



TackleTrade^{World}

CONNECTING SELLERS AND BUYERS GLOBALLY

MEDIA KIT 2023



CONNECTING SELLERS & BUYERS GLOBALLY

It's what we do. For more than 20 years, **Tackle Trade World** has been putting fishing equipment manufacturers and suppliers in touch with distributors, wholesalers, agents and retailers across the globe.

As the longest-established global trade publication in this sector, **TTW** is the leading voice for the worldwide tackle industry, a trusted source of news, insights, expert analysis and key information on the fishing markets on every continent.

Our goal is to bring the industry together and help your business to grow.

WHO GETS THE MAGAZINE?

TTW has a controlled, qualified, non-paid circulation of manufacturers, suppliers, wholesalers, distributors, agents, retailers and others allied to our industry in every major market, over 100 countries around the world.

RETAILERS	13,684
DISTRIBUTORS	2,041
MANUFACTURERS	2,444
OTHER INDUSTRY PROFESSIONALS	237

Now, let's see how that breaks down around the globe...

EUROPE.....	7,427
NORTH AMERICA	7,608
SOUTH AMERICA.....	284
ASIA	2,019
OCEANIA.....	854
AFRICA/MIDDLE EAST.....	214

HOW CAN WE HELP?

Partner with *Tackle Trade World* to unlock your global potential. Our team of experts will tailor your marketing package to reflect your individual needs, all with a vision designed to help your business grow across the globe.

Our content-first approach is a proven winning formula that has helped hundreds of businesses expand over the past 20 years.

WE ARE MORE THAN JUST A MAGAZINE...



Website

Discover the latest news first at tackletradeworld.com, our website is updated daily to help you keep your finger on the pulse of our fast-moving international trade.



Social Media

Partnering with *Tackle Trade World* will unlock the use of our fast-growing social media network, followed by thousands of key trade individuals and companies.



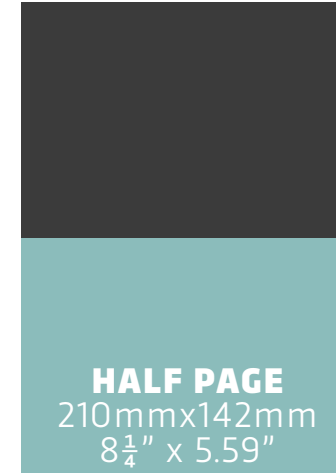
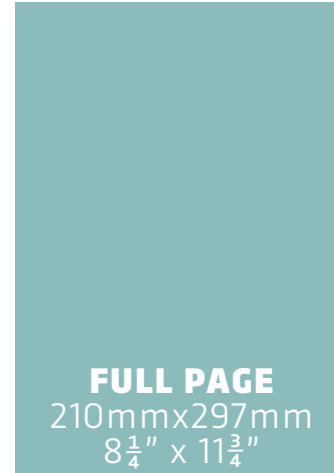
Multimedia

TTW TV is our new, dedicated YouTube channel that features a mix of regular news programmes, product launches, trade show visits and interviews – the content is limited only by your imagination.



Email newsletters

Our weekly email newsletters feature the latest news, views, products and research from across the global marketplace. With a 20–25 per cent open rate our email newsletters are often above the industry average rate of 21 per cent.



To see the full range of advertising size options visit www.tackletradeworld.com/images/Custom-advert-sizes.pdf

ADVERTISING INFORMATION

	STERLING	EUROS	US DOLLARS
FRONT COVER	£1,736	€2.606	\$3,275
OTHER COVER POSITIONS	£1,262	€1.890	\$2,379
DOUBLE PAGE	£2,055	€3.078	\$3,883
FULL PAGE	£1,133	€1.705	\$2,142
HALF PAGE	£783	€1.174	\$1,483
QUARTER PAGE	£489	€731	\$922

SERIES DISCOUNTS:

3 adverts: 5% | 4-6 adverts: 7.5% | 7-11 adverts: 10% | 12 adverts: 15%

**PRICES
HELD
FOR 2023**

EDITORIAL SUPPORT

With all of our advertising packages and methods, we offer editorial support for your company. Whether it's regular news updates, in-depth interviews or product highlights, we can tailor make a complementary editorial plan to run alongside your advertising for a more impactful delivery.

