

COMPLETE THE SURVEY FOR YOUR CHANCE TO WIN



FISHING WILD READER SURVEY

FISHING WILD has been designed as a coffee table style magazine consisting of adventure fishing travel. In the two years since its inception, Fishing Wild has quickly gained a reputation for producing the most stunning photography and in depth articles ever seen in an Australian or world-wide fishing publication.

FEEDBACK SO far has been extremely positive in all aspects although we are constantly trying to make our publication better and would like to learn more about you and what you want to read. We would appreciate your help by filling in the following survey. By doing so, you have the chance to win a 40L Engel Portable Fridge Freezer valued at \$1199 and Halco lure products valued at \$250.



WHAT IS your age?

- UNDER 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

WHAT IS your gender?

- MALE or FEMALE

WHAT IS your salary?

- UNDER \$50,000
- \$50,000-\$75,000
- \$76,000-\$100,000
- \$101,000-\$125,000
- \$126,000-\$150,000
- OVER \$150,000

WHAT IS your occupation?

- PROFESSIONAL
- MANAGER/ADMINISTRATOR

- TRADEPERSON
- CLERICAL, Sales, Service
- LABOURER
- PROPRIETOR
- OTHER, please specify

HOW DID you hear about Fishing Wild?

- NEWSAGENT
- INTERNET
- THROUGH a Friend
- OTHER, please specify

HAVE YOU ever visited the Fishing Wild Website?
If yes, would you like to recommend anything that would make the site more interesting or user friendly?

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IF YOU have not yet subscribed to Fishing Wild, is there a reason why?

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Please complete and send to PO Box 209 Kelmscott WA 6991 for your chance to Win



WHAT PROMPTED you to buy this issue?

- THE cover attracted me
- THE features attracted me
- THE photography attracted me
- THE columns attracted me
- A friend recommended it
- OTHER

DO THE feature articles in Fishing Wild suit what you are looking for? If not, please state why.

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WHAT REGULAR features would you like to appear in Fishing Wild?

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PLEASE RATE your interest in the following sections of Fishing Wild magazine: (Rate from 1 to 5)

- EDITORIAL
- TACKLE Innovations
- PHOTO Clinic
- TRAVEL Doc
- HORROR Travel Stories

DID ANYONE else read your copy of Fishing Wild? If so, how many people?

HOW OFTEN do you go fishing?

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DO YOU own a boat? If yes, go to next question. WHAT TYPE of boat do you own?

- OUTBOARD powered, less than 6 metres
- OUTBOARD powered, 6 - 8 metres.
- OUTBOARD powered, over 8 metres.
- STERNDRIVE, less than 8 metres
- STERNDRIVE, over 8 metres
- SHAFTDRIVE, less than 10 metres
- SHAFTDRIVE, OVER 10 metres

HOW OFTEN do you use your boat for fishing in a year?

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HOW MUCH money would you say you spend on fishing annually?

- LESS than \$1,000
- \$2000-\$4,000
- \$4000, \$6,000
- \$6,000-\$10,000
- OVER \$10,000

DO YOU ever compete in fishing tournaments? If yes, how often?.....

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WHAT IS your favourite fishing travel destination?.

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DO YOU go on fishing trips interstate or internationally? If so, please state where & how often?.....

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ANY OTHER comments?

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WOULD YOU like to subscribe to Fishing Wild? If yes, please fill in the details below. If no, please tick the 'No' box. NO

Please provide us with your details below so that you can be entered into the draw to win an Engel Fridge Freezer or Halco lure package.

NAME:

ADDRESS:

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SUBURB:.....

POSTCODE:.....STATE:.....

CONTACT #:.....

EMAIL:

THE INFORMATION that you have provided us will only be used by Fishing Wild for research purposes and is strictly confidential.