

SCOF



EVERYTHING THAT MATTERS – CIRCA 2011



**Advertiser
Information
Packet
2025**

Dear SCOF Advertiser,

Southern Culture on the Fly is the collective voice of a community that is irreverent, keen, and ridiculously fun. SCOF is not a pickleball court or a golf tournament or an online magazine.....not just a magazine anyway. We are the water tower on which the fly fishing South spray paints its name. We are a chameleon that is equal parts hard-core and half-assed. We are a diesel pump of homegrown creative energy that you will find nowhere else in this industry.

We have four major broadcast channels

1. Our Publication - "the mag"
2. Our Website
3. Our Social Media
4. Our Podcast

We offer diverse and adaptable advertising packages to suit your budget and target audience.

Please flip through this booklet to see what we offer, and how we can get your product or service some more attention. We've included some of our analytics.

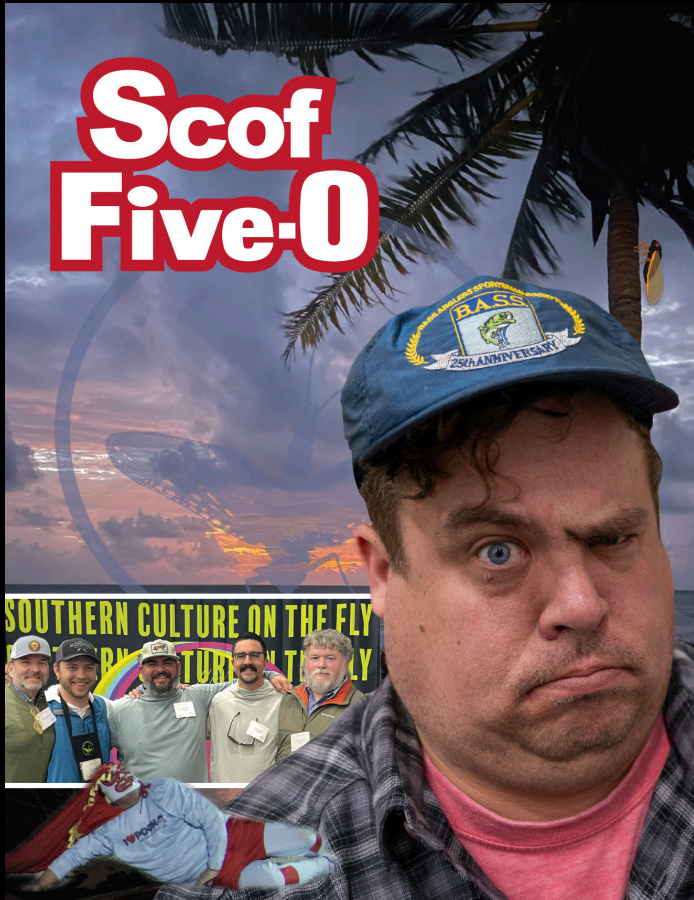
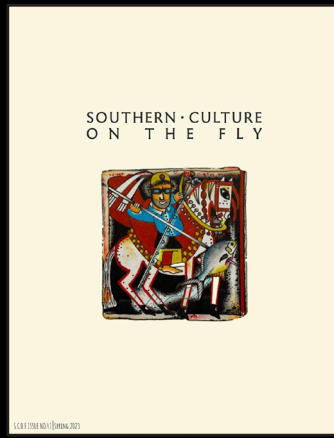
Contact Sam Bailey - sam@southerncultureonthefly.com - to get started customizing your ad package.

Contact Hank Hershey - hank@southerncultureonthefly.com - to help with designing your ad, if you need it.

Sincerely,

The SCOF Team

John Agricola - Managing Editor
Hank Hershey - Creative Director
Sam Bailey - Advertising Director
Mike Steinberg - Associate Editor
Scott Stevenson - Merch Wizard
Alan Broyhill - Media Director



check out our last 6 issues

10.3k subscribers!:

