

# 2011 Email Newsletter Ad Positions

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FLY FISHING INDUSTRY NEWS NOVEMBER 2010 E-NEWSLETTER

## LEAD FEATURE: There's No Business Like Show Business...

The American Fly Fishing Trade Association (AFFTA) took a gutsy step recently when it announced the creation of a new International Fly Tackle Dealer (IFTD) trade show. That's bold because AFFTA's ability to pull off an independent trade expo (apart from Nielsen, which has organized the Fly Fishing Retailer trade show in agreement with AFFTA for the past several years) will likely determine the future viability of the fly fishing trade organization itself.



The "kicker" is that the specialty retailer will ultimately deal the hand that decides where the chips fall...

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## PEOPLE NEWS: Fly Fisherman Cuts Staff... Fly Rod & Reel, The Drake Add

Fly Fisherman magazine announced cuts that included managing editor Geoff Mueller, associate publisher Linda Wood, and longtime publisher John Randolph. Randolph will work with the magazine on a consulting/project basis. Meanwhile, Wood, a long-time fly fishing industry advertising sales and marketing expert, has joined Fly Rod & Reel magazine and flyrodreel.com as advertising-sales representative...



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## PRODUCT NEWS: The AT 25... New Product Guide

Angling Trade made some calls, got the scoop, collected some product samples, and then hit the river (and flats) to compile this list of promising new products that have either just come out, or are coming to fly fishing retailers in the future. As you will see, some are big ticket items, others are accessories, and yet others are products that may not be even on your radar screens at all...



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## QUOTABLE: Mike Michalak's Take on the Industry

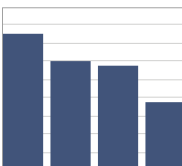
The focus on the location or sponsorship of our industry trade show is an interesting distraction from three more important topics: 1) The ever-expanding and warped distribution network of major fly fishing products; 2) The changes in principles that professional shops are quickly adopting, and 3) The fact that the trade association is essentially an arm of the media and manufacturing parts of the business, and the general feeling within the retail community that AFFTA has shown little concern with the best interests of the retailer.



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## TREND DATA: October Sales Down 5.5%

After several months of solid growth, outdoor product retail sales growth slowed considerably in August, causing growing concern among outdoor retailers and manufacturers. According to retail point-of-sale data compiled by SportScanInfo for OIA VantagePoint™, the Official Research of the Outdoor Industry™, total outdoor product sales were up 0.9% in August to \$816.8 million compared to \$809.5 million for the comparable four-week period last year. Sales were driven primarily by growth in Outdoor Hardgoods in the Outdoor Chain Specialty, Internet and Discount/Mass channels, offset in part by declines in Outdoor Footwear and Outdoor Apparel...



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