



FOR IMMEDIATE RELEASE

**Time Well Spent Group announces editorial transition
at *Trout & Salmon* magazine**

Pete Tyjas of *Fly Culture* to succeed Andrew Flitcroft as editor

Time Well Spent Group has announced a significant editorial transition at *Trout & Salmon*, the UK's leading game fishing magazine. After 33 years of distinguished service, editor Andrew Flitcroft will be stepping down from his role and will be succeeded by Pete Tyjas of *Fly Culture*.

Andrew has been an integral part of *Trout & Salmon* for over three decades, guiding the magazine through numerous industry changes whilst maintaining its reputation as the authoritative voice for game anglers across the UK and beyond. His dedication to the sport and commitment to editorial excellence have left an indelible mark on the publication and the angling community. Andrew will be taking up a new role with Loop Tackle.

Pete Tyjas brings a wealth of experience and a fresh perspective to the role. As a respected figure in the fly fishing world and founder of quarterly magazine *Fly Culture*, Pete has demonstrated a deep understanding of modern angling and a passion for connecting with readers across all platforms. *Fly Culture* will be ceasing publication, and existing subscribers will be refunded and offered an exclusive discount on a *Trout & Salmon* subscription.

The transition comes during a landmark year for the magazine, which is celebrating its 70th anniversary in 2025 - a testament to its enduring appeal and relevance to game fishing enthusiasts. Pete is committed to preserving and building upon everything that has made *Trout & Salmon* successful – the authoritative content, expert insights, and trusted relationships with both readers and advertisers that are the foundation of the magazine. While respecting this heritage, he will also bring fresh perspectives and innovative ideas to ensure the magazine continues to evolve and inspire anglers for the next 70 years.

Andrew Flitcroft commented: "What can I say – there are no words to describe how I feel about leaving T&S. It has, and always will be, in my blood. When I was a boy at school I was asked what I wanted to be when I grew up. I said, 'want to be a professional fisherman.' I didn't even know if such a thing existed. I feel like the luckiest man alive to have not only made a career from fishing, but also to have been trusted with looking after such an esteemed brand as *Trout & Salmon*. I hope that the editors before me would have approved of its passage over the past 20 years of my editorship and that I have carried on their legacy justly – they were big shoes to fill, and it has been an immense privilege to grow into them. It is now time to move on



and let someone with equal passion take T&S on its next journey. I wish Pete the very best of luck and look forward to my each issue dropping through the letterbox."

Pete added: "I am incredibly excited to be joining Trout & Salmon, a magazine that has been an integral part of fly fishing for 70 years. There is a rich history I am looking forward to being part of while working hard to put my mark on in the future. Thank you to Andrew Flitcroft for the leading the way over the last 33 years and to Simon and Selena Barr for choosing me for my dream job."

Simon K. Barr, CEO of Time Well Spent Group, commented: "We sincerely thank Andrew for his exceptional service and dedication over three decades. He will be greatly missed, not only by the team but by readers. We wish him all the very best for the future. At the same time, we are genuinely excited to welcome Pete into the role. His expertise and innovative approach will help ensure that *Trout & Salmon* continues to thrive and inspire anglers for many years to come."

About Time Well Spent Group

Time Well Spent Group is a leading UK media company specialising in specialist interest publications. The group is committed to delivering high-quality content that inspires and informs passionate communities across a range of pursuits.

About *Trout & Salmon*

Established in 1955, *Trout & Salmon* is the UK's premier game fishing magazine, delivering expert advice, compelling features, and the latest news to fly fishers and game anglers nationwide.

For media enquiries, please contact:

Selena Barr
Time Well Spent Group
selena@twsgroup.com
07970521956

END