



## Internationales Magazin

Fliegenfischen | Fliegenbinden | Fliegenwerfen

TBDS.INFO  
Sonnholm 8  
D-24977 Westerholz

Germany

e-mail:  
[info@themagicofflyfishing.com](mailto:info@themagicofflyfishing.com)

website:  
[www.themagicofflyfishing.com](http://www.themagicofflyfishing.com)

Westerholz, den 11.Feb. 2012

### **Press release**

On February 15<sup>th</sup> 2012, the first issue of the new fly-fishing magazine „The Magic of Fly Fishing“ - international – will be released.

The magazine is based on a completely new and innovative concept.  
The fly tying instructions are of high quality and easy to understand.

The magazine's format will be standard paper size landscape format, which makes it easier to work with the tying and casting instructions.

Layout and accomplishment of „The Magic of Fly Fishing“ will be clearly arranged.  
The work on a bilingualism of English and German is in progress, but unfortunately not completely finished yet.

Along with articles about fly-fishing and fishing trip reports, needless to say, fly tying and fly casting will be of the main topics. Also, the photo quality will be of high standard.

Due to the international concept, the magazine can be spread beyond Germany's borders. This makes us hope to reach potential readers and advertisers also abroad.  
A well-dosed mixture of news, expedition reports, events and tips & tricks will bring „The Magic of Fly Fishing“ down to a round figure.

The magazine mainly will be published as a free online download. This assures an ideal placement in the www. It will be usable in a completely interactive way.

There will be four issues published a year. In addition to that, it is prearranged to publish a high quality printout of all four issues in December.

We hope to be able to make „The Magic of Fly Fishing“ fill the gap that occurred on the market when „Fly & Tie“ stopped being published.

Best regards

Thomas Biel  
(publisher/executive editor)  
Germany – 24977 Westerholz, 11.02.2012