~40% email open rate

next issue: SCOF 52 - August 26th 2024

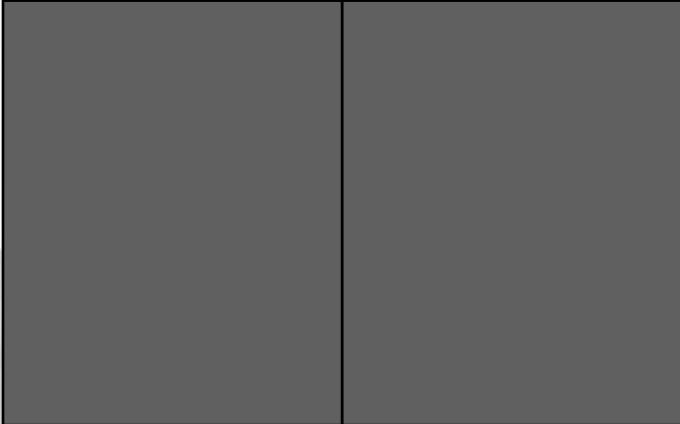
next next issue: SCOF 53 - November 25th 2024

Magazine Ads

17 x 11"

Double-Page Spread

\$1200 per issue
\$4000 per year (4 issues)



Full Page

\$750 per issue
\$2500 per year (4 issues)



8.5 x 11"

Half Page

\$400 per issue
\$1400 per year (4 issues)



8.5 x 5.5"

side bar

\$200 per issue
\$700 per year (4 issues)



2 x 11"

Magazine Ads- Special Placement

To get special placement in the front of the magazine, we need a little extra from you. Otherwise, we will find a great spot for your ad in the body of the magazine after the letter from the editor which usually appears between pages 20 and 30.

Inside Cover Spread (pages 2-3)

\$5000 - full year

Premium Spot (pages 4-5)

\$4600 - full year

Almost Premium Spot (pages 6-7)

