



CIRCULATION

BASSIN'

Rate Base - 163,000

Paid - 100%

Readership - 489,000

CRAPPIE WORLD

Rate Base - 61,000

Paid - 100%

Readership - 172,000

OUR READERS FISHING ACTIVITY

- Fish 159 Days a Year
- Have fished for 37 Years
- 58% Have spouses who fish
- 85% Report one or more others in household also fish
- 94% Consider fishing their number one passion/hobby
- 69% Regularly fish for both Bass & Crappie
- 48% Also fish for Catfish
- 28% Also fish for Walleye
- 26% Also fish for saltwater species

OUR READERS ON AVERAGE:

- Own 591 Lures
- Own 19 Rods & Reels
- Own 16 Tackle Boxes

DEMOGRAPHICS

Median Age - 48

Average Income - \$66,806

97% Male Audience

READING HABITS

- 89% Keep their copies of BASSIN' for more than 2 months for future reference
- 82% Share copies of BASSIN' with other fisherman
- 66% Do not read other outdoor magazines

SPENDING HABITS

- Visit a tackle shop or sporting goods store 5 times a month
- Visit a fishing-related internet site 24 times a month
- 80% Own a fishing boat
- 47% Plan to upgrade their boat in the next 12 months
- 92% Own a trolling motor
- 36% Plan to upgrade their trolling motor in the next 12 months
- 82% Own a fishfinder/electronics
- 64% Plan to upgrade their electronics in the next 12 months
- 92% Own a truck or SUV
- 76% Plan to upgrade their rod
- 83% Plan to upgrade their reel