



COASTAL  
CONSERVATION  
ASSOCIATION

# TIDE

MAGAZINE

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## MEDIA KIT

Be a Partner *in* Conservation.

CCA has been a valuable advertising partner for AFTCO. Its membership is made up of serious saltwater anglers who also share a concern for the marine resource.

- BILL SHEDD CHAIRMAN AFTCO



As the largest marine resource organization of its kind in the country, CCA has a growing membership in 19 state chapters spanning all three coasts. Made up of recreational saltwater anglers, CCA is committed to ensuring the health and conservation of our marine resources and anglers' access to them. CCA members are proud to support the organization's national habitat program (The Building Conservation Trust), its best-practices initiative (ReleaSense) and its marine science scholarship program (Science of Conservation). CCA has proven time and again that anglers are the best stewards of the marine environment and with a growing, well-informed, active membership, CCA continues the conservation mission first launched by visionary anglers in 1977.

## BASIC DEMOGRAPHIC & ORGANIZATIONAL INFORMATION



**Age**

MEAN: 52.1



**# People in Household**

MEAN: 2.6



**Household Income**

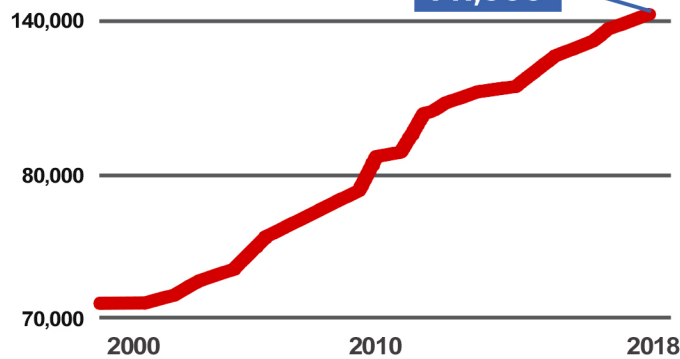
MEAN: \$143,170



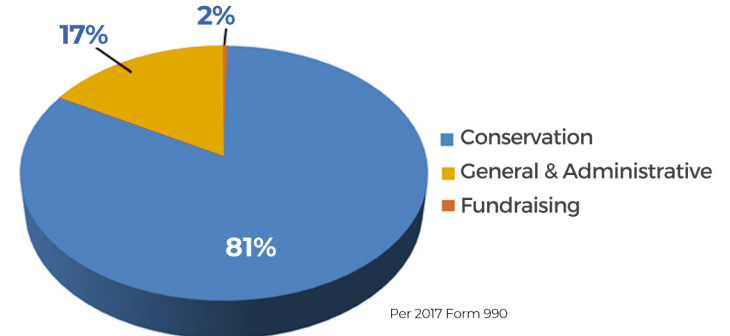
**Net Worth**

MEAN: \$937,447

### MEMBERSHIP



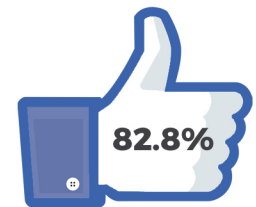
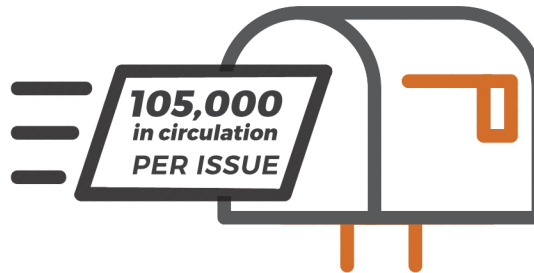
### KEY FINANCIAL STATISTICS



