

# ANGLERS REEL REVIEWS

WHAT IT CAN DO FOR YOU

## What is it?

The Anglers' Reel Reviews is reader-testing program that creates word-of-mouth exposure and positive brand awareness by pairing your products with members of our target audience. Results of the test are featured in the Anglers' Reel Reviews section in print and online.

## How Does it Work?

Participation in the Anglers' Reel Reviews is complementary to our advertising partners who run a 1/2-page ad or larger in Bassin' or Crappie World. Ten readers who have agreed to the terms and conditions of the program will be selected to test and become a spokesperson for your product. We call them Product Advocates because if they like your products, they will spread the word to their friends and family! You simply mail your products directly to your Product Advocates (we'll supply the address information), we collect the valuable survey information and constructive feedback from them...it's that easy!

## Why Should I Participate?

The Anglers' Reel Reviews are not written by pros, writers or editors, but rather dedicated readers who are passionate about fishing and want to contribute to the sport they love. Your products' credibility will be strengthened because our audience knows that they're getting truthful, honest opinions.

Additionally, turning our readers into your Product Advocates will generate buzz about you and your products. We all know how fishermen like to talk, especially if they receive a free product they love! Your new Product Advocates will be able to spread credible information to fellow anglers who will in turn become new Product Advocates, passing the information to the next person. This is basic word-of-mouth advertising, but we make it more powerful by placing your products into the hands of the most enthusiastic anglers.

## Where Do I Get Featured?

Advertisers participating in the Anglers' Reel Reviews program will be featured in three places:

- 1) Print** - Reviews of the product with image and contact information will be featured in Bassin'. You can run your results in conjunction with either a 1/2-page or full-page ad maximizing your exposure within the same issue of Bassin', or in a subsequent issue spreading your coverage over multiple issues.
- 2) Online** - Each product review with image and contact information can be viewed on our website in the Anglers' Reel Reviews section, giving you additional exposure to anglers looking for product information online.
- 3) On the Water** - Your Product Advocates will discuss your product with fellow anglers at their favorite fishing hole, enabling information about your product to spread from one person to the next and the next...you get the idea!