THE DEFINITIVE TOURIST'S GUIDE TO FISHING AND ANGLING BREAKS IN SCOTLAND

How you can target this niche market to grow your business in 2020
**Fishing tourism delivers in excess of £130 million per year and forms a really important source of income for the Scottish tourist industry.**

**41% of all anglers take a fishing break at least once a year.**

**£500 is the average sum spent by an angler trying to catch a Scottish salmon.**

**There is more than £24 billion spent on fishing and sports fishing by fishermen from Europe.**

**£110 per day is spent by the average Scottish angler during each of his 17 annual days on fishing trips.**

**Scotland received the highest rating as an angling destination by participants in the TNS Activities Panel research.**
WHAT IS FISH IN SCOTLAND?

It is the only official publication that VisitScotland uses to promote fishing holidays in Scotland

25,000 copies used by anglers planning a break

20,000,000 visitors use www.visitscotland.com to plan their breaks

15 geographical regions covered in detail

LOW-COST SPECIAL SECTIONS to showcase small specialist businesses

SALMON TROUT COARSE FISHING SEA FISHING GRAYLING

FISHERIES GUIDES & GHILLIES TACKLE SHOPS
WHY GET INVOLVED?

Angling tourism can help generate business for you, whatever the size, nature and location of your business. Advertising in Fish in Scotland helps you target fishing tourists and boost your marketing potential.

HOW MUCH DOES IT COST?

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<th>General Space</th>
<th>Premium Positions</th>
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<td>Sixth page</td>
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Special Sections

- Set-template 1/8th page advert in dedicated Accommodation Section £225
- Set-template 1/6th page advert in dedicated Fisheries Section £295
- Set-template 1/6th page advert in dedicated Guides & Ghillies Section £295
- Set-template 1/6th page advert in dedicated Tackle Shops Section £295

All prices subject to VAT

HOW TO GET INVOLVED

Call us on 0141 353 2222 or email to fish@psp.uk.net or click HERE to complete the online booking form

Advertising space is very limited so please reply as soon as you can to guarantee your space. You will not be invoiced for payment until January 2020.