

# Media Kit 2008



# TackleTour

The Anglers Source for Tackle Reviews, News

[www.tackletour.com](http://www.tackletour.com)

***“I like to fish because it is totally relaxing. I love the water. I can concentrate and forget all my worries. I count my blessings while fishing.” – George Bush Sr., President***

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## Media Kit

### Company Profile

*The Angler's source for tackle news and reviews*

#### Introduction

TackleTour was founded in 2001 and has grown to serve millions of readers. The mission of TackleTour is to provide the angling community with timely in-depth tackle news and reviews.

By obtaining the most accurate information direct from the top tackle manufacturers and conducting in-depth field testing the editorial team at delivers unbiased and comprehensive tackle reviews.

Since introduction TackleTour has received numerous online and print awards for journalistic excellence, and has been featured on the pages of the Tier one tackle manufacturers, as well as top print publications.

Today TackleTour is the number one tackle review site in the world and is the top listed site on the majority of all search engines. Search for "tackle reviews" on Google, Yahoo, and MSN...and TackleTour is often the top pick.

With over a two million impressions per month TackleTour puts you front and center in front of core tackle consumers. Manufacturers and e-tailors successfully used TackleTour to launch new products, fuel branding campaigns, and drive sales direct to buy pages. Advertising on TackleTour is designed to fit your needs.

#### Who we are

Originally launched as a message board and online newsletter in Jan 2001 by Alex Mei and Jack Ip, TackleTour is committed to delivering the latest up to date tackle news and reviews.

TackleTour readers have come to rely on the detailed reviews to help them make their tackle buying decisions. In addition with the growing e-tailor acceptance among anglers TackleTour helps point readers to good tackle buying opportunities on the web.

TackleTour remains a privately held publication based in California, USA. While the majority of TackleTour readers are based in the continental US, the site enjoys readership from over 45 countries including Canada, Australia, UK, and South America.

#### Editor Profiles

TackleTour founder, Alex (Zander) Mei provides the editorial direction on TackleTour and is committed to delivering an independent view of tackle for anglers of all types.

TackleTour co-founder, Jack (JIP) Ip serves as the site's Senior Editor and brings years of angling, photographic, and engineering experience to help make TackleTour a true resource for anglers.

**Millions of page views monthly**

**TackleTour readers are among the most sophisticated and active tackle buying clients**

**Readers look to TackleTour's in-depth tackle reviews before making purchases**

TackleTour pro staffer, Mark (EZBass) Lassagne is a professional bass angler and a consistent money winner on the western Bassmaster and EverStart tournament trails. He draws upon his extensive experience as a professional angler to offer a unique and in depth view on the latest bass tackle.

TackleTour Enthusiast Editor, Dennis (Cal) Shew is an expert on collectible and hard to find import tackle.



## Media Kit

### Audience Profile

*Educated and sophisticated readership base is ready to buy*

#### Targeted Readership

TackleTour caters to the “online” angler. This tech savvy group of anglers is ever expanding and is defