

fax cover • fax cover



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<http://www.readfish.com>


From: David Hamilton, publisher
RE: info request


Thank you for considering us. We've been around now for four years, and 2005 promises to be our best year ever. Did you know that volunteers help write and distribute fish throughout the region to more than 550 spots? Join fish and you align yourselves with a neat, grassroots effort here in an ongoing way. You, in turn, will help us reach communication goals that are really in your interest as well. When you commit to our 2005 program, a quarter-page display is \$98 each and an eighth is \$58. We have the rates below. Call if you have any questions.


David, 355-3044


698-4302 • (fax) 698-5401 • P.O. Box 80216 • Chattanooga • 43411 • events@readfish.com


“Healthy diversions for growing Christians.”


 **JOIN US!** Your message reaches a specific group of people — the Christian community. You communicate directly with an unique market here, a very intelligent and sincere part of the greater Chattanooga area.


 **JOIN US!** Your message receives repeated exposure — and from more than one person. **fish** is not meant to be read and tossed. We look ahead at activities, events and programs that readers visit repeatedly to plan for weeks ahead.


 **JOIN US!** You get results because your results are important to us. We want a relationship first, not a signature. We want your messages to be effective, and we'll develop a program that appeals to you and our readers.

 **JOIN US!** Your messages stand out. Our small, easy to handle magazine doesn't allow copy and advertising to get in your way. When readers turn to your page, they *see* you.

 **JOIN US!** We enhance your image. By supporting **fish**, you show you care about a vital community effort. Helping **fish** promote “healthy diversions for growing Christians” is a worthwhile objective that people notice.

 **JOIN US!** You spend a little for a lot. We print 10,000 magazines each month and do everything we can to move as many as possible into the hands of local families through 430 locations.

 **JOIN US!** You are part of something new sweeping your community. This small, attractive magazine is catching the eye of area residents. They notice us;. They'll notice you. That keeps your image fresh and contemporary.

 **JOIN US!** Your messages are easily accessible. We're free — and always will be. **fish** formed to fill a void in Chattanooga. We wanted to create a special communication forum for Christians — easily accessible in print or cyberspace.

What is **fish** all about?

The purpose: The overriding goal for **fish** is to expand communication within the Christian community by providing an entertainment magazine offered free to any group wishing to distribute it to the public. No single publication offers one place for area Christians of all denominations to seek events, activities and programs that are likely to appeal to their particular need for wholesome entertainment and diversion. Churches, auditoriums, civic organizations and other groups now have a forum that allows them to communicate with regional Christians about their plans. How often has your church offered a program that would have appealed to other churches and denominations had they known? And businesses in the Tennessee Valley have a place to reach out to this particular segment of the community.

The tool: We believe this enhanced communication leads to a variety of opportunities. **fish** is an *alternative marketing tool* for area businesses seeking a different audience. **fish** is an *outreach tool*, an example to non-Christians of how our lifestyle is a vibrant, rewarding, fun way to live — pass our magazine to a friend. **fish** is a *source of ideas*. Discover what other churches and groups in town are doing to support membership or teach the community about Jesus. **fish** is a *resource*, helping to point small churches to programs at larger ones that can assist them as they grow, helping point Christians to activities that can rejuvenate their spiritual engines and helping families find wholesome events. We are quick to point out, however, that **fish** was *not* developed to unite denominations or protect boundaries. Simple communication is our ministry.

The name: It's an unusual title for a magazine, but appropriate. What better contemporary symbol is there to help define the contemporary Christian culture than a fish? Jesus' fish swim across the bumpers of thousands of cars in Chattanooga and around the region. Christ taught man to become fishers of men, a fundamental tenet of Christianity. And, like the five loaves and two fishes, we pray this magazine grows beyond the hopes, dreams and prayers of its organizers, readers and advertisers.

The content: Regional groups of all sorts provide numerous events and activities that appeal to families here, such as organized nature hikes, arts and craft festivals, handbell performances, symphony orchestras, gospel programs, revivals, youth camps and much more. So while the entertainment in this magazine is targeted to the Christian community, it is not all necessarily religious in nature. Churches wanting to invite more than its own members to particular programs must regularly send us announcements for our calendar department. Readers who want information about upcoming events must write **fish** to ask our writers to feature their ideas. Each month, **fish** will deliver free copies to area businesses, churches and other groups wanting to distribute the magazine. And, each month, **fish** makes the magazine available online.

