



## WEBSITE SPONSORSHIP

[www.matchfishingmagazine.com](http://www.matchfishingmagazine.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.

- Top Banner – **£75 per month**
- Side Banner – **£50 per month**
- Shopping Centre – **£10 per month**
- News – **£100 per month**
- Fisheries – **£100 per month**
- Gallery – **£100 per month**

## ADVERTISING RATES WEB/DIGITAL

TOP BANNER	<b>£75 PER MONTH</b>
SIDE BANNERS	<b>£50 PER MONTH</b>
SPONSORSHIP OPPORTUNITIES	<b>FROM £50 PER MONTH</b>
SHOPPING CENTRE	<b>£10 PER MONTH</b>
LINKS IN DIGITAL VERSIONS	<b>£10 PER MONTH</b> (irrespective of number of adverts)
EMBEDDED VIDEO IN DIGITAL VERSION	<b>£25</b>
E-NEWSLETTER	<b>£308 PER NEWSLETTER</b>



## MAGAZINE READER PROFILE

The typical Match Fishing reader is a mature male in full-time employment with a high disposable income.

- Average reader age – 53
- Has fished for more than 25 years
- Average income – £29,000
- On average has been reading Match Fishing for 14 years
- 78% fish commercials
- 42% fish once a week
- 73% buy from mail order/internet companies

**12,479**

## AVERAGE MONTHLY SALES FIGURE



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**BEST-VALUE GAME FISHING  
MAGAZINE ON THE MARKET**

# matchfishing



## MULTIMEDIA PACK

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

- E-MAIL NEWSLETTERS
- FACEBOOK
- [WWW.MATCHFISHINGMAGAZINE.COM](http://WWW.MATCHFISHINGMAGAZINE.COM)
- MF APP – MULTIPLE PLATFORMS
- MATCH FISHING TV

**OVER 9,900 FOLLOWERS**

# matchfishing

The success story of DHP, Match Fishing magazine is a title bucking all trends! Once again our circulation is up year-on-year, which is not only remarkable but means you're now reaching more consumers per square inch of page!

Match Fishing is much more than just a magazine nowadays, it is a multimedia brand that inspires the competitive angler!

We're inherently proud of the service and product we deliver to our customers whether it be via our printed magazine, dedicated website, app, YouTube, Facebook or Twitter avenues.

Every month our printed publication features the biggest stars and the latest trends, tactics and tackle releases, while our online portals are updated daily to keep viewers coming back for news, reviews, blogs and competitions.

Club-level anglers are our lifeblood, but we cater for all competitive disciplines across the entire spectrum of venues available to us in this modern era.

Our mission statement is simple – to deliver the latest information by the biggest names in the sport to improve any angler's ability at any level! And to you, our new and existing customers, we can help to grow your business in a professional, affordable, enjoyable way.

Match Fishing presents a unique opportunity to be heard, be seen, be noticed and be the best!

Alex Bones, Editor



# REACH MORE THAN 93,715\* PEOPLE EVERY MONTH, AND GROWING

**MATCH FISHING MAGAZINE NOW HAS A UNIQUE MULTIMEDIA MIX AVAILABLE TO ADVERTISERS**

\*Based on 12,479 monthly magazine sales, plus 37,661 unique monthly visits to website, plus 12,103 followers on social media, plus 607 monthly app sales, plus 30,865 e-shots

## IPAD, IPHONE/ANDROID

- Sales of the digital version of Match Fishing are increasing EVERY month
- 607 MF apps have been downloaded to date
- Presently 1,500 apps are downloaded every month

## E-NEWSLETTER

- Every month 30,865 e-newsletters are sent to the Match Fishing database
- Each newsletter will house just ONE advertiser

## SOCIAL MEDIA

- Post to our 12,103 followers on Facebook and Twitter

## MATCH FISHING TV

Match 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

FULL COLOUR PAGE	DISCOUNT RATES			
	20%	30%	40%	
£710	£586	£497	£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 Julie Purnell



## 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 £300.00 depending on the complexity of the shoot required.



## DHPTV ADVERTISING RATES

### FILMING ON LOCATION

ONE DAY £1500 + EXPENSES

SUBSEQUENT DAYS £1000 + 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