

*southern culture*  
**on the fly**



2014 Media Kit

# Southern Culture on the Fly



SOUTHERN CULTURE ON THE FLY IS A QUARTERLY ONLINE JOURNAL DOCUMENTING THE VAST SALT, WARM AND COLD-WATER FLY FISHING OPPORTUNITIES IN THE SOUTHEAST, AS WELL AS THE FISHY FOLK THAT MAKE THE SOUTH SUCH A SPECIAL PLACE TO LIVE AND FISH...AND YES, WE WILL HAVE A SIDE OF GRITS WITH THAT.

**S.C.O.F**  
ONLINE MAGAZINE

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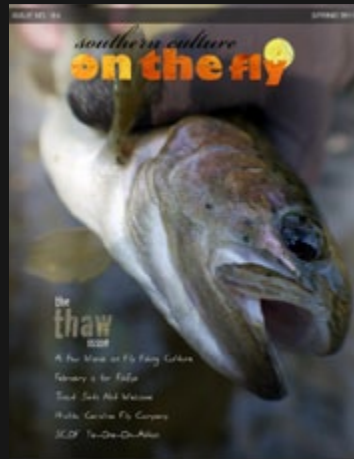
IF YOU ARE  
USING AN IPAD  
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We are celebrating the second anniversary of SCOF this fall, and with another year under our manly large-buckled belts, we have chosen to cast aside all pretenses and smoke-blowing. All of these fancy images and space-age digitization are meant for only one purpose: to separate you from your advertising dollars. It turns out that folks in the South actually are literate, and they like a pretty picture, too. Think of SCOF as your bridge to the hillbilly cousin with disposable income that the family never talks about. So please make your checks payable to Southern Culture On The Fly as we can no longer accept checks made out to Steve and Dave's Oriental Massage Parlor -- our bank won't cash them anymore.

A handwritten signature in black ink, appearing to read 'D. Grossman', with a stylized, cursive flourish at the end.

David Grossman  
Editor S.C.O.F Magazine



**ISSUE #0.5  
SPRING 2011  
PREVIEW**



**ISSUE #1  
FALL 2011**



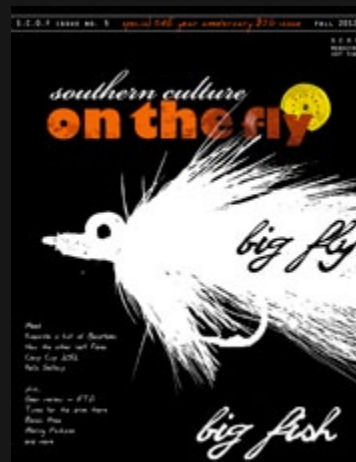
**ISSUE #2  
WINTER 2012**



**ISSUE #3  
SPRING 2012**



**ISSUE #4  
SUMMER 2012**



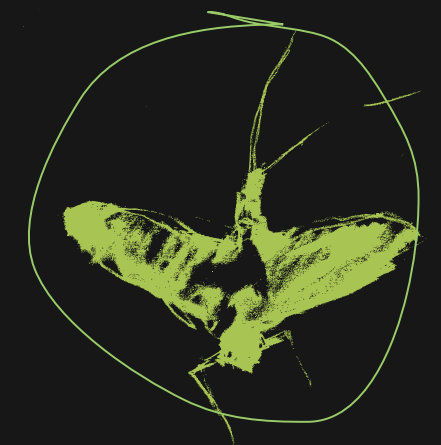
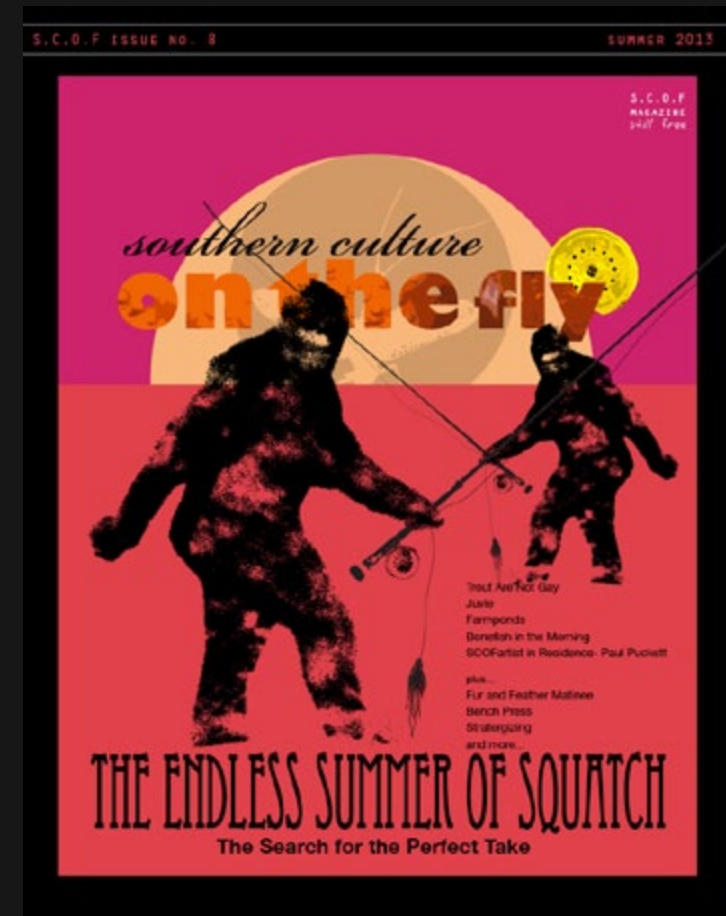
**ISSUE #5  
FALL 2012**



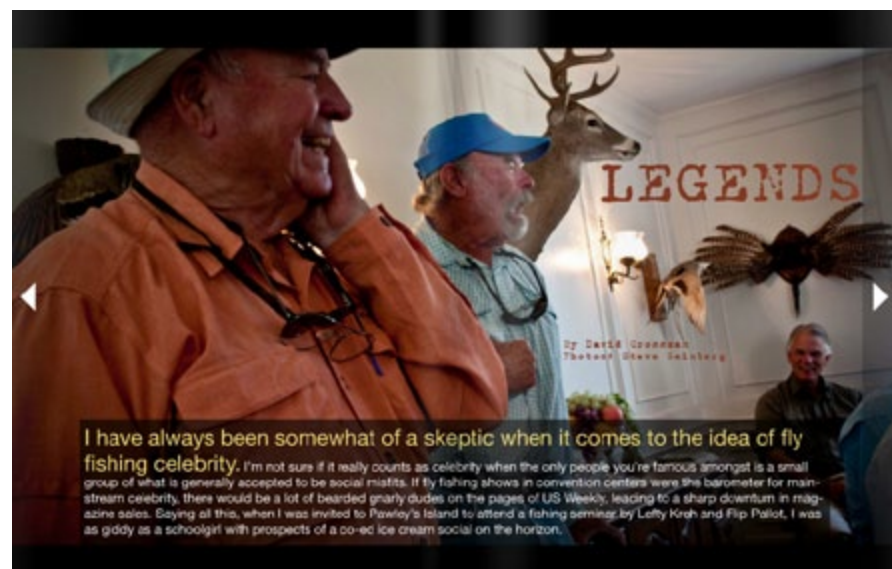
**ISSUE #6  
WINTER 2013**



**ISSUE #7  
SPRING 2013**



# SOME PAST FEATURES



# AND REGULAR DEPARTMENTS



WEB

southern culture  
**on the fly**

VIEW THE CURRENT ISSUE  
DOWNLOAD THE CURRENT ISSUE  
LOWER RESOLUTION PDF

ABOUT THE STORE SCOF FORUM RECAPS MOVING PICTURES LINKS AD INFO CONTACT

SCOF STORE

SUBSCRIBE

loonoutdoors.com

"Grip this good should come with a warning..."

**HEED THE CALL**

howlerbros.com

WEBSITE

facebook

Southern Culture On The Fly

Southern Culture On The Fly Timeline Now

3,182 likes · 218 talking about this

Product/Service  
Southern Culture On The Fly is a quarterly online journal documenting the vast salt, warm, and coldwater fly fishing opportunities in the Southeast.

SOCIAL MEDIA

southerncultureonthefly.com • Index page

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Board index

It is currently Wed Aug 08, 2012 11:51 am  
View unanswered posts • View active topics

Southern Culture On The Fly			
	Topic	Posts	Last post
	welcome to SCOF Please Read the Rules Of The Forum Here	2	by <b>John</b> · Wed Aug 08, 2012 8:30 am
Forum			
	Topic	Posts	Last post
	<b>Fish</b> Fly Reports, Random Observing, Arty, Philosophical Notes, And All Other Things Fish Related	48	265 by <b>outback</b> · Mon Aug 06, 2012 7:01 pm
	<b>Vices</b> Beers, Snacks, And Other! And/or Peas!	4	54 by <b>outback</b> · Thu Jul 19, 2012 4:08 pm
	<b>Feather And Fur</b> Tying Info For Peeps (a That Are Not That Sort Of Thing	18	111 by <b>John</b> · Tue Aug 07, 2012 8:27 am
	<b>What's Happening</b> Events, Tournaments, "Open Houses"	3	20 by <b>lynch</b> · Wed Aug 08, 2012 11:11 am
	<b>Clear, Clear, And More Clear</b>	—	by <b>Thaddeus</b> ·

FORUM



# EVENTS

MUSKY SOUTHERN CLASSIC

**TOWEE BOATS PRESENTS SOUTHERN CLASSIC MUSKY WEEKEND**  
 MAY 3-4, 2013  
[WWW.MUSKYCHAMPIONSHIP.COM](http://WWW.MUSKYCHAMPIONSHIP.COM)

FRIDAY MAY 3RD - TOWEE BOAT RACE, THE CANYON, COOLIDGE RIVER, GASTON - NEAR ASHEVILLE, TN IN MILLON, N.C. - STAR ENDS AT 5PM.  
 SATURDAY MAY 4TH - ALL THING MUSKY CARLY TOUR - COOLIDGE RIVER SYSTEM FOLLOWED BY AWARD BBQ.

A NEW TOWEE RIVERMASTER 16 WILL BE GIVEN AWAY BY A RANDOM DRAWING OF ALL TOURNAMENT PARTICIPANTS.

TO REGISTER CONTACT TODD GREGORY - [TOOD@TOWEEBOATS.COM](mailto:TOOD@TOWEEBOATS.COM) WWW.MUSKYCHAMPIONSHIP.COM

FLY FISHING FILM TOUR

**COSTA PRESENTS 2012 fly fishing film tour**  
 where you can be here

YETI, OUTDOOR CHANNEL, HARDY, The Drake, YELLOW DOG

SCOF TIE-ONE-ON-ATHON

**S.C.O.F. TIE-ONE-ON-ATHON**  
 FOR PROJECT HEALING WATERS  
 2013

HEALING WATERS FLY FISHING  
 February 24, 2013  
 12-6pm  
 80 N. LEXINGTON AVE. SUITE C ASHEVILLE, NC

**TIE-ONE-ON-ATHON**  
[www.southerncultureonthefly.com/tooat2013.html](http://www.southerncultureonthefly.com/tooat2013.html)

presented by: Southern Culture on the Fly, Hunter Banks, and The Fly Class Manifesto

3 RIVERS CARP CUP

**FLY FISHING TOURNAMENT**  
 1ST ANNUAL 3 RIVERS  
 August 25, 2012

register online or call - email:  
 3 Rivers Angler  
 865.200.5201  
[info@3riversangler.com](mailto:info@3riversangler.com)

more info at:  
[www.3riverscarpcup.com](http://www.3riverscarpcup.com)

brosville, Tennessee August 2012

LEGACY PARKS FOUNDATION, 3 RIVERS ANGLER, TOWEE BOATS, S.C.O.F.







# ANALYTICS

## 1 MONTH SNAPSHOT

JANUARY 15 - FEBRUARY 15

*\*FROM GOOGLE ANALYTICS AND ISSUU ANALYTICS*

- UNIQUE WEBSITE VISITORS - 10182
- PAGE VIEWS - 25520
- READERS IN 60+ COUNTRIES AND ALL 50 STATES
- 53% RETURNING VISITORS
- 47% NEW VISITORS
- 25% MOBILE USERS (AVAILABLE ON ALL MOBILE PLATFORMS)

### GENERAL

- AVERAGE 19000+ MAGAZINE READERS PER ISSUE
- 3000+ MAGAZINE SUBSCRIBERS

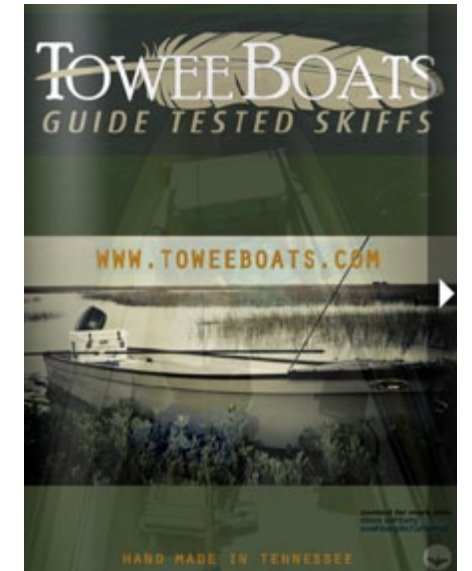
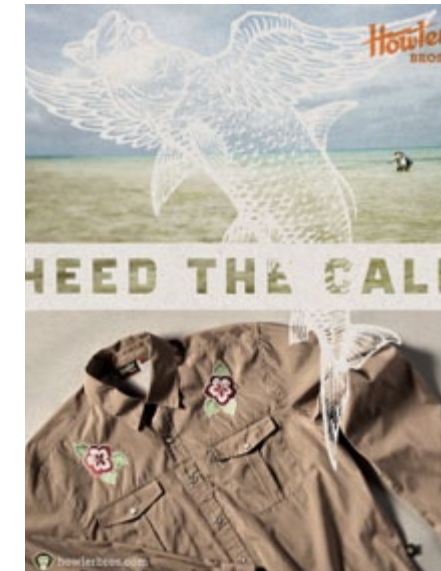


# ADVERTISING

MAGAZINE DOUBLE PAGE SPREAD - 17x11 INCHES



MAGAZINE FULL PAGE - 8.5x11 INCHES



WEBSITE

BANNER - 800x144 PIXELS



STATIC - 250x160 PIXELS



## **ISSUE DATES: 2014**

### **WINTER - ISSUE #10**

RELEASE: JANUARY 13, 2014  
COPY DEADLINE: JANUARY 1, 2014

### **SPRING - ISSUE #11**

RELEASE: APRIL 15, 2014  
COPY DEADLINE: APRIL 1, 2014

### **SUMMER - ISSUE #12**

RELEASE: JULY 14, 2014  
COPY DEADLINE: JULY 1, 2014

### **FALL - ISSUE #13**

RELEASE: OCTOBER 13, 2014  
COPY DEADLINE: OCTOBER 1, 2014

## **FILE FORMATS:**

MAGAZINE ADS SHOULD BE  
300 DPI AND IN PDF, .AI, OR .JPG FORMATS

WEBSITE ADS SHOULD BE  
72 DPI AND IN .JPG OR .PNG FORMATS

## **DOUBLE AND FULL PAGE ADS**

- LIVE LINKS TO YOUR SITE AND SPECIFIC PAGES
- WHEN AVAILABLE SCOF WILL USE COMPANY'S GEAR AND CLOTHING IN PHOTO SHOTS AND VIDEO.

## **DOUBLE PAGE ADS**

- INCLUDE WEBSITE BANNER

## **PRICING AND PLACEMENT:**

- PRICE DISCOUNTS FOR MULTI ISSUE CONTRACTS
- FRONT AND REAR OF BOOK PLACEMENT AVAILABLE
- PLACEMENT WITH RELATED ARTICLES AND DEPARTMENTS
- DEPARTMENT SPONSORSHIPS AVAILABLE

CONTACT **SCOF** FOR INFORMATION:  
SOUTHERNCULTUREONTHEFLY@GMAIL.COM





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