### GEAR, BOATS & CCA MEMBERS

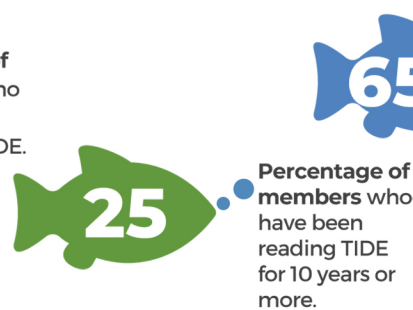
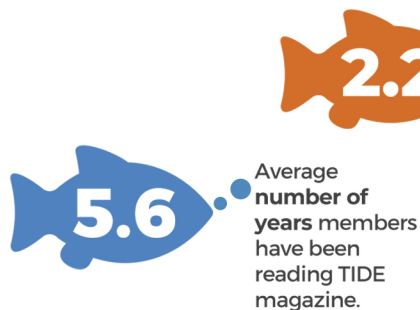
- 76.6%** Own at least one boat
- 71.4%** Own a truck
- 84.5%** Own technical fishing clothing
- \$1804** Average marine equipment expenditures over the past year
- 21.9** Average days spent saltwater fishing over the past year

### TIDE MAGAZINE



**82.8%**

of CCA members use social media.



Survey and analytics conducted by Bonnier Custom Insights in 2017.



# TIDE

MAGAZINE

Featured on every informed anglers' coffee table since 1977.

TIDE IS A QUARTERLY PUBLICATION WITH A CIRCULATION OF 105,000.

**T**IDE is the official national publication of Coastal Conservation Association and has been in circulation since the organization's founding in 1977. TIDE's editorial content is a careful balance of angling information, updates on the latest fishing gear and apparel, celebrations of the coastal lifestyle, marine science articles, and reviews of member-driven habitat enhancement projects.

TIDE is targeted to both inshore and offshore anglers on all three coasts and is delivered quarterly to every CCA member. The Texas Outdoor Writers Association has frequently recognized TIDE as the best outdoor publication in the state and our stable of writers are regular recipients of outdoor regional writing awards. With a circulation of more than 101,000, TIDE's audience is made up of dedicated, conservation-minded anglers committed to enhancing and celebrating their sport and lifestyle while creating a better fishing future for their kids and grandkids.

## PRINT RATES & INFO

### JANUARY/FEBRUARY/MARCH 2024 ISSUE

November 14 .....Ad Space Deadline  
November 17 .....Ad Finished Material

### APRIL/MAY/JUNE 2024 ISSUE

February 9 .....Ad Space Deadline  
February 16 .....Ad Finished Material

### JULY/AUGUST/SEPTEMBER 2024 ISSUE

May 10 .....Ad Space Deadline  
May 17 .....Ad Finished Material

### OCTOBER/NOVEMBER/DECEMBER 2024 ISSUE

August 9 .....Ad Space Deadline  
August 16 .....Ad Finished Material

**DEADLINES** | Ads received after the deadline will not run. For contracted advertisers, a previously run ad will be picked up if a new ad is not received by the advertising deadline. Unless otherwise indicated, advertising deadlines are roughly six weeks before publication of the magazine.

**GENERAL ADVERTISING INFORMATION** | The Publisher reserves the right to refuse any advertising it deems is unacceptable in meeting the high standards of the publication and quality. In support of conservation, TIDE Magazine will not run photographs of obviously dead or bleeding fish, catches or stringers or gaffs.

**RETURN/RELEASE OF ADVERTISING MATERIALS** | Materials will be retained by the publisher for one year unless otherwise requested. The publisher is not responsible for keeping materials beyond one year. The publisher is not responsible for advertising materials damaged during shipping. \*CCA does not endorse or support any of the products or services appearing in photographs accompanying the editorial content of the magazine. Photos are selected based on relevance to the story, quality and availability.

**SPACE RESERVATIONS** | For space reservations, contact Robert Taylor, [rataylor@joincca.org](mailto:rataylor@joincca.org) or 713.626.4234 NO AD WILL RUN without a signed advertising contract or insertion order.

**ADVERTISING PLACEMENT** | Position requests are accommodated when possible, but they are not guaranteed with the exception of purchased cover positions. Guaranteed positions will be charged an additional 15% of the advertising rate.

**CANCELLATIONS** | Contact Robert Taylor at least eight weeks prior to mailing dates for cancellations and schedule changes. All cancellations or changes in ad schedules must be received in writing and may be subject to additional charges. Any cancelled advertising schedule with an outstanding balance owed to CCA for prior advertising issue advertising must be paid in full at the time of cancellation.

