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# **Alaska Fishing**

The Ultimate Angler's Guide, Deluxe 3<sup>rd</sup> Edition

Compiled by Rene Limeres and Gunnar Pedersen

Written by Alaska's ten top guides

The most comprehensive guide on Alaska fishing. Covers all 17 major Alaska sport species (fresh and salt waters), all methods (fly, spin, and bait), and all six regions of the state, with details on over 300 of the most productive Alaska fishing locations. Includes information on regional climate/conditions, run timing, visitor services costs, trophy and record fishes, USGS map references, guides' tips, fishing regulations, etc. Bonus back section with Alaska trip planner, flies for Alaska, knots, fish filleting, and index.

**ISBN** 1-929170-11-4

**Category:** Sports & Recreation

**Price:** US\$34.95      CAN\$

**Format:** Paper

**Trim:** 7.5 x 10h

**Page Count:** 464

**Illus:** 500, all color

**Index:** 2,500 entries, cross referenced

**Carton Quantity:** 12

**Author/s Resides:** Anchorage AK

## **Competition:**

- *Fishing Alaska's Kenai Peninsula*: Dave Atcheson, Pb \$18.95, Countryman Press, Oct. 2002, ISBN: 0-881505-50-1
- *The Highway Angler IV*: Gunnar Pedersen, Pb \$19.95, Fishing Alaska Publications, May 2003, ISBN: 0-962155-14-4
- *Top Water: Fly Fishing Alaska, the Last Frontier*: Troy Letherman, Tony Weaver, Cl \$49.95, Countryman Press, Nov. 2004, ISBN: 0-881506-16-8
- *Fishing Alaska*: Swenson and Swensen, Pb \$16.95, Globe Pequot Press, Mar, 1997, ISBN: 1560445238

## **Endorsements:**

- Steve Pennaz, Executive Director, North American Fishing Club
- John Randolph, *Fly Fisherman Magazine*
- Andy Hahn, *Sport Fishing Magazine*
- Nick Amato, *Salmon Trout Steelheader*
- Florida Outdoor Writers Association
- Troy Letherman, *Fish Alaska Magazine*, Co-author, *Top Water: Fly-Fishing Alaska, the Last Frontier*
- Ken Marsh, Published author and Fishing columnist for the *Anchorage Daily News*

## **Sales Materials to support the book:**

- Finished Books
- Sample Covers
- Sales Flyers

## **Marketing:**

- Co-op available.
- Sending review copies with publicity materials to top 60 relevant media outlets
- Scheduling placement of 10-12 author articles in fishing publications in 2005/06
- Scheduling 9 speaking engagements before sports show audiences in 2005/06
- News-wired press releases for book launch
- Advertising in 2 fishing publications

## **Sales Handles:**

- Written by the top ten Alaska guides
- The most comprehensive guide available
- Full color, stellar photography
- Highly endorsed by all major media with Alaska and sportfishing audiences
- Six of the top respected fishing columnists plan to print articles and reviews in 2005
- Authors previously published two editions (2<sup>nd</sup> Edition, Foghorn 1997, 0-935701-51-6)
- Annually, 1,000,000 people sportfish Alaska

## **Audience:**

- 1,000,000 visitors sportfish Alaska, annually
- 91% are married males, college grads, annual income of \$75,000, and spend between \$1,500 and \$5,000 on the trip
- Core market age range: 35-55
- They read *Fly Fisherman*, *Sport Fishing*, *Fish Alaska*, *Sports Afield*, and *Outdoor World* magazines.
- They research in book stores, print media and on-line for up to 2 years prior to trip

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