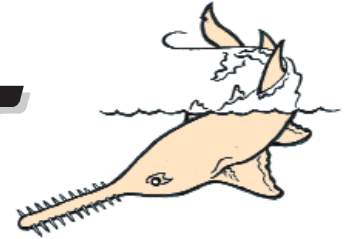


# ***Coastal Angler***

*Florida's FREE Coast-to-Coast Outdoor Magazine.*



***www.CoastalAnglerMagazine.com***

***“Use, Don’t Abuse our Waterways!”***

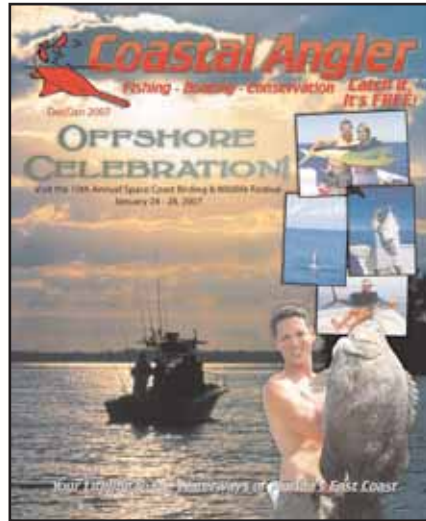
In 2007, the publication’s print and online formats were revised to reflect a statewide focus and the introduction of several new regions. Reaching as many as possible with the critical message of conservation and preservation is the goal. Our advertisers and supporters share this vision, and thus become a vital part of keeping fishing, boating, and natural resources around for future generations.

Coastal Angler Magazine began 10 years ago as a resource for East Coast anglers, boaters, and conservationists. The growth has been phenomenal!

Over 15,000 copies are printed of each issue and distributed to over 350 distribution sites statewide.



Through participation in Print advertising, Online exposure, Expo participation, or “Hook Kids on Fishing!” event sponsorship, your company contributes to this mission and gains access to readers in the one of the fastest growing areas in the U.S.A.



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# ***Coastal Angler Magazine***

**Fishing ~ Boating ~ Conservation**

## **In Print**

Take a look at our Print and Online rates, and you will find we are a tremendous value for your advertising dollar. As you investigate our content, remember that we are a FREE publication, and that much of our editorial material serves as a reference guide our readers use many times throughout the month. There is excellent RESIDUAL VALUE to CAM as most readers tend to save the issues.

Advertisers gain ADDITIONAL VALUE & EXPOSURE through the Free Classifieds and What's Hitting sections. As a CAM sponsor, your product, event, or announcements are spotlighted. CAM is truly a MARKETING PARTNER for your product. We strive to utilize every opportunity to assist our advertisers and meet their needs.

Our regularly featured columns include:

Fishing Forecast ~ Where, what and how to fish the Florida regions.

Tom's Tackle Box ~ Products for angling and boating.

Ladies Landings ~ A column for women, written by a woman.

Boating 101 ~ Helpful tips for any boater.

Business Directory ~ Names and contact information for all advertisers & distribution sites.

What's Hitting ~ A showcase of events involving our advertisers and sponsors.

## **Break Thru with Coastal Angler Magazine!**

As we approach statewide exposure in Florida, your product and service will reach:

- Millions of Florida anglers and boaters.
- 3rd fastest growing housing market in the entire country.
- 392 residents per sq. mile (state average 296; national average 80)
- 51% Female (51.4 nationally)
- 24% College Degree (24.4 nationally)



## **CAM readers generally adhere to the following statewide demographic research:**

- 31% eat at a sit-down restaurant 6 or more times a month.
- 67% have some type of financial investment (Stocks, Mutual Funds, etc.)
- A high percentage have a household income of \$75,000 plus.
- The majority own a home with a market value of \$225,000 or more.
- Many of our readers are affluent men and woman 25-54, CAM's core Demo!!

## **“Use, Don’t Abuse our Waterways!” Become a part of our Mission!**

**Editorial/Sales Office: 888-800-9794 or locally 321-777-2773**

**Boat Show Informaiton: 321-427-3511**

**Hook Kids on Fishing & Moving Fishing Workshops: 321-750-3374**