



TIGHTLINE



A SOUTHERN FISHING NEWS PUBLICATION

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Why Newsletters Still Matter — And Why They Work

A recent marketing poll says it loud and clear: “63% of marketers say newsletters are back in a big way.”

And in the fishing industry—where anglers crave information, updates, and trusted voices—newsletters are more valuable than ever.

Digital production has changed the game. E-newsletters are fast, affordable, and incredibly effective, giving manufacturers a direct line to the anglers who buy rods, reels, boats, electronics, lures, and accessories. In a digital format, design and content become your competitive edge. Strong visuals, clean layout, and relevant information keep anglers engaged. And unlike print, digital newsletters have no limits on color, length, or frequency.

Whether your goal is to reach consumers, dealers, or industry partners, the right newsletter strategy can move your brand forward.

Three Principles for a High-Impact Fishing-Industry Newsletter

- Design that hooks attention. A sharp, professional layout draws anglers in—just like good packaging on a lure wall.
- Content that earns trust. Anglers reward brands that teach, inform, and help them fish better.
- Keep the sales pitch subtle. One soft plug is fine, but anglers tune out when a newsletter feels like a catalog.



Why Manufacturers Benefit From a Newsletter Strategy

- It sells by serving. Anglers respond to brands that provide value—tips, insights, product education, and on-the-water knowledge.
- It strengthens market position. A polished newsletter elevates your brand above competitors who rely only on ads

or social posts.

- It builds authority. Consistent, helpful content positions your company as an expert in its category—whether that’s electronics, tackle, boats, or gear.

CONTINUED ON NEXT PAGE

Out of my mind. Back in five minutes.



- It's a powerful soft-sell tool. Unlike brochures or direct mail, newsletters build trust first, then guide anglers toward your products.
- It deepens relationships. A newsletter creates ongoing interaction, making future product launches and promotions more effective.
- Internal versions work too. Manufacturers can use newsletters to keep pro-staff, dealers, and employees aligned and informed.

Why Southern Fishing News Is the Right Publishing Partner

Southern Fishing News brings over fifty years of experience producing newsletters, newspapers, magazines, and digital publications.

We understand anglers.
We understand manufacturers.
And we know how to connect the two.

Boating Fatalities

In FY 2018, there were 593 recreational boating deaths, contributing to a three-year average of 633.

Though the target was not met, the average improved 5.2% from FY 2018 to FY 2019.



Factors related to recreational boating deaths, identified **alcohol use and lifejacket wear** as key contributors.

The Coast Guard will continue campaigns to combat boating while intoxicated, but unless states mandate lifejackets be worn for all vessel operators, the Coast Guard does not expect recreational boating deaths will decrease significantly.

(Source U.S. Coast Guard and Updated on February)

Looking back

Bass lures have come a long way from the hand-carved wooden plugs of the late 1800s. Early garage-born creations from makers like Heddon and Creek Chub laid the foundation for modern lure design, but the real revolution came after World War II with the rise of plastic.

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Our Latest Audience Audit

Our latest audience audit — 765,887 verified anglers as of January 31, 2026—shows exactly why brands partner with Southern Fishing News when they want real reach, real engagement, and real buyers.

This isn't a projection or a guess. It's a hard count pulled from:

- **Every social network page we operate**
- **Multiple high traffic fishing groups where our posts appear**
- **Website traffic and impressions tracked through Google Analytics Search Console**
- **Anglers on our Email News list who Receive post previews directly**

For more information on how to get access to our audience just drop a line to publisher@southernfishingnews.com.

Outboard motors: A look back

We have come a long way with outboard motors from the 18 HP, 1928 Elto-Quad to the 350 HP Mercury. Motors of yesteryear looked, well, odd for the most part. But, you have to start somewhere.



1928 Elto-Quad

The 1928 Elto Quad was the first production four-cylinder outboard. Displacement was just under 40 cubic inches and horsepower was rated at 18. The ignition was powered by a six-volt battery and was claimed it would start "with just a quarter turn of the fly wheel." As with most battery ignition Eltos, the Quad could be started backwards, either intentionally (for docking) or accidentally.

WE ARE NOT JUST FISHING, WE ARE CONNECTING WITH A HUGE ANGLER AUDIENCE.