

THE UK'S BIGGEST-SELLING
CARP FISHING MAGAZINE

Total Carp

TOTAL CARP
WEBSITE
20,244
PEOPLE EVERY
MONTH



MULTIMEDIA PACK
www.totalcarpmagazine.com

- E-MAIL NEWSLETTERS
- TWITTER, INSTAGRAM & FACEBOOK
- WWW.TOTALCARPMAGAZINE.COM
- TC APP – MULTIPLE PLATFORMS
- TOTAL CARP TV

 29,432 FOLLOWERS & GROWING



WEBSITE SPONSORSHIP
www.totalcarpmagazine.com

News – **£100** per month
Review – **£100** per month
Gallery – **£100** per month

The combined fishing market is worth over **£541 million** a year.
We can help you gain a slice of it with adverts starting from
£195 in the magazine and **£10** on our website.

ADVERTISING RATES WEB/DIGITAL

TOP BANNER	£260 PER MONTH
SIDE BANNERS	£208 PER MONTH
SPONSORSHIP OPPORTUNITIES	FROM £50 PER MONTH
SHOPPING CENTRE	£10 PER MONTH
LINKS IN DIGITAL VERSIONS	£10 PER MONTH (irrespective of number of adverts)
EMBEDDED VIDEO IN DIGITAL VERSION	£25
E-NEWSLETTER	£247 PER NEWSLETTER



MAGAZINE READER PROFILE

The typical Total Carp reader is a mature male in full-time employment with a high disposable income.

- A male in full-time employment
- Average reader age – 25 to 40
- Has fished for one to ten years
- Average income – £25,000
- Has bought Total Carp for six years plus
- 71% fish day-ticket waters
- 29% fish syndicate or club waters
- 65% usually fish with three rods
- 72% fish at least twice a month
- 78% buy from mail order/internet companies on a regular basis

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16,002

AVERAGE MONTHLY SALES FIGURE

For more information contact:
Justin Fox
Business Development Manager
Mob: 07813 327966
Phone: 01327 315443
E-mail: justin@dhpublishing.co.uk

TotalCarp

As I pen this introduction to our rate card, the TC team and I have just finished our 15th anniversary issue and I am drawn to reflect on how the magazine itself, media delivery and, indeed, the carp fishing industry have evolved almost beyond recognition.

Dozens of new companies that didn't even exist back then are producing fishing tackle that itself continues to evolve and improve. Who'd have thought 15 years ago that you'd be able to buy a very good quality carbon fishing rod for £60, for example? How times have indeed changed.

Today, albeit a different product with a varying audience, we continue to produce the UK's biggest-selling carp fishing monthly and, importantly for you reading this, strive to help you, our customers, benefit from being a part of it.

However, it's no longer just about the magazine; it's about a community and through the various platforms of social media, website, e-newsletters and our fast-growing app, we're delivering information, and your product, on a truly global scale.

There has never been a better time to be a part of the Total Carp story. I'm excited at what's to come over the next 12 months and beyond... and I hope all of you will be too.

Marc Coulson

Marc Coulson, Editor



ENGAGE & INFLUENCE 91,398* PEOPLE EVERY MONTH, AND GROWING

TOTAL CARP MAGAZINE NOW HAS A UNIQUE
MULTIMEDIA MIX AVAILABLE TO ADVERTISERS

*Based on a monthly average of 16,002 magazines sales,
plus 20,244 monthly unique visitors to website, 29,432 followers on social media,
more than 680 monthly app downloads and 24,718 e-mail database.

IPAD, IPHONE/ANDROID

- Sales of the digital version of Total Carp are increasing EVERY month
- 24,796 TC apps have been downloaded to date
- 680 app sales per month (average)

E-NEWSLETTER

- Every month 24,718 e-newsletters are sent to the Total Carp database
- Each newsletter will house just ONE advertiser

SOCIAL MEDIA

- Post to our 23,202 followers on Facebook

TOTAL CARP TV

Total Carp has its very own TV studios with the facility to produce everything from simple 60-second product reviews through to in-depth on-the-bank features.

ADVERTISING RATES MAGAZINE

		DISCOUNT RATES		
FULL COLOUR		20%	30%	40%
PAGE	£860	£689	£603	£517
1/2 PAGE	£530	£440	£385	£330
1/4 PAGE	£320	£260	£227	£195

Rates are applicable to both classified and display positions (minimum display size is ¼ page).

All prices exclude VAT.

INSERTS: Rates are available from Justin Fox



AERIAL FOOTAGE

Unforgettable aerial video for your fishery that reveals your waters and the surrounding area from a unique bird's-eye perspective. Using a state-of-the-art Phantom 2 Quadcopter carrying a compact GoPro camera, our expert pilot can shoot the footage from a variety of heights and angles to produce stunning, professionally edited videos of your fishery that really show it off to its maximum potential.

- Prices start from £300 depending on the complexity of the shoot required.



DHPTV ADVERTISING RATES

FILMING ON LOCATION

ONE DAY £1,500 + EXPENSES

SUBSEQUENT DAYS £1,000 + EXPENSES

60-SECOND REVIEWS – STUDIO BASED & NO EDIT

1 OFF £150

6 OFF £125 EACH

12 OR MORE £100 EACH

ONE-ON-ONE STUDIO REVIEW

WITH APPROPRIATE EDITOR

1 OFF £400

6 OFF £350 EACH

12 OR MORE £300 EACH

"We have utilised DHP TV for all of our DVD and web-clip work for the last couple of years. The results, in our opinion, have been excellent. Their technical know-how, speed of editing (correctly!) and DVD-reproduction timescales all make what can be a very testing operation appear relatively stress free!"
Joe Lowe, sales & marketing manager Maver (UK) Ltd

"The BVG-Airflo Group has been using DHP TV for more than two years. I am delighted with the quality of the product and have found their service and prices to be the best in the business. I look forward to continuing working with Dean Rothery and the team at DHP TV for many years to come. Many thanks!"
Rob Williams, managing director BVG-Airflo Group Ltd