

TackleTrade^{World}

CONNECTING SELLERS AND BUYERS GLOBALLY

MEDIA KIT 2026



CONNECTING SELLERS & BUYERS GLOBALLY

Tackle Trade World is the leading omni-channel resource for the global fishing industry, thanks to a compelling mixture of print, web, social media and digital marketing.

If you want the eyes of the industry to see what you are doing, you need to factor *Tackle Trade World* into your marketing strategy to expand your reach and help you sell more products.

TackleTradeWorld
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Published since 2000, *Tackle Trade World* puts fishing equipment manufacturers and suppliers in touch with distributors, wholesalers, agents and retailers across the globe.

As the oldest and largest global trade publication in this sector, *TTW* is a trusted source of news, insights, expert analysis and key information on the market on every continent.

Our team will work with you to tailor your marketing package for your individual needs, all with a vision designed to help your business grow across the globe.

WHO GETS THE MAGAZINE?

TTW has a controlled, qualified, non-paid circulation of manufacturers, suppliers, wholesalers, distributors, agents, retailers and others allied to our industry in every major market around the world.



13,684
Retailers



2,444
Manufacturers



2,041
Distributors



237 Other Industry
Professionals

18,406
industry
professionals
worldwide!

Now, let's see how that breaks down
around the globe...

7,427 Europe **7,608 North America**
284 South America **2,019 Asia**
854 Oceania **214 Africa/Middle East**



SOCIAL MEDIA CONTENT

Advertorial or native content is seamlessly integrated within our social media feeds, allowing your message to be digested from a position of authority, within newsworthy content.



6.5k
FOLLOWERS



1.2k
FOLLOWERS

42.4k
MONTHLY REACH

14k
MONTHLY REACH

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MORE THAN A MAGAZINE

CUSTOM E-SHOTS: Our custom/bespoke mailshots are a cost-effective way to send your own brand messages, product launches, special offers or announcements to our vast email database of buyers in 120 countries. You can supply your own design and content or have our team put something together for you.

EMAIL NEWSLETTERS: Featuring the latest news, views, products and research from across the global marketplace, our weekly E-newsletters are sent to our 10,500+ email address database and have a 25-28% open rate.

WEBSITE: Discover the latest news at www.tackletradeworld.com. Our website is updated daily to help you keep your finger on the pulse of our fast-moving international trade.

SOCIAL MEDIA: Partnering with **Tackle Trade World** will unlock the use of our fast-growing social media network, followed by thousands of key trade individuals and companies. Specifically, **TTW** posts almost every day on both Facebook and LinkedIn, with an engaged and growing industry following.

EDITORIAL SUPPORT

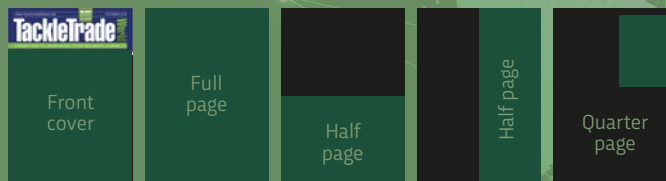


With all of our advertising packages and methods, we offer custom editorial support for your company. Whether it's regular news updates, in-depth interviews or product highlights, we can tailor-make a complementary editorial plan to run alongside your advertising for a more impactful delivery.

ADVERTISING INFORMATION

ADVERT TYPE	US DOLLARS*
FRONT COVER	\$3,438
OTHER COVER POSITIONS	\$2,498
DOUBLE-PAGE	\$4,077
FULL-PAGE	\$2,249
HALF-PAGE	\$1,557
QUARTER-PAGE	\$1,041
SERIES DISCOUNTS – 3 adverts: 5% / 4-6 adverts: 7.5% / 7-11 adverts: 10% / 12 adverts: 15%	

* Euro (€) and sterling (£) prices available on request



To see the full range of advertising size options visit www.tackletradeworld.com/images/Custom-advert-sizes.pdf

CUSTOM E-SHOTS

Reach fishing tackle buyers around the world with CUSTOM E-SHOTS. With a strong open rate and a highly targeted subscriber base, TTW's digital E-shots are the perfect tool to get your message directly into the inboxes of industry decision-makers in more than 120 countries.

WHY TTW?

- Over 10,000 trade subscribers
- Global reach in the tackle industry
- High engagement & open rates (avg 25% - 28%)
- Professional support tailored to your needs

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CHOOSE THE PACKAGE THAT FITS YOU BEST:

Option 1:

You Design, We Deliver

- Client provides HTML code
- TTW duplicates in our system for seamless distribution
- \$750 per E-shot

Option 2:

Collaborate On Layout

- Client sends images & text
- TTW builds and sends the E-shot based on your layout brief
- \$850 per E-shot

● Contact us today to book your E-shot:

Guido Knegt (Rest of the World): guido.knegt@artichokehq.com
Bart Manganiello (North America): bartalm@optonline.net
www.tackletradeworld.com

MAGAZINE SCHEDULE

ISSUE	COPY DEADLINE	MAILED	SPOTLIGHT ON...	DOING BUSINESS WITH...	SPECIAL
January 2026	Nov 14, 2025	Dec 3, 2025	Boat accessories	France	New gear
February 2026	Dec 19, 2025	Jan 14, 2026	Reels	Great Lakes	Bass fishing & China Fish
March 2026	Jan 23, 2026	Feb 11, 2026	Rods	Scandinavia	Fly fishing
April 2026	Feb 20, 2026	March 11, 2026	Lures	Africa	Saltwater fishing
May 2026	March 20, 2026	April 8, 2026	Eyewear	Pacific Northwest	Inshore fishing
June 2026	April 16, 2026	May 8, 2026	Bait	Benelux	EFTTEX Preview Fishing technology
July 2026	May 15, 2026	June 3, 2026	Tackle storage	Gulf Coast, USA	ICAST Preview
August 2026	June 19, 2026	July 8, 2026	Hooks	Middle East	EFTTEX Review Predator fishing
September 2026	July 17, 2026	Aug 5, 2026	Clothing	The Bahamas	ICAST review
October 2026	Aug 14, 2026	Sept 2, 2026	Line	Central America	Destination fishing
November 2026	Sept 18, 2026	Oct 7, 2026	Fly tying	Germany	Ice fishing
December 2026	Oct 16, 2026	Nov 4, 2026	Small boats	Canada	Small boats Personal watercraft

CONTACT

Talk to us about your business and see how you can reach 18,406 industry professionals worldwide.

EDITORIAL



JOHN HUNTER

T: + 44 (0)7990 542958

E: john.hunter@artichokehq.com

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ADVERTISING



NORTH AMERICA

BART MANGANIELLO

T: +1 914 722 7601

E: bartalm@optonline.net



REST of WORLD

GUIDO KNEGT

T: +39 347 503 6436

E: guido.knegt@artichokehq.com

HEAD OFFICE

Artichoke Media Ltd, Global House, Global Park,
Moorside, Colchester, Essex, CO1 2TJ

WWW.TACKLETRADEWORLD.COM

ADVERTISING PARTNERS INCLUDE



BHAGWATI



Mustad



ZENAQ