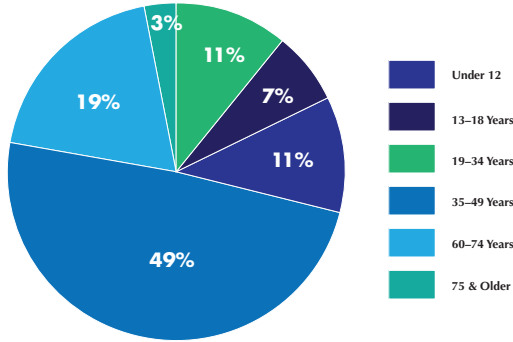


2008 FISHING COLLEGE

ATTENDEE INFORMATION

AVERAGE AGE GROUP



WHO ATTENDED?

Over 1,000 attended 2008 Fishing College

56%

Attended from Kankakee, Bradley and Bourbonnais area

41%

Attended from outlying area as far north as Crete, as far south as Buckley, as far west as Gardner, and as far east as Crown Point, IN

3%

From the Chicagoland Area

76% MALE

24% FEMALE

Fishing College Attendees are interested in:

- 41 % Fishing
- 22% Boating
- 21% Camping
- 13% Hunting
- 3% Other

ADVERTISING TO MAKE IT WORK

The Daily Journal is committed to bringing in traffic for Fishing College. So, we got the word out by advertising extensively in a variety of ways to attract the right crowd in large numbers.

PROMOTION

Reaching over 65,00 readers Daily and 78,000 readers on Sunday

72 Ads Published
in The Daily Journal

Between December 2007 and April 2008

Over 2000 col. in. promoting Fishing College,
a **\$54,000 value**

PLUS, the Fishing College special section, press releases and editorial coverage in The Daily Journal

Plus,
Radio Promotion on local stations

The Daily Journal created a new website
TDJFishingCollege.com