WEBSITE

	STERLING	EUROS	US DOLLARS
TOP BANNER (1,000pxW X 90pxH)*	£625	€725	\$850
LARGE SIDE BANNER (336pxW X 280pxH)*	£575	€675	\$775
MEDIUM SIDE BANNER (336pxW X 131pxH)*	£525	€625	\$725
SMALL SIDE BANNER (336pxW X 73pxH)*	£475	€575	\$675

* FOR 12 MONTHS

EMAIL NEWSLETTER

	STERLING	EUROS	US DOLLARS
MAILER BANNER (600PXW X 150PXH)**	£385	€430	\$520
BESPOKE ADVERTORIAL CAMPAIGN**	£500	€600	\$700

** PER MAILER

SERIES DISCOUNTS:

3 MAILERS 5% | 4-6 MAILERS 7.5% | 7-11 MAILERS 10% | 12 MAILERS 15%.

The screenshot shows the TackleTrade website interface. At the top, there's a navigation bar with links for NEWS, FEATURES, EVENTS, MAGAZINE, ADVERTISE, CATALOGUES, VIDEOS, and SUBSCRIBE. Below this, there are several content blocks. A teal overlay with a large number '1' is positioned at the top of the main content area. Below it, there's a featured article with a photo of two people looking at a document, titled 'Sustainability and digitalisation join forces for Taiwan show'. To the right of this article is a vertical banner with the text 'STAY AHEAD OF THE GAME CLICK TO SUBSCRIBE'. Below the featured article is a section titled 'LATEST ADDITIONS' with a sub-header 'Angling (re)Direct – retailer hit by cyber attack'. This section includes a photo of the Angling Direct store and a short text snippet. To the right of this is another vertical banner with the text 'TackleTrade ADVERTISE IN THIS SPACE'. Below the 'LATEST ADDITIONS' section is a 'MOST POPULAR' section with a list of articles. At the bottom of the page, there's another featured article titled 'Sustainability and digitalisation join forces for Taiwan show' with a photo of two people. A teal overlay with a large number '2' is positioned to the right of the 'LATEST ADDITIONS' section. Another teal overlay with a large number '3' is positioned to the right of the 'MOST POPULAR' section. A final teal overlay with a large number '4' is positioned to the right of the bottom featured article.

1 TOP BANNER

2 LARGE SIDE BANNER

3 MEDIUM SIDE BANNER

4 SMALL SIDE BANNER

MAGAZINE SCHEDULE

Issue	Copy deadline:	Mailed:	Spotlight On...	Doing Business With...	Specials:
January 2023	18.11.22	07.12.22	Boat Accessories	UK	Product Showcase Supplement
February 2023	16.12.22	05.01.22	Reels	China	Bass Fishing
March 2023	27.01.23	15.02.23	Rods	California	Fly Fishing
April 2023	24.02.23	15.03.23	Lures	Denmark	Saltwater Fishing
May 2023	24.03.23	12.04.23	Eyewear	Texas	Inshore Fishing
June 2023	21.04.23	10.05.23	Bait	Australia & New Zealand	Fishing Technology
July 2023	19.05.23	07.06.23	Tackle Storage	Florida	ICAST Preview
August 2023	23.06.23	12.07.23	Hooks	Hungary	Predator Fishing
September 2023	21.07.23	09.08.23	Apparel/Clothing	Japan	EFTTEX Preview / ICAST Review
October 2023	18.08.23	06.09.23	Line	Rocky Mountains	Destination Fishing / Grand Slam
November 2023	15.09.23	04.10.23	Fly Tying	Italy	Ice Fishing / EFTTEX Review
December 2023	20.10.23	08.11.23	Small Boats	Canada	Small Boats/Personal Water Craft Supplement

NEW PRODUCT SHOWCASE

Start the year strongly – showcase your latest products to key buyers around the world.

Tackle Trade World's special New Product Showcase is a unique and powerful way to display your new tackle to prospective buyers in 123 countries. The New Product Showcase is distributed with *TTW's* January issue and is sent to our full mailing list via our printed magazine and digital channels.

Advert or advertorial - you decide!

Choose either a single or double page advert or editorial/advertorial mix to communicate your key messages in the most effective way plus a bespoke e-shot to the entire *TTW* digital database.



RATES:

£800 / €1.280 / \$1,500
per double-page spread

CONTACT INFORMATION

Tackle Trade World offers affordable packages tailored to your needs to bring the best results possible.

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TESTIMONIALS



Hanna Bossow Vestergaard

CEO – THE FLY COMPANY

*“We experienced a lot of incoming traffic and new customers in the months where we collaborated with **Tackle Trade World**... and I am sure it has come from our adverts and the extras we received. So we are very happy.”*

TESTIMONIALS



Tim Worth

PRESIDENT – THE WORTH COMPANY

*“Tackle Trade World is a fantastic resource for the recreational fishing industry. Every month, I look forward to receiving the new **TTW** issue. They’re able to share and present valuable industry insight and information in a way that helps me and our team stay on top of trends, products and manufacturers throughout the world.”*

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EDITORIAL | ADVERTISING | PRINT | DIGITAL | MAILERS | SOCIAL MEDIA | VIDEO