

TackleTradeWorld

CONNECTING SELLERS AND BUYERS GLOBALLY

MEDIA KIT 2024



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 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?

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.

Retailers	13,684
Distributors	2,041
Manufacturers	2,444
Other Industry Professional	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 WE CAN 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 internationally 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.

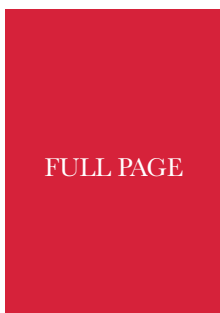
MULTIMEDIA: **TTW** TV is our new, dedicated YouTube channel that features a mix of regular news programmes, product launches, trade show visits and interviews – the content is limited only by your imagination.

EMAIL NEWSLETTERS: Featuring the latest news, views, products and research from across the global marketplace, these monthly Enewsletters are sent to our 11,500+ email address database and have a 20-25% open rate. Custom/ bespoke emails to **Tackle Trade World's** email database are available. See Advertising Information for pricing.

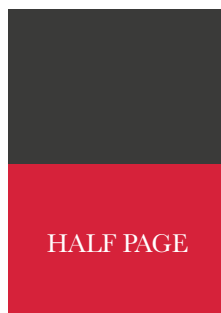
ADVERTISING INFORMATION



FRONT COVER



FULL PAGE



HALF PAGE



QUARTER PAGE

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

Advert type and sizes	US Dollars [†]
FRONT COVER 210mm x 220mm 8 $\frac{1}{4}$ " x 8.66"	\$3,438
OTHER COVER POSITIONS	\$2,498
DOUBLE PAGE 420mm x 297mm 16 $\frac{1}{2}$ " x 11 $\frac{3}{4}$ "	\$4,077
FULL PAGE 210mm x 297mm 8 $\frac{1}{4}$ " x 11 $\frac{3}{4}$ "	\$2,249
HALF PAGE 210mm x 142mm 8 $\frac{1}{4}$ " x 5.59"	\$1,557
QUARTER PAGE 210mm x 77mm 8 $\frac{1}{4}$ " x 3"	\$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

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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.

WEBSITE	US Dollars [†]
Top banner* (1,000pxW x 90pxH)	\$892
Large side banner* (336pxW x 280pxH)	\$814
Medium side banner* (336pxW x 131pxH)	\$761
Small side banner* (336pxW x 73pxH)	\$709
* for 12 months	
MAILER	US Dollars [†]
MAILER banner** (600pxw x 150pxh)	\$546
BESPOKE CAMPAIGN**	\$735
** per mailer	

MAGAZINE SCHEDULE

Issue:	Copy deadline*:	Mailed*:	Spotlight On...	Doing Business With...	Special:
January 2024	17 Nov 2023	6 Dec 2023	Boat Accessories	Taiwan	Product Showcase Supplement
February 2024	15 Dec 2023	4 Jan 2024	Reels	Great Lakes	Bass Fishing / China Fish Preview
March 2024	26 Jan 2024	14 Feb 2024	Rods	Scandinavia	Fly Fishing
April 2024	23 Feb 2024	13 Mar2024	Lures	Africa	Saltwater Fishing
May 2024	22 Mar 2024	10 Apr 2024	Eyewear	Alaska USA	Inshore Fishing / China Fish Review
June 2024	19 Apr 2024	9 May 2024	Bait	Benelux	Fishing Technology / EFTTEX Preview
July 2024	17 May 2024	5 Jun 2024	Tackle Storage	Pacific Northwest	ICAST Preview
August 2024	21 Jun 2024	10 Jul 2024	Hooks	Middle East	Predator Fishing
September 2024	19 Jul 2024	7 Aug 2024	Clothing	Central America	ICAST Review / EFTTEX review
October 2024	16 Aug 2024	4 Sep2024	Line	Eastern Europe	Destination Fishing / AFFTA / Confluence Preview
November 2024	20 Sep 2024	9 Oct 2024	Fly Tying	The Bahamas	Ice Fishing
December 2024	18 Oct 2024	6 Nov 2024	Small Boats	Germany	Small Boats Supplement / Confluence Review

* Dates are subject to change

CONTACT

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

EDITOR

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ADVERTISING REST of WORLD

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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:	US Dollars [†]
DOUBLE PAGE SPREAD	\$1,575

[†] Euro (€) and sterling (£) prices available on request

TESTIMONIALS



With the digital revolution, the advertising industry has changed a lot, especially in the last decade. You just need to open your phone or switch on the TV and hundreds of adverts will reach you immediately – no matter if you are interested in their services or products or not. Targeting buyers in marketing campaigns became key vital in our industry too. The number of professional B2B promotion platforms for fishing tackle is limited. Missing the chance to collaborate with **Tackle Trade World** is just like you throwing away your winning lottery ticket without checking the numbers.

Sujkó Sándor

Energofish

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The success of EFTTEX 2023 was based on an intensive communicational campaign. In the past 12 months, **Tackle Trade World** was one of our strong media partners in this. Reaching the key players of the fishing industry of all sizes couldn't be possible without **Tackle Trade World**. The continuous and versatile communication both in the magazine and with the mailshots brought several exhibitors and visitors to EFTTEX 2023. We have learnt the lesson and keep communicating!

Zoltán Kékkői

EFTTEX

TackleTradeWorld

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