**INSERTS** | Rates available upon request.

**USE OF CCA LOGO IN ADVERTISEMENTS** | Advertisers must receive approval from CCA before incorporating CCA logos into advertisements. Contact Ted Venker at CCA, 1-800-201-FISH, for guidelines.

**EDITORIAL PROFILE** | TIDE Magazine is the magazine for the members of the Coastal Conservation Association, a national non-profit organization of conservation-minded sportsmen and sports women dedicated to the conservation of marine life, and coastal habitat today and for future generations.

Tide's editorial content is a careful balance between information, education, conservation projects and entertainment on subjects of interest for both inshore and offshore anglers.

Since 1977, Coastal Conservation Association's members have worked diligently to improve and enhance our nation's coastal fisheries and marine environments.

**CIRCULATION** | CCA Membership continues to grow and now has a circulation in excess of 100,000! Your advertising reaches one of the most dedicated and active fishing audiences in the market today!

**MECHANICAL REQUIREMENTS** | Ads should be saved in CMYK and furnished as a 300-dpi JPEG. Ads must be produced to the correct size, paying close attention to the live area on full page bleeds. Advertising materials are to be sent digitally via email.

#### **TIDE Advertising Contact:**

**ROBERT TAYLOR**

[rataylor@joincca.org](mailto:rataylor@joincca.org) | 713.626.4234

6919 Portwest, Suite 100  
Houston, Texas 77024

## PRINT RATES & INFO

### AD DIMENSIONS

#### FULL PAGE

Including bleed ..... 8.75"W x 11.375"H

Printed page..... 8.25"W x 10.875"H

Live area..... 7.125"W x 9.875"H

#### OTHER SIZES

Back Cover (2/3 Hor.)..... 7.625"W x 8.75"H

2/3 Vertical..... 4.687"W x 9.875"H

1/2 Vertical..... 4.687"W x 7.375"H

1/2 Horizontal..... 7.125"W x 4.875"H

1/3 Vertical..... 2.25"W x 9.875"H

1/3 Square..... 4.687"W x 4.875"H

1/6 Vertical..... 2.25"W x 4.875"H

1/6 Horizontal..... 4.687"W x 2.375"H

### NATIONAL ADVERTISING RATES

#### FULL COLOR ADS

	1x	2x	3x	4x
<b>Full page</b>	\$2,115	\$1,990	\$1,930	\$1,850
<b>2/3 Page</b>	\$1,820	\$1,700	\$1,640	\$1,585
<b>Half page</b>	\$1,335	\$1,270	\$1,230	\$1,175
<b>1/3 page</b>	\$1,160	\$1,130	\$1,000	\$945
<b>1/6 page</b>	\$495	\$445	\$395	\$370

#### FULL COLOR COVERS

Inside front cover..... \$2,450

Inside back cover..... \$2,310

Back cover (2/3 page)..... \$1,950

**TERMS** | Invoices are due upon receipt | New advertisers are required to Pre-Pay the first months advertising | Additional Terms may be provided based on prior credit approval by CCA.

**AGENCY DISCOUNTS** | Recognized advertising agencies earn a 15% discount provided invoices are paid within 30 days of the invoice date.



## YOUR PERSONAL CONTACT AT CCA



**ROBERT TAYLOR** is the Director of Advertising for TIDE Magazine and serves as the Director of State Development for CCA National Organization. In his role with TIDE, he's helped many companies and organizations successfully deliver their targeted message to thousands of attentive anglers. His work with every CCA State Chapter has resulted in successful fundraising campaigns and sustained membership growth for their 227 Local Chapters all over the country. He has been an employee of CCA for nearly 20 years, but as a lifelong angler who loves to fish and has a passion for conservation, he's been involved with organization since 1982.

#### ROBERT TAYLOR

**RATAYLOR@JOINCCA.ORG | 713-626-4234**

**6919 PORTWEST, SUITE 100 | HOUSTON, TX 77024**