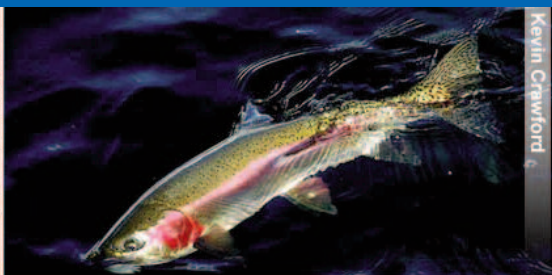
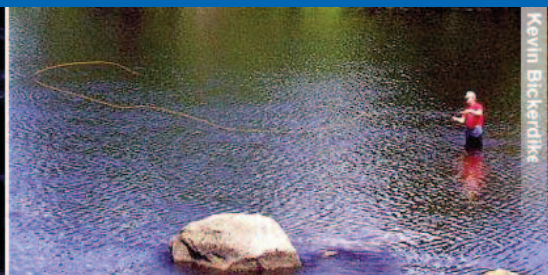




Reel-Time.com



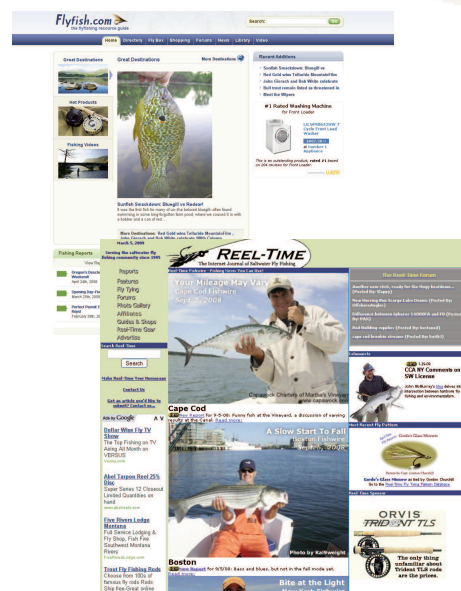
FlyFish.com



Reel-Time.com and FlyFish.com were founded in 1995 and both have expanded dramatically to serve the fast growing world of fly fishing. In 2007 the National Sporting Goods Association reports that fishing as a leisure-time activity ranks higher than playing basketball, softball, skateboarding, jogging or hiking. Nearly a third of all anglers are fly fishers who use our sites to find specialized information about ties, locations and equipment.

Your ad on our sites will reach a high-income male demographic who are outdoor sports enthusiasts, as well as the growing number of women who enjoy angling. These are active users who invest in boats, fishing equipment, all kinds of outdoor gear, sports apparel, and who love traveling and being outdoors. Our sites receive nearly three-quarters of a million pageviews each month so your products will be seen by the enthusiastic opinion leaders who visit us.

1. Fly Fisherman Magazine, Spring 2007



## Flyfish.com/Reel-Time.com Statistics

### Audience Profile

- Fishing is among the top ten most popular recreational activities in the U.S., with more than 40 million anglers.<sup>1</sup>
- About 15 million anglers are fly fishing enthusiasts.<sup>2</sup>
- 71% male, 29% female.<sup>3</sup>
- 44% are 50 or older.<sup>3</sup>
- 48% have a college degree; 15% have a graduate degree.<sup>3</sup>

1. American Sportfishing Association, 2008
2. The Outdoor Association. 2007
3. Quantcast Audience Profile, Dec. 2008

### Income and Spending

- Average of \$1,050 is spent each year on fly fishing equipment<sup>1</sup>
- 92.9% influence their friends when making buying decisions.<sup>2</sup>
- 59% of Reel-Time.com members earn over \$100,000/year.<sup>3</sup>

1. Fly Fisherman Magazine
2. Fly Fishing in Salt Waters Magazine, 2008
3. Quantcast Audience Profile, Dec. 2008

### Site Traffic

- Monthly Visitors: 112,315
- Monthly Unique Visitors: 57,277
- Monthly Pageviews: 539,265

Source: Google Analytics - June 2009



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adsales@namemedia.com // 781.839.2895