

# TAIL

FLY FISHING MAGAZINE

2025 MEDIA KIT



## **TAIL FLY FISHING MAGAZINE**

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# TAIL

FLY FISHING MAGAZINE

THE VOICE OF SALTWATER FLY FISHING SINCE 2012.

For 12 years, *Tail* magazine has been the authoritative voice for saltwater fly fishing, providing quality editorial and world-class photography from some of the best writers, photographers, and illustrators in the business. *Tail* magazine is the only publication dedicated to saltwater fly fishing in print, and also offers robust and regular digital outreach that keeps readers *tight* to the latest and the best in gear, tactics, destinations, and more.

- 6 stunning, coffee-table-worthy print issues per year.
- A publishing team that includes a 5-time Gold Cup tarpon champion, 2 IGFA Hall of Fame members, authors of more than a dozen fly fishing books, and veteran guides from the Atlantic to the Pacific and beyond. Editorial management includes a *New York Times*-bestselling author and magazine experience across four decades.

**AUTHORITY MATTERS.**



## WHAT'S INSIDE

### THE KNOW-HOW

What to cast, where to cast it, and how to take skills to the next level. *Tail* magazine goes deep on techniques, tactics, and fly-tying, all with the voice of experience.

### THE EXPERTS

The finest guides on the planet are some of *Tail* magazine's regular contributors. Each article is a master class in getting it done.

### THE STUFF

The latest and greatest gear, and our editors' takes on what they won't leave home without.

### EXPLORE

*Tail* magazine goes where our readers dream of going—to the world's coolest lodges to unexplored corners close by.

### CONSERVATION

The good, the bad, and the what-are-they thinking. In-depth reporting on the issues that matter to tomorrow's fishing.

### THE LIFE

Artists, musicians, writers, thinkers: Making the best of life when you're *not* holding a flyrod.

### FOOD & DRINK

Beyond the catch: Favorite recipes and cocktails from lodges and anglers the world over.

# TAIL REACHES ANGLERS THROUGHOUT THE WORLD

## OUR READERS

Our readers are affluent, educated, and most spend at least \$10,000 per year on fly fishing gear and travel

Our audience is loyal, dedicated to outdoors, and appreciates quality. That's exactly what we deliver. *Tail* is large format, perfect bound, and printed on archival quality paper; collectible and worthy of coffee tables everywhere.

Some magazines don't get thrown away.

79% spend at least \$10k



per year on fly fishing gear and travel

51%

have shared *Tail* magazine with a friend

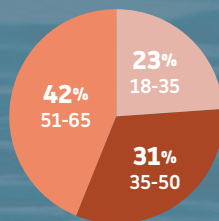


16%

have given *Tail* magazine as a gift

average age

48



88%

college-educated

average net worth \$1 MILLION+



## TAIL MAGAZINE'S REACH

### PRINT

Paid subscriptions 3,800  
Readership 9,000

### ONLINE

200,000 annual visitors  
1,200,000 annual page views

### NEWSLETTER

18,000 subscribers  
Open rate: 43 percent

### SOCIAL

52,000 Instagram and Facebook followers  
1,600,000 annual impressions

### IN FLY SHOPS AROUND THE WORLD

1,000



# TAIL

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## PRINT ADVERTISEMENTS

Connect with *Tail's* engaged readership through its high-quality print publication.

SIZE	1 TIME	3 TIMES	6 TIMES
2-PAGE SPREAD	\$2,730	\$2,470	\$2,185
FULL PAGE	\$2,100	\$1,890	\$1,785
1/2 PAGE HORIZONTAL	\$1,725	\$1,500	\$1,225
1/3 PAGE VERTICAL	\$1,200	\$1,080	\$960

## PREMIUM POSITIONS

BACK COVER	\$3,000	\$2,750	\$2,500
INSIDE FRONT COVER	\$2,800	\$2,350	\$2,150
INSIDE BACK COVER	\$2,800	\$2,350	\$2,150
FAR FORWARD POSITION (PP 4-9)	\$2,415	\$2,200	\$1,950
2-PAGE SPREAD	\$3,140	\$2,840	\$2,510

## DIGITAL ADVERTISING

Across its digital platforms, *Tail* magazine reaches more than 70,000 readers per month. If you offer great gear, awesome apparel, travel services and more, our digital fan base is looking for you.

### STRIP STRIKE!

*Tail* magazine's monthly digital newsletter connects readers to the best features, industry news, and insight into what staff members are fishing for—and where and how—and more.

