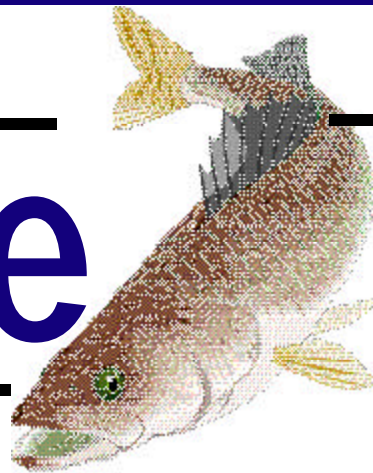


Lake Erie

Walleye



Summer 2002
Vol. 8 No. 2

www.walleye.com

The Complete Fishing Scene on Lake Erie

Summer 2002

- The 2002 Walleye Report
- Spinner/Crawler Magic on Lake Erie
- Summer Steelhead on Lake Erie
- Open Water 'Erie Walleyes
- Walleye Night Moves
- Wide Open Walleyes
- Hot Summer Walleyes
- Lake Erie Small Planer Board Basics
- The Eastern Lake Erie Report



Plus

*Walleye News & Fact File
2002 Walleye Tournaments
Charter Fishing Information*

NEW WITH THIS ISSUE!

Dockage For Lake Erie Fishermen
Lodging for Lake Erie Fishermen

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On the Cover

Meaghan Johnson, daughter of Charter Captain Ron Johnson poses with a trophy eye taken while trolling Erie's Central Basin. Big fish, both walleye and steelhead are the ticket during the hot summer months (see page 16)

This summer's issue marks the eighth anniversary of Lake Erie Walleye Magazine. For those of you that recall the very first issue published in the summer of 1995, the magazine has progressed and evolved (hopefully, for the good) over the years. Our readership renewal rate of over 45% is one of the highest in the printing industry. We continue to receive emails and phone messages from folks that are just now finding out about the magazine and wondering why they haven't seen it in the past. Lake Erie Walleye Magazine over the past several years has been a 'best kept' secret among many fishermen.

Well, that's about to change. Beginning with this issue, we've decided to 'flood' the Lake Erie region with over 20,000 copies of the magazine. The magazine will be distributed (FOR FREE) to several hundred outlets (Marinas, Bait & Tackle and Sporting Goods Stores, Lake-side gas stations, mini-marts, etc). Charter Captains will also be distributing the magazine to their customers, all for FREE.

Why are we doing this? Simply, we would like to give more fishermen the opportunity to read and enjoy Lake Erie Walleye Magazine. We will continue to offer subscriptions for those wanting the convenience of having the magazine personally delivered (courtesy of the US Postal Service) to their homes and places of business and for those who want to continue enjoying reading the current and past issues via the special "ONLINE EDITION", available only for paid subscribers at www.walleye.com.

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Lake Erie Walleye

Rick Kubb, Editor/Publisher

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