

Subject: : Print, Video, Audio Discussions

Topic: : Fly Fisherman

Re: Fly Fisherman

Author: : DGC

Date: : 2010/2/3 11:56:25

URL:

Regular guys blogging or posting in forums such as this provide information that is more relevant, timely, nearly as polished, sometimes more polished, and honest (as in not beholden to advertisers) than most of what the magazines put out. And, magazines are irksome in that they always seem to throw the free lance jobs to the same people who rehash what everybody already knows. And by default magazines are stale, since a magazine needs 6 months or so lead time for publication.

No contest really, especially in a dynamic sport like fishing.

I am more concerned about the insufficient monetizing for the online content than I am about the magazines. Maybe after a couple of big magazines go under there will be more ad dollars to go around.