4"
2/3 Page	4 5/8"	9 3/4"
1/2 Page Horizontal Bleed*	8"	5 1/8"
1/2 Page Horizontal	7"	4 5/8"
1/3 Page Vertical	2 1/8"	9 3/4"
1/3 Page Square	4 1/2"	4 1/2"
1/6 Page Vertical	2 1/8"	4 5/8"
1/12 Page Square	2 1/8"	2 1/4"

**Trim size. Add 1/8" bleed allowance to all sides of ad.*



Magazine Profile



Why Advertise in *TROUT*?

TROUT magazine is the “conscience” of fly fishing in North America.

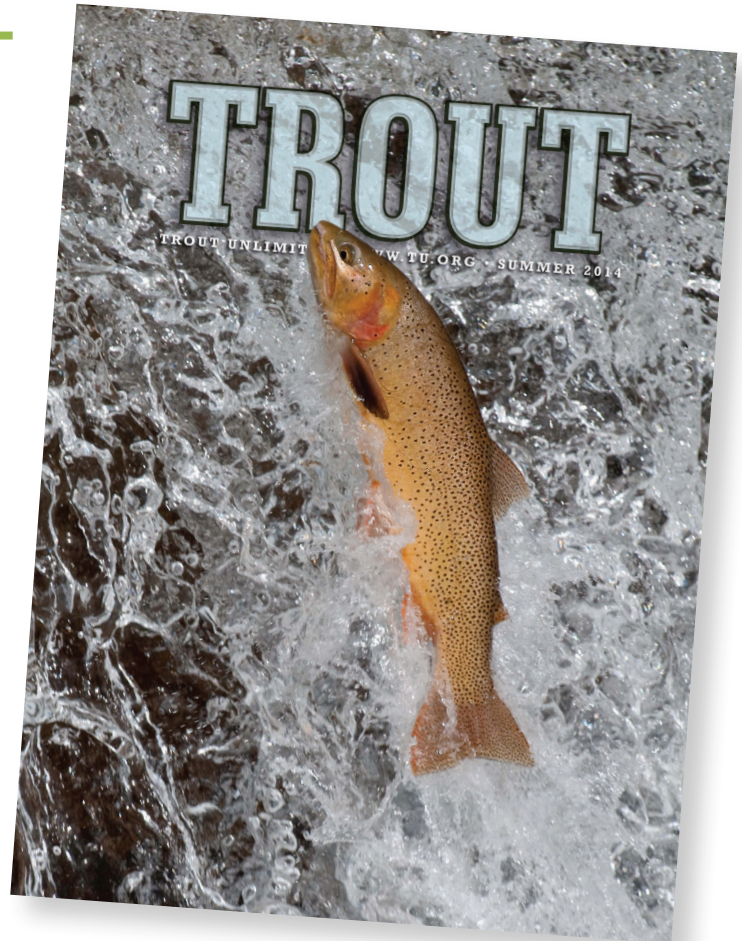
- *TROUT* reaches the largest print readership in fly fishing.
- *TROUT* is the national publication of Trout Unlimited (155,000 members).
- CPM value is better than any other magazine in fly fishing.
- Our readers are the most dedicated, committed trout anglers.

The future is bright...

- Our readership is growing, not shrinking.
- TU will take *TROUT* digital in 2015.
- We will expand our online presence in 2015.
- *TROUT* will continue to develop as a premier outdoor lifestyle magazine.

It's all about return on investment...

- *TROUT* is a non-partisan, collaborative, action-oriented magazine that has earned the support of state and federal agencies, other non-profits, universities, landowners and other partners.



- Nearly 90 cents on every dollar spent in TU is ultimately redirected at making fishing habitat better.
- Ad dollars invested in *TROUT* defray the cost of production for a non-profit organization that helps fishing for everyone.
- Every \$35 membership in TU yields \$170 worth of effort on the ground... and in the rivers.

No matter how you slice it, the fly-fishing industry revolves around an axis of trout. Nobody makes trout fishing better than TU does. Ad dollars in *TROUT* not only earn the greatest exposure in print and reach the most serious anglers in America, they make our sport better.

AVERAGE READERSHIP:

155,000+ members

AVERAGE *TROUT* READER:

Age: 51

Race/Sex: White Male

Education: College

Annual Household Income: \$100,000+