

More than  
**just** catching!

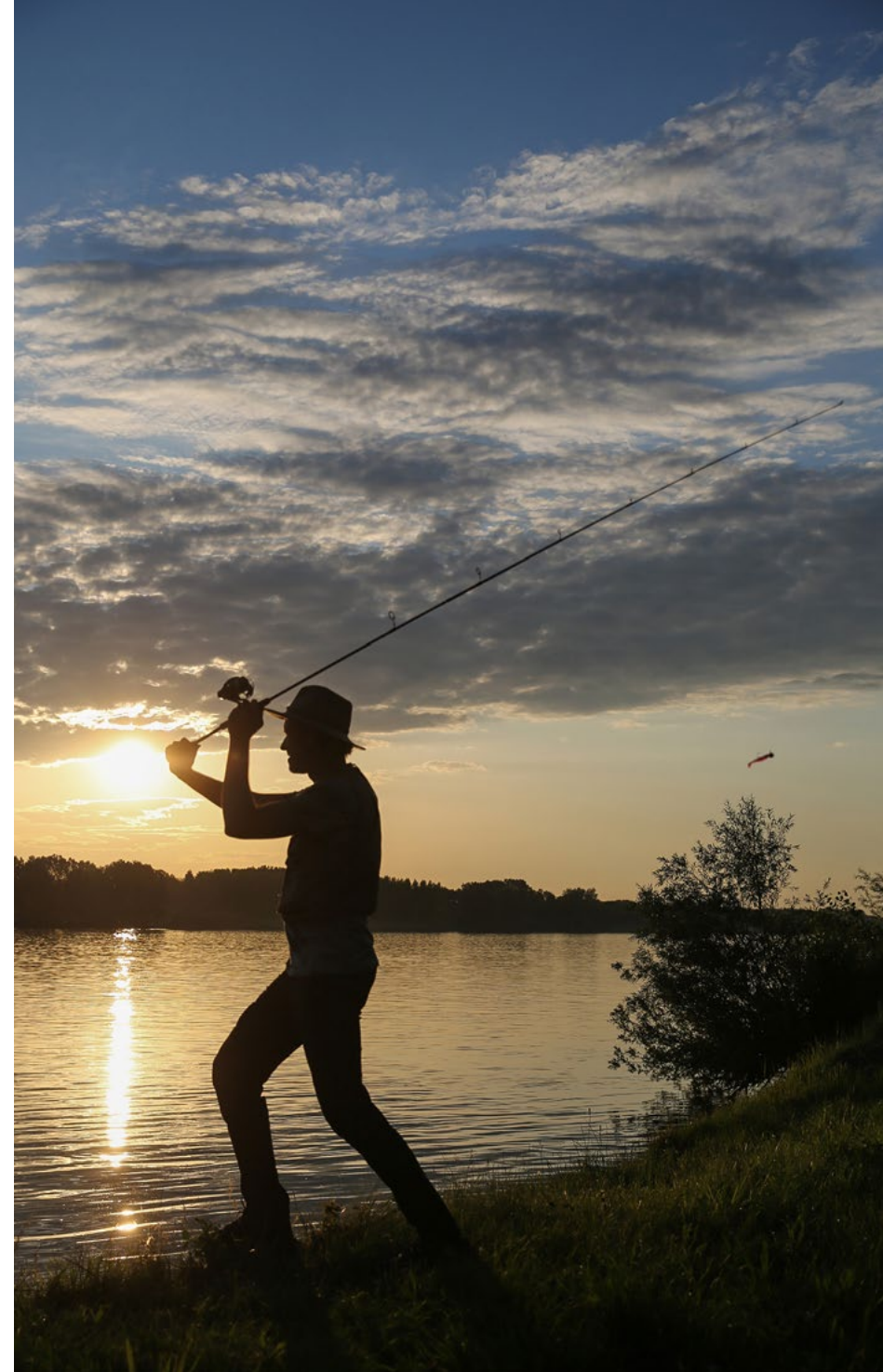
# Our mission

*Fishing is ...  
... more than just catching!*

Our hobby does not only revolve around holding big fish into the camera. Fishing is a lifestyle – with everything that goes along with it: the scene, the state of water bodies and the development of fish stocks, the corporate landscape of manufacturers, fisheries policy, and the media – these are just a few examples of how diverse the topic of angling is.

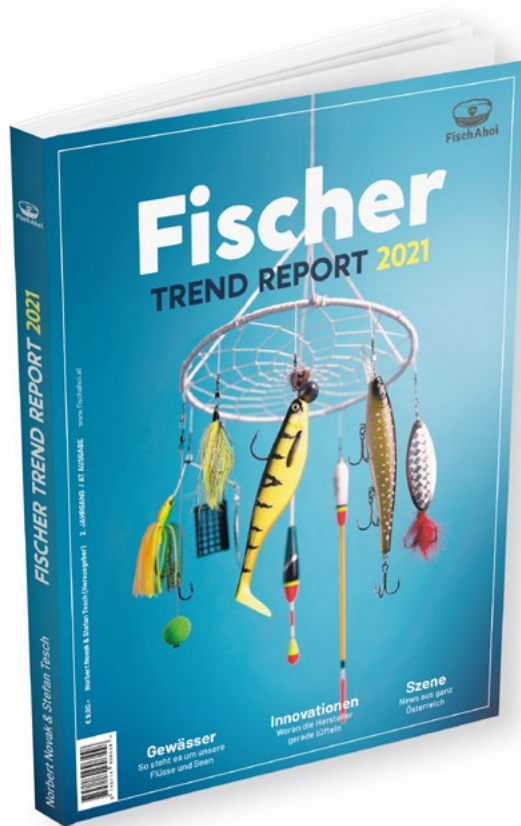
We are also concerned about the status of anglers in society. Therefore, we push international cooperation and advocate angling as a cultural asset in public relations.

- ➔ We make the all-round view and give **orientation** to anglers.
- ➔ Our **target group**: cosmopolitan anglers in Germany, Austria and Switzerland.
- ➔ **Quality** is our trademark. That's why anglers trust us.



# FISCHER TREND REPORT *The yearbook for anglers*

- Our topics include ecology, industry, scene, fisheries policy and more – we explain the significant trends.
- Here, we provide in-depth content, not „how to catch carp in spring“ or „pike in fall“.



## ADVERTISING FORMATS

2/1 double spread



4900 €

1/1 page



2900 €

Placements:

C2: 3.900 €

C3: 3.900 €

C4: 4.900 €

1/2 page



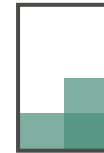
1900 €

1/3 page



1400 €

1/4 page



900 €

**Advertorials** Prices according to the rate card above. You provide images/graphics and text. Optional: Content production by the Fisch Ahoi editorial team costs extra 300 € per page.

**Special forms** Bound inserts and supplements available on request.

**Printing material** Printable PDF (PDF/X-4) min. 300 dpi, CMYK, size of the book: 160 × 225 mm (w × h). All ad formats bled-off. Note 3 mm bleed allowance on all sheet edges. Please keep at least a 10 mm distance from the edge to elements such as typeface or logo.

**Delivery** [marketing@fischahoi.at](mailto:marketing@fischahoi.at)

**Deadline** 30 November 2021

## FACTS & FIGURES

**Print run** 20 000 copies (each 10 000 in Germany and Austria)

**Pages** 150 (format: 16 cm × 22,5 cm)

**Publication interval** 1× per year (January)

**Distribution** through the leading tackle retailers, the biggest exhibitions and fishing clubs. Also sold at newsstands and available as an online version

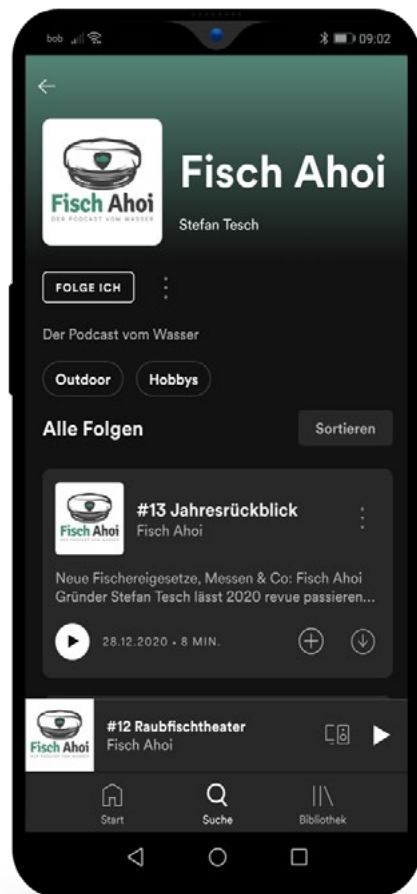
**Unit price** 9 €

## CONTENT

- **Products & business** News from the manufacturers, products, trends, techniques, innovations, boats
- **Waters bodies** How fish stocks and the quality of rivers, lakes and ponds develop
- **Clubs** News from clubs and associations
- **Debates** Opinions from well-known personalities
- **Fisheries policy** How the EU and national policies regulate the hobby
- **Fishing abroad** How waters are developing in travel destinations (including Italy, Spain, France, Croatia, and Scandinavia)
- **Dates & preview** The most important trade shows and events in the coming season
- **Scene** Team news, staff matters, fishing media

# PODCAST *Reports from the banks*

- Pleasure for the ears instead of monotonous studio talk. We bring real reports with action and entertainment.
- Elaborately produced with an authentic atmosphere and original sounds.



## ADVERTISING FORMATS

### Native-Intro

5–30 seconds in the introduction

Your message is spoken by the presenter at the beginning of the episode. It includes, for example, the introduction of a brand, product, or service. It is also possible to give away goodies and products – both in the podcast episode and via the website. Once produced, the advertising message remains on the podcast forever – accessible around the clock and audible to every user.

<i>Per episode</i>	<b>350 €</b>
<i>Package for 2 episodes</i>	<b>550 €</b>

## FACTS & FIGURES

**Publication interval** Several times a year without a fixed rhythm

**Distribution** Through all major podcast platforms such as Spotify, Google Podcast, Apple Podcasts

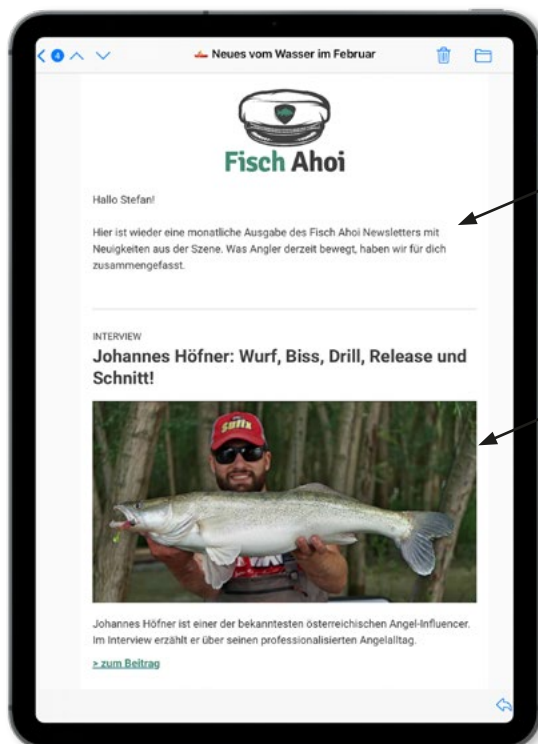
**Reach** Around 1000 downloads per month from listeners in Austria, Germany and Switzerland

## CONTENT

- **Reports** from the water with **experts** and **celebrities** from the world of fishing. From coarse and predator fishing to flyfishing and events
- **Analyses** and yearly reviews
- In-depth **interviews** with team anglers, managers, scientists, producers and celebrities

# NEWSLETTER *The digital monthly magazine*

- Editorial newsletter with quality content and refined layout.
- News from the world of fishing every month directly to the inbox of our readers.



## ADVERTISING FORMATS

### „Leaderboard“ banner

In the introduction or header of the newsletter

Format 728 × 90 pixels.

<i>Per newsletter</i>	90 €
<i>Package for 2 newsletters</i>	140 €
<i>Annual package (12 ×)</i>	590 €

### Sponsored Post

Link to an external website or an advertorial on fischahoi.at

Designed like an editorial article (photo + max. 250 characters of teaser text).

<i>Per newsletter</i>	110 €
<i>Package for 2 newsletters</i>	180 €
<i>Annual package (12 ×)</i>	750 €

## FACTS & FIGURES

**Publication interval** 1× per month (at the beginning of the month)

**Subscribers** 1.800 anglers from Austria, Germany and Switzerland

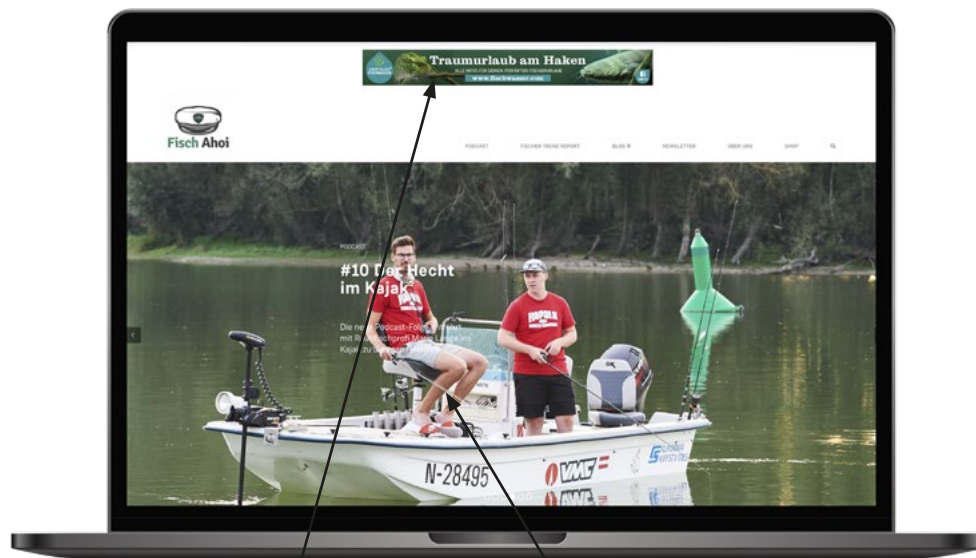
## CONTENT

- General **news** from the world of fishing
- **Product news**, innovations
- New **regulations** and laws
- New **team anglers**, new managers
- Presentation of new **films, podcasts** and **books**
- **Events** such as trade shows, courses, or competitions
- New **articles** and **podcast episodes** from the Fisch Ahoi media offering



# FISCH AHOI.AT *The service platform for anglers*

- fischahoi.at is the central platform of the media brand and enjoys the highest trust among our readers.
- Best search engine optimized articles. Convince yourself by googling for „Karpfenangeln Österreich“!



## ADVERTISING FORMATS

### Leaderboard

Banner in the website's header

Format 728 × 90 pixels. The banner is displayed alternately with other subjects (5 seconds). Format: JPEG, GIF (animated) or PNG.

Per month 250 €  
Annual package 2350 €

### Advertorial

Sponsored blog post with placement on the home page

You provide text and photos. Max. text length: 5.000 characters (including spaces). 1 large lead photo and max. 10 additional photos as a gallery or embedded. Optional: Content design of the advertorial by the Fisch Ahoi editorial team plus € 300.

Per month 490 €  
Annual package 4390 €

## FACTS & FIGURES

**Page Impressions** 26 000 per month

**Unique Clients** 7 000 per month

**Average session duration** 1 minute 45 sec.

**Pages per session** 2,9

## CONTENT

- The best **fishing areas** for carp and predator anglers and flyfishermen in Austria, Germany and neighboring countries
- **Interviews** with team anglers, filmmakers, and fishing tackle manufacturers
- **Commentaries** by well-known personalities from the scene
- Current topics from the **business world**
- **Product news** and manufacturer news
- **Dates** of trade shows, promotions and events as a practical overview and calendar subscription
- **Trends** and curiosities
- Embedded **web store** with publishing products and fan articles

# About us

Fisch Ahoi is an innovative media brand from Austria. We do not simply aim at portraying record fish, but we pursue high-quality content. We look behind the scenes and don't mince matters when it comes to the big picture in the world of fishing.

The Fisch Ahoi team consists of experts from ecology, economy, media, products and fishing practice. We create unique media offers for anglers in the German-speaking world.

## PUBLISHING MANAGEMENT



**Norbert Novak** is an all-round angler who fishes in rivers, lakes and the sea. He is a professional in all types of media. In the same way, as he will catch fish in empty waters, he will make the most out of photos. Apart from fishing, Norbert is the owner of an agency for creativity & ecology, a musician and a studied limnologist.



**Stefan Tesch** loves to fish for pike and carp and sometimes he also grabs his fly rod. After all, it's the mix that makes the difference! The same goes for days without bites. When Stefan is not at the water, the managing editor at Austria's leading business magazine visits industry, trade and start-ups.

## MARKETING CONTACT

### Thomas Jusko

*Media Sales Director*

thomas@fischahoi.at

+43 660 388 19 99

### Publisher & CEO

Fisch Ahoi Medien  
Mag. Stefan Tesch  
Wasnergasse 17/13  
1200 Vienna  
Austria  
+43 650 861 61 12  
marketing@fischahoi.at  
fischahoi.at

**Imprint & Disclosure** [fischahoi.at/impressum](https://www.fischahoi.at/impressum)

**General Terms and Conditions** [fischahoi.at/agb](https://www.fischahoi.at/agb)

**Media data** [fischahoi.at/mediadaten](https://www.fischahoi.at/mediadaten)

**Media data & price list valid as of** October 15, 2021

All rates subject to local taxes.