The staff: Our staff represents volunteer editors, writers and distributors from around the region. David Hamilton, publisher, began developing **fish** with friends after working for the past 12 years in the newspaper industry. Most recently, he was the assistant managing editor of a small daily community newspaper in Dalton. He graduated from the University of Tennessee at Chattanooga (UTC) in 1993 with a double major in journalism and English and has won numerous newswriting and design awards from the Georgia Association Press, the Georgia Associated Press Association and other groups.

The Credit: We thank God for opening dozens of doors for **fish**. Without His support, we could not exist.

"Him that cometh to me, I will in no wise cast out." — John 6:37

Include us your programs, activities & events



**Place us on
your mailing &
fax list today.**

Chattanooga's only Christian entertainment magazine
— a new magazine for a new millenium

What is fish? A monthly magazine distributed free to churches, area bookstores and businesses, offering a variety of entertainment appreciated by Christian families in Southeast Tennessee and Northwest Georgia. The entire magazine is placed online each month for easy access and greater exposure. Wow!

What kinds of activities? From organized hikes at the Chattanooga Nature Center and top Christian vocalists at Memorial Auditorium to handbell choir performances, chorales and theatrical shows in area churches, schools and colleges, **fish** will feature all activities open to the public of interest to families seeking healthy, wholesome experiences.

What's the charge? Free! Mail, fax or e-mail your announcements to **fish** & we'll place your activities in our calendars or as a separate article. If we really like the idea, we might use it as one of our cover stories. Our editorial focus on upcoming programs only is why we are here in the first place.

What's the deadline? Early, including photos (color or black and white). Information for each issue needs to be collected two weeks before the first of the month.

Do you accept advertising? Yes! It's the only way **fish** survives. Our rates are very competitive and you'll be reaching more than 10,000 people each month, not including visitors to our Web site. Our role to market local businesses and ministries helps support our editorial communication role.

Want fish? If interested in free copies for distribution among clients, customers or members, call or write and tell us how many and where to take the magazine. We'll be there as soon as possible!

How do I make contact? Call at (423) 698-4302. Fax us at (423) 698-5401. E-mail us at events@readfish.com. Or write us at P.O. Box 80216, Chattanooga, TN, 37411. Leave a message & we'll call ASAP.

Check us out on the Web at www.readfish.com

exhibits • reviews • articles • calendars • columns • interviews • concerts • activities

Article in Times-Free Press

fish reels in readers

Publication for Christian entertainment scene

BY CLINT COOPER
Staff Writer

Why is it, David Hamilton wondered, that Christians have the greatest news in the world to tell but are among the worst at doing it?

The thought nagged and tugged at him so much that he finally decided to do something about it.

The result — fish — is a first for Chattanooga, perhaps for the country. It is a free, monthly Christian entertainment magazine that includes interviews, columns and reviews and lists of a wide range of activities available in the Chattanooga, Cleveland and North Georgia areas.

The name is taken from Christ's command to his disciples to become "fishers of men."

Mr. Hamilton, a former staff writer for the Chattanooga Times and assistant managing editor of the Dalton Citizen-News, said the idea for the magazine grew out of a conversation with his wife in which they discussed how many worthwhile activities there were for Christians but how few were widely publicized. After further consultation with his wife, coworkers, friends and family this past spring, he decided to quit his job and take a giant step into the publishing business with the inaugural April-May issue.

"When we step out in faith, God opens doors," Mr. Hamilton said. "When we step out first, representing his trust, he makes a way."

Mr. Hamilton had little more than a concept available when he began soliciting advertising for the first issue.

"I've been so amazed," he said. "But I had to ask myself, 'Why are you surprised?' When you step out, God does plant something under your feet."

Mere weeks into the project, Covenant College signed a 12-month contract for a color ad before ever seeing a prototype, unsolicited checks came in, radio station J103 offered a significant trade-off and Mr. Hamilton's friends and family pledged unexpected support.



"Since then," he said, "little things have kept happening. It's been little steps that God has been putting out."

Mr. Hamilton admitted it hasn't been easy, but he said the magazine has made steady progress. Advertising has increased, the distribution sites have risen and some months the magazine has broken even — something the publisher didn't expect for the first 12 months. The next issue, further, is expected to be the first to make a profit.

