

# BASSIN<sup>®</sup>

## 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