

BASSIN[®]

READER DEMOGRAPHICS

CIRCULATION

Rate Base – 135,000

Paid – 100%

Readership – 405,000

Opt-In Online Database – 106,000

DEMOGRAPHICS

Median Age – 48

Average income – \$74,575

97% male audience

OUR READERS FISHING ACTIVITY

Have fished for an average of 39 years

55% Have spouses who fish

52% Report one or more others in household also fish

93% Consider fishing their number one passion/hobby

80% Regularly fish for both bass & crappie

58% Also fish for catfish

39% Also fish for walleye

40% Also fish for saltwater species

43% Travel off-road to their fishing destinations



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READING HABITS

- 86% Keep their copies of Bassin' for future reference
- 77% Share copies of Bassin' with other fishermen

SPENDING HABITS

- Visit a tackle shop or sporting goods store 5 times per month
- Visit a fishing-related internet site 19 times per month
- 89% Own a boat
- 30% Plan to upgrade their boat in the next 12 months
- 83% Own a trailer to transport/haul their boat
- 57% Perform their own boat/trailer maintenance
- 92% Own a truck or SUV
- 54% Handle their own truck/SUV maintenance
- 84% Own a trolling motor
- 34% Plan to upgrade their trolling motor in the next 12 months
- 87% Own a fish finder/electronics
- 44% Plan to upgrade their fish finder/electronics in the next 12 months
- 74% Plan to upgrade their rod in the next 12 months
- 76% Plan to upgrade their reel in the next 12 months

OUR READERS ON AVERAGE:

- Own 878 Lures
- Own 26 Rods & Reels
- Own 11 Tackle Boxes

BASSIN' AND CRAPPIE WORLD MAGAZINE SALES

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