

# CRAPPIE<sup>WORLD</sup>

## READER DEMOGRAPHICS

### CIRCULATION

Rate Base – 63,000

Paid – 100%

Readership – 189,000

Opt-In Online Database – 6,000

### DEMOGRAPHICS

Median Age – 51

Average income – \$57,098

97% male audience

### OUR READERS FISHING ACTIVITY

Have fished for an average of 38 years

58% Have spouses who fish

57% Report one or more others in household also fish

83% Consider fishing their number one passion/hobby

83% Regularly fish for both bass & crappie

74% Also fish for catfish

41% Also fish for walleye

35% Also fish for saltwater species

46% Travel off-road to their fishing destinations



# CRAPPIE WORLD®

## READING HABITS

85% keep their copies of Crappie World for future reference

73% Share copies of Crappie World with other fishermen

## SPENDING HABITS

Visit a tackle shop or sporting goods store 4 times per month

Visit a fishing-related internet site 14 times per month

76% Own a boat

30% Plan to upgrade their boat in the next 12 months

72% Own a trailer to transport/haul their boat

63% Perform their own boat/trailer maintenance

84% Own a truck or SUV

52% Handle their own truck/SUV maintenance

74% Own a trolling motor

34% Plan to upgrade their trolling motor in the next 12 months

74% Own a fish finder/electronics

35% Plan to upgrade their fish finder/electronics in the next 12 months

63% Plan to upgrade their rod in the next 12 months

65% Plan to upgrade their reel in the next 12 months

## OUR READERS ON AVERAGE:

Own 268 Lures

Own 19 Rods & Reels

Own 5 Tackle Boxes

