



TackleTrade **World**

CONNECTING SELLERS AND BUYERS GLOBALLY

MEDIA KIT 2025

A JOINED-UP APPROACH

Tackle Trade World is fast becoming the leading omni-channel resource for the global fishing industry, thanks to a compelling mixture of print, web, social media and digital marketing.

If you want the eyes of the industry to see what you are doing, then you need to factor *Tackle Trade World* into your marketing strategy, using our mix of traditional print and digital platforms to expand your reach and help you sell more products.

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It's what we do. Published since 2000, *Tackle Trade World* puts fishing equipment manufacturers and suppliers in touch with distributors, wholesalers, agents and retailers across the globe.

As the oldest and largest 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?



18,406
industry
professionals
worldwide!

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 around the world.

13,684 Retailers 2,041 Distributors 2,444 Manufacturers 237 Other Industry Professionals

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

7,427 Europe 7,608 North America 284 South America 2,019 Asia 854 Oceania 214 Africa/Middle East

UNLOCK YOUR BUSINESS POTENTIAL

Partner with *Tackle Trade World* to unlock your global potential. Our team 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 internationally for 25 years.

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MORE THAN A MAGAZINE



WEBSITE: Discover the latest news at tackletradeworld.com and keep your finger on the pulse of our fast-moving industry.

E-NEWSLETTERS: Featuring the latest news, views, products, and research from across the global marketplace, the **TTW** weekly update is sent to our comprehensive email database. Bespoke eshots, tailored to your business, are also available.

SOCIAL MEDIA: Partner with **TTW** to unlock coverage across our Facebook and LinkedIn networks – followed by thousands of engaged key trade individuals and companies.

TTW TV: Our dedicated YouTube channel that feature news, product launches, trade show visits and interviews – the content is limited only by your imagination.

EDITORIAL SUPPORT

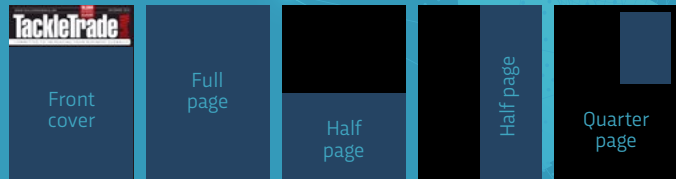


With all of our advertising packages and methods, we offer custom editorial support for your company. Whether it's regular news updates, in-depth interviews or product highlights, we can tailor-make a complementary editorial plan to run alongside your advertising for a more impactful delivery.

ADVERTISING INFORMATION

ADVERT TYPE	US DOLLARS*
FRONT COVER	\$3,438
OTHER COVER POSITIONS	\$2,498
DOUBLE-PAGE	\$4,077
FULL-PAGE	\$2,249
HALF-PAGE	\$1,557
QUARTER-PAGE	\$1,041
SERIES DISCOUNTS – 3 adverts: 5% / 4-6 adverts: 7.5% / 7-11 adverts: 10% / 12 adverts: 15%	

* Euro (€) and sterling (£) prices available on request



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

CONTACT

Talk to us about your business and see how you can reach 18,406 industry professionals worldwide.

EDITORIAL



JOHN HUNTER

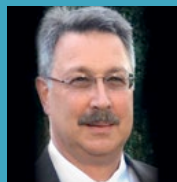
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ADVERTISING



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MAGAZINE SCHEDULE

ISSUE	COPY DEADLINE	MAILED	SPOTLIGHT ON...	DOING BUSINESS WITH...	SPECIAL
January 2025	Nov 15, 2024	Dec 4, 2024	Boat accessories	United Kingdom	New gear
February 2025	Dec 20, 2024	Jan 15, 2025	Reels	China	Bass fishing
March 2025	Jan 24, 2025	Feb 12, 2025	Rods	California	Fly fishing
April 2025	Feb 21, 2025	March 12, 2025	Lures	Denmark	Saltwater fishing
May 2025	March 21, 2025	April 9, 2025	Eyewear	Texas	Inshore fishing
June 2025	April 17, 2025	May 8, 2025	Bait	Australia & New Zealand	Fishing technology
July 2025	May 16, 2025	June 4, 2025	Tackle storage	Florida	ICAST preview
August 2025	June 20, 2025	July 9, 2025	Hooks	Hungary	Predator fishing
September 2025	July 18, 2025	Aug 6, 2025	Clothing	Japan	EFTTEX preview & ICAST review
October 2025	Aug 15, 2025	Sept 3, 2025	Line	Rocky Mountains	Destination fishing & Grand slam
November 2025	Sept 19, 2025	Oct 8, 2025	Fly tying	Italy	EFTTEX review & Ice fishing
December 2025	Oct 17, 2025	Nov 5, 2025	Small boats	Canada	Small boats & Personal watercraft

ADVERTISING PARTNERS INCLUDE



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