"I believe that as the business community gets to know us, advertisers will support us as part of their marketing plan," he said.

Mr. Hamilton currently does all of the ad sales, design and delivery himself, and he writes at least one of the articles and takes the accompanying photographs. His wife, friends and former coworkers help in one way or another, and the Internet is a huge resource for both retrieval of graphics and for communications, he said.

"I didn't realize how much work it would be," he said, "and I recognize it can't run my life, but the time has been worth it."

Readers also say the magazine is worth it.

"I like it," said Sara Warner, a member and volunteer at St. Peter's Episcopal Church. "It's especially a great resource with its calendar. So often the stuff you see in the news is not always good, but this is upbeat and positive."

Gaye Slaten, director of admissions at Brainerd Baptist School, said she was glad for the school to be a distribution point for fish.

"We checked it out," she said, "and one of reasons we are

happy about it is it supports family values. We think it's a quality paper, and we're happy to support that."

Mr. Hamilton didn't want the magazine to cover the Christian waterfront, but he did want it to attract a cross-section of readers and he did want it to reflect the passion he feels for his faith.

"The Christian lifestyle is a vibrant, exciting, rewarding way to live," he said, "but I don't want to try to push theology, and I'm not trying to convert anybody. I wanted it to show the cool things there are to do, and I wanted it to be a tool to help (those living the lifestyle) to blossom."

The magazine, which includes four color pages in its 24-page format, is written to cover two months' worth of news. Not only are events of the recent past reviewed and upcoming events highlighted, but activities for the next month are covered.

"It gives you the feeling it's still fresh no matter what time of month you read it," Mr. Hamilton said.

The magazine, available on the web <http://www.readfish.com>, also includes articles on attractions such as the Tennessee Valley Railroad Museum, the Vaudeville Cafe and the Creative Discovery Museum — attractions that might appeal to Christian families.

Mr. Hamilton said he hopes the current all-volunteer publication is just a beginning. He'd eventually like to run it out of an office, pay his writers, hire people responsible for circulation and replicate the success in other cities.

"It's been a string of miracles," he said. "It's been exciting and wonderful, but we could not be here without the doors God has opened and the people who have contributed time and money to support us."

And while the magazine is intentionally not preachy or dogmatic, Mr. Hamilton said it does have an underlying mission.

"The Christian lifestyle is a daily experience," he said. "It can't be just a once-a-week visit to a church."



Advertising Agreement

A Christian entertainment magazine for greater Chattanooga

This agreement is for _____ ad(s) to run in **fish**, Chattanooga's monthly Christian entertainment magazine, during _____ issues at the _____ rate. This agreement begins with the _____ issue and ends with the _____ issue. Ad sizes include _____.

Firm's authorized signature: _____ X _____

Print name here: _____ Date: _____

Billing address: _____

Accepted for **fish**: Advertising consultant: _____ Date: _____

Approved by publisher: _____ Date: _____

Notes: _____

ADVERTISING RATES & INFORMATION (ALL PRICES PER AD)

ad size	(w x h)	one run	three runs	six runs	Eleven runs*
outside back page	(10.25" x 12.75)	\$445.00	\$425.00	\$405.00	\$385.00
page 3 (full page)	(10.25" x 12.75)	\$405.00	\$385.00	\$365.00	\$345.00
full page (others)	(10.25" x 12.75)	\$345.00	\$325.00	\$307.00	\$290.00
3/4 page	(7.6" x 12.75)	\$275.00	\$260.00	\$245.00	\$235.00
half page	(6.5" x 10.25")	\$203.00	\$193.00	\$183.00	\$173.00
quarter page	(5" x 6.5")	\$115.00	\$110.00	\$103.00	\$98.00
eighth page	(5" x 3.25")	\$69.00	\$66.00	\$62.00	\$58.00
1/16th page (prepaid)	(1 col. x 3.25")	n/a	\$40 (\$120)	\$35 (\$210)	\$30 (\$360)
service directory	(1 col. x 2")	n/a	n/a	\$25 (\$150)	\$20 (\$240)

Each price above **per ad**. A 25 percent fee is assessed per color ad. Add 10% to page 3 displays.

*Sign up for 12 runs above a quarter, and fish writes an "advertiser profile" on your organization to thank you for your long-term support.

"Healthy diversions for growing Christians."

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