

PUBLISHERS DESIGN GROUP

Pier Fishing In California

The Complete Coast and Bay Guide, 2nd Edition

Ken Jones

Comprehensive encyclopedia of 113 piers from Mexico to Oregon borders. Explicit details (with photos and illustrations) of all piers and fishing techniques and info. Historians find a little-known treasure trove of information concerning California's early wharves and piers. For travelers it offers a compendium of interesting sites, and a map, for trips and get-a-ways along the coast. Not just a fishing book, but a book that examines the rich, diverse, and interesting culture of California's piers, it is a must book for anyone living in or planning to visit coastal California.

ISBN 1-929170-09-2

Category: Sports & Recreation/Fishing

Price: US\$29.95 CAN\$

Format: Paper

Trim: 8.5 x 11h

Page Count: 528

Illus: 650, all black & white

Appendix: Illustrated fish index of 100

Carton Quantity: 10

Author Resides: Lodi, CA (Sacramento)

Competition:

- *Foghorn Outdoors California Fishing: The Complete:* Tom Stienstra, Pb \$21.95, Avalon Travel, April 2004, ISBN: 1-566916-01-1
- *Saltwater Fishing in California:* Ron Kovach, Pb \$14.95, Marketscope, Jan. 2002, ISBN: 0-934061-45-9
- *California Guide - Great Saltwater Fishing:* Ray Rychnovsky, Pb \$19.95, Frank Amato Pub, Nov. 2001, ISBN: 1-571882-21-9

Endorsements:

- Ray Rychnovsky, outdoor writer and author of *California Guide: Great Saltwater Fishing*, and *San Francisco Bay Area Fishing Guide*
- Tim Turner, *Rabid Angler Magazine*
- Shawn Arnold, *Fish Taco Chronicles*
- Zack Thomas, *Pacific Coast Sportfishing* magazine

Sales Materials to support the book:

- Finished Books
- Color Sell Sheets & Sample Covers

Marketing:

- Co-op available.
- Sending review copies with publicity materials to top 75 relevant media outlets, including newspapers featuring municipal pier-activity columns
- Scheduling placement of 7-10 author articles in California fishing publications in 2005/06
- Scheduling 12 speaking engagements at pier-related events throughout the state
- Author hosts weekly columns for coastal news papers and radio shows
- Targeted press releases for book launch
- Targeted press releases for book award show
- Advertising in 4 fishing publications
- Promoting on three fishing web sites

Sales Handles:

- Written by California's #1 "pier rat"
- The most comprehensive guide available
- The only guide on California piers
- Annually 20,000,000 visit California piers
- Annually, 8,500,000 fish California piers
- Four major, respected fishing publications plan to print articles and reviews in 2005
- First edition sold out (Marketscope Books, 1992, 0-934061-14-9)
- Author is president of United Pier and Shore Anglers of California
- Nominated for "Best of Show" award by the Outdoor Writers Association of California (Actually awarded 2nd Place in OWAC)

Audience:

- 20,000,000 visitors to California piers
- 8,500,000 fish California piers, annually
- Family vacationers visiting the CA coast
- Travelers interested in history of coastal California's pier culture