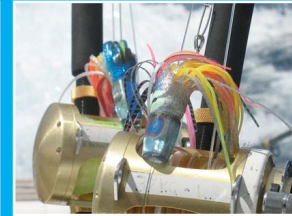




Primary  
Industries

# NSW RECREATIONAL **SALTWATER** AND **FRESHWATER** FISHING GUIDES 2012



## Overview...

### New South Wales Recreational Fishing Guides 2012 - Freshwater & Saltwater

Almost one million people fish annually in New South Wales waters and this is your best chance to get a share of over \$554 million they spend each year on fishing and related activities.

## A Unique and Powerful Marketing Tool...

NSW Recreational Fishing Guides are the principle tools for the communication of New South Wales fishing regulations and providing recreational fishers with essential information to help ensure their fishing experience is enjoyable while at the same time complying with NSW fishing regulations.

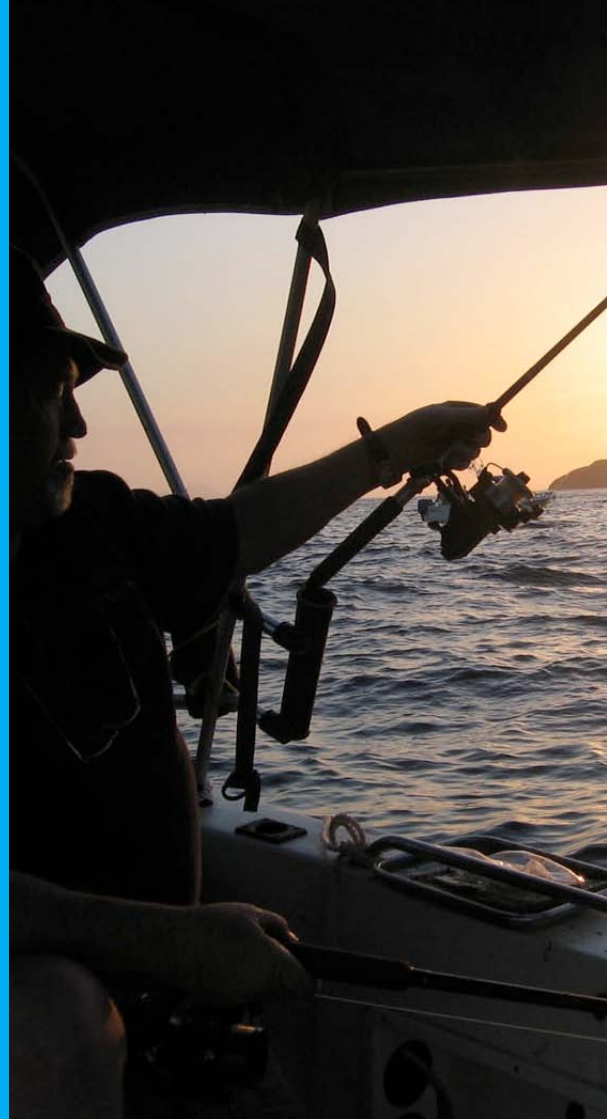
## Fishing Facts...

More than 998,500 people fish each year in New South Wales:

- 693,500 Male and 305,000 Female
- There are 5.98 million fishing days per annum in New South Wales
- Recreational fishers spend in excess of \$554 million per annum on fishing related products such as Boats, Tackle, Safety equipment, Insurance, Clothing, Tourism, Camping equipment, Accommodation etc.
- More than 17% of the population actively participate in fishing activities

The guides are constant companions and reference documents for all classes of fishers. They are exceptional and effective marketing tools for companies to present their products and services to a potential audience of almost ONE MILLION recreational fishers.

(Sources: National Recreational and Indigenous Fishing Survey 2003)



The guides will include information that will help maintain a sustainable recreational fishing economy in NSW:

- Bag and size limits for fin fish and invertebrates
- Gear and tackle regulations
- Fishing tips and bait recommendations
- Diving and spear fishing details
- Protected areas such as marine parks, aquatic reserves, intertidal protected areas and fishing havens
- Safe boating practice
- Best conservation of biodiversity practices

**CIRCULATION: 300,000**

**180,000 COPIES OF THE NSW SALTWATER FISHING GUIDE**

**120,000 COPIES OF THE NSW FRESHWATER FISHING GUIDE**

Distributed free of charge over the counter from 1,100 outlets throughout NSW and via Australia Post.

Outlets will include:

- Petrol stations
- Regional fisheries offices
- General stores
- Caravan parks
- Many Kmart stores
- Fishing gear and tackle retailers

\* NB This will also include many bait and tackle stores that take recreational fishing fee payments.

This exciting and practical A5 fishing guide is designed to fit neatly into gloveboxes and tackle boxes.



**NSW Recreational Freshwater and Saltwater Fishing Guides 2012**  
**BOOKING DEADLINE OCTOBER 7TH 2011**  
**MATERIAL DEADLINE OCTOBER 7TH 2011**  
**Distribution December 2011**

**New Artwork**

Typesetting, artwork and electronic files can be prepared by Black Hawk Publishing when required and will be charged to the advertiser at trade house rates (\$105 per hour).  
For more information and a guide to our charges call (03) 6295 1887

**Supplied Artwork**

Final artwork and advertising material is best supplied via email to: [art@blackhawkpublishing.com.au](mailto:art@blackhawkpublishing.com.au) as a Press Optimised PDF, or on CD/DVD to:  
PO Box 159, Cygnet, Tasmania 7112

High resolution, press optimised PDF's are preferred but InDesign, Illustrator and Photoshop (tiffs, eps, jpeg) files supplied with all supporting fonts and images where applicable.

EPS files with all fonts converted to outlines or embedded in the file will also be accepted.

Artwork (apart from text) supplied in any Microsoft software formats (Word, Powerpoint, Excel, Publisher) will **NOT** be accepted. If supplied in this format we require the high resolution images/logos at 300dpi in order for us to recreate the advertisement at additional cost.

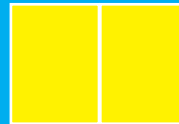
**Contact**

Black Hawk Publishing Pty Ltd  
PO Box 159, Cygnet, Tasmania 7112  
p: (03) 6295 1887  
e: [admin@blackhawkpublishing.com.au](mailto:admin@blackhawkpublishing.com.au)  
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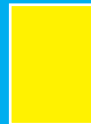
Black Hawk Publishing National Sales Office  
9A, 300 Gilles Street  
Adelaide SA 5000  
p: (08) 8223 2629  
p: (08) 8223 2612

A5 Publication - Trim Size 148mm x 210mm

**AD SIZES -**



Double Page Spread (bleed)\*  
302mm (w) x 216mm (d)  
\* 3mm bleed



Full Page (bleed)\*  
154mm (w) x 216mm (d)  
\* 3mm bleed



Half Page (vertical)  
70mm (w) x 190mm (d)



Half Page (horizontal)  
140mm (w) x 95mm (d)