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

- **41 percent** have a household income over $100,000
- **78 percent** hold college degrees
- **88 percent** are male

### 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.
Trout readers are experienced anglers.

- **96 percent** fly fish
- **60 percent** spin fish
- **16 percent** ice fish
- **19 percent** deep-sea fish
- **18 percent** fish once a week or more
- **27 percent** fish two or three times a month
- **48 percent** fish several times a year

Trout readers are from all over the country.

- **38 percent** Northeast
- **16 percent** North-central
- **19 percent** Southwest
- **11 percent** Northwest

Trout readers care about the environment.

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

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.