### HIGHLIGHTED CONTENT

- 1 square image and up to 40 words of copy
- Direct link to client
- Client's voice and imagery, working with *Tail* magazine staff
- One space available per newsletter

**\$600**

### AD BLOCK

- 500x600 image
- Client's creative
- One space available per newsletter

**\$500**

### CLIENT-SPONSORED EMAIL

- Client's voice and imagery: Client provides up to 500 words and 4 visuals. *Tail* magazine staff crafts a compelling read.
- Quickly reaches the growing mailing list of 18,000+
- Provides client with direct access to readers

**\$1,200**

### SOCIAL MEDIA POST

- Client's voice and imagery: Client provides captions, tags, and up to 5 images.
- Quickly reaches the growing social media list of 52,000+
- Includes sponsored post label

**\$500**

### WEBSITE

#### HOME PAGE ADS

- One 728x90 image with direct link to client
- Up to 2 sold per month

**\$850**

#### SIDEBAR ADS

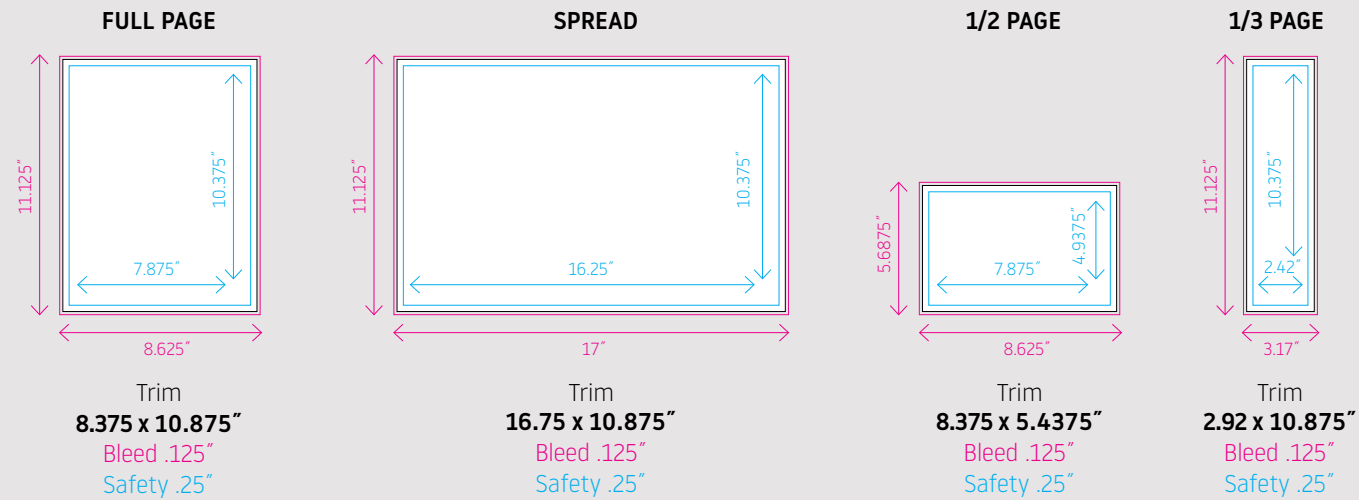
- One 300x250 image with direct link to client
- Up to 2 sold per month

**\$850**

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## PRODUCTION SPECS



## IMPORTANT NOTES:

**Ad should be built size of trim listed above.** Add a .125 bleed to all four sides when creating PDF. Keep text and important information within the live/safety area. Text or logos outside of live/safety area are in danger of being trimmed during the printing process.

**All PDF files submitted must use the PDF/x1a standard.** All fonts and high-resolution images must be embedded.

- Avoid reversed text below 12 point type; smaller text not guaranteed to be legible.
- All raster graphics must be at least 300 dpi and rasters linked must be set to CMYK.
- Offset cropmarks by .125". Crop marks appearing as content can shift during printing.
- Magazine is sheet-fed on highest grade matte-finished paper based on availability. Grade 2 paper is substituted only when required.

**Requirements for camera-ready art:** Acceptable file/program formats include Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, Tiff Files, PDFs, EPSs, and JPEGs. **300 DPI minimum for print.**

## AD SUBMISSIONS

Submit materials to [advertising@tailflyfishing.com](mailto:advertising@tailflyfishing.com) via Dropbox, WeTransfer, Google Drive, or similar

## CREATIVE SERVICES

Professional design services available.

[advertising@www.tailflyfishing.com](mailto:advertising@www.tailflyfishing.com)  
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## DEADLINES

ISSUE	SPACE/AD MATERIALS	CAMERA-READY ART
JANUARY/FEBRUARY	NOVEMBER 18	DECEMBER 2
MARCH/APRIL	JANUARY 3	JANUARY 17
MAY/JUNE	MARCH 7	MARCH 21
JULY/AUGUST	MAY 6	MAY 20
SEPTEMBER/OCTOBER	JULY 8	JULY 22
NOVEMBER/DECEMBER	SEPTEMBER 5	SEPTEMBER 19

## CANCELLATIONS

Cancellations must be received in writing by the space deadline. Cancellations of a frequency contract void the frequency rate and will be re-billed at the earned rate. Any advertiser cancelling an ad placement after deadline will be charged a cancellation fee of 50 percent of the earned rate.

## PUBLISHER'S RIGHTS FOR SUITABILITY

Publisher reserves the right to run a previous advertisement if copy is not received by the materials due date. Publisher reserves the right to refuse advertising if it is not considered suitable for publication.

See Tail magazine advertising contract for more details.