\$4400 - full year

all spreads come with website ads

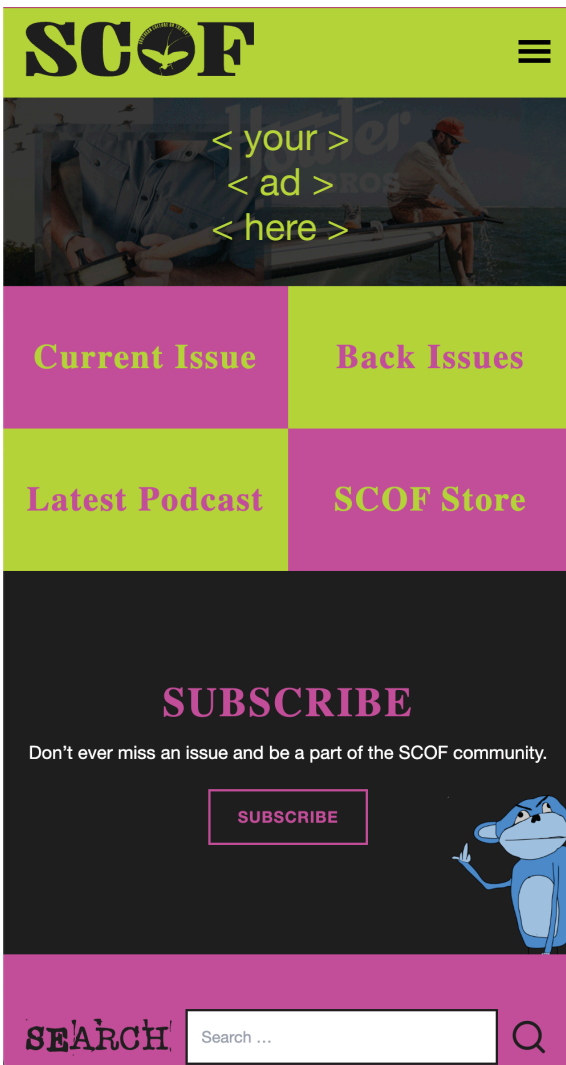


Website Ads

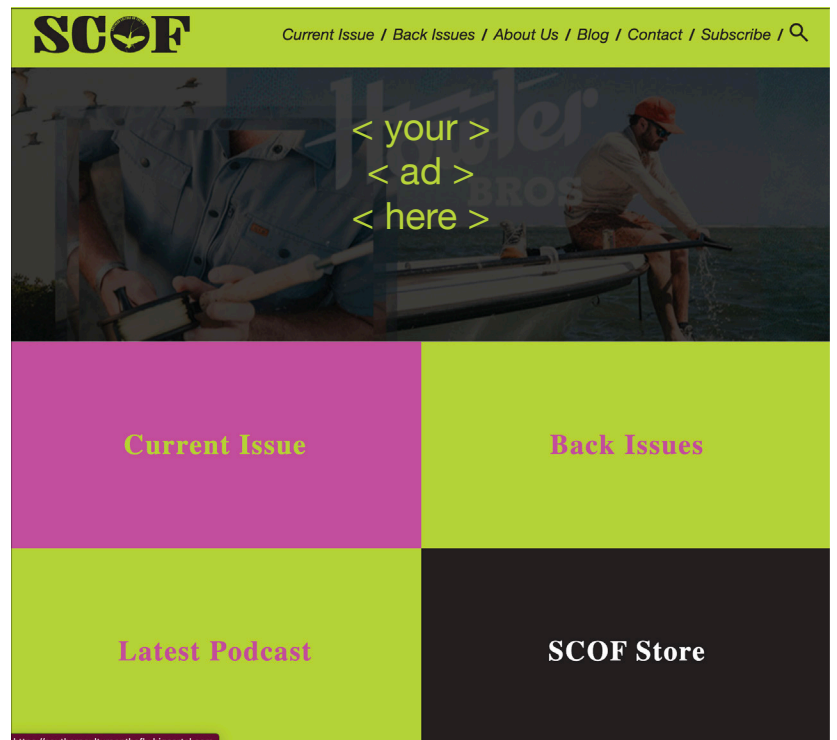
Our new website is set to launch June 23rd, 2024. There will be a banner at the top of every page where we will feature a rotating advertisement. We will track clicks and report to you quarterly. Please provide us a link so that you can track conversions.

MOCK UPS

mobile



desktop



there will also be a rotating carousel of logos at the bottom of each page like on the old site

specs - send us a high res banner ad with a n aspect ratio of 4 wide by 1 high. e.g., a jpeg 1200x300px

Social Media

We primarily use Instagram to connect with our followers. We post around 10 times a week. Once you become an advertiser, we will put in a good-faith effort to share your posts on our story. If you want us to promote your products with our own original content, just send us samples and we will post it on our feed. Contact Sam and Hank to arrange shipment, and organize a paid partnership ad on Instagram.

90-day analytics summary march 7 - june 6, 2024

Reach ⓘ

134,265

Accounts reached

Followers 4,272
Non-followers 129,993

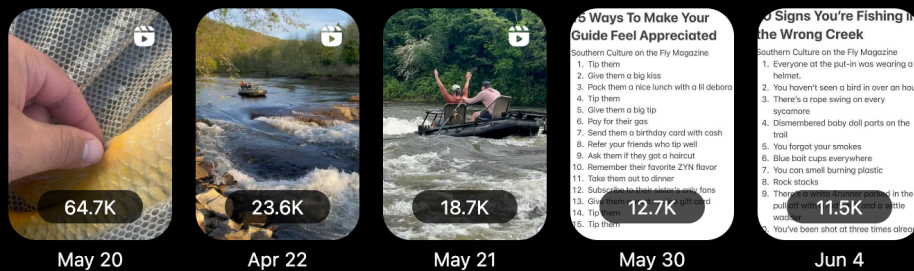
By content type

All Followers Non-followers

Reels 109K
Posts 38.3K
Stories 3.1K
Live 293
Videos 21

Followers Non-followers

Top content based on reach



Engagement ⓘ

5,666

Accounts engaged

Followers 2,167
Non-followers 3,499

By content interactions

Posts 12.5K
Reels 5.2K
Stories 504
Live 82
Videos 0

Followers and non-followers

As of June 6th
2024 we are at

5,247

instagram followers,
up 20% since Mar 7th.

we are growing
ORGANICALLY at
lightning speed, and
reaching more people
than we ever have,
without a single paid
promotion.

If you advertise with us,
we don't expect you to
share all our posts,
but we do ask that you
help promote magazine
issues when they come
out.



SOUTHERN CULTURE ON THE FLY MAGAZINE

If you're interested in becoming a podcast sponsor, let us know. We will mention your company at the beginning and end of every episode. If there is something specific you want us to mention, just send us a script (and the product if possible).

**new episodes
monthly**

**episode one:
Uneasy Listening**
the lads recap the 49th issue and try not to throw up

**episode two:
SSO Debrief**
the lads siddown with Jeff Wright and Ryan Stephens to talk about another successful southern striper open.

**episode three:
SCOF 50 Recap**
the lads recap the 50th issue and talk permit fishing with Declan "Gecko" Rogers

**episode four:
Films n Shine**
the lads drink high octane moonshine and discuss the state of the fly fishing film industry

ANALYTICS

episode five:
Cicada School
the lads recap the cicada emergence and talk about what they learned about carp fishing.

160 listeners
825 plays
90 hrs listened
82% avg. consumption rate



969 downloads
RAS: 72



**thanks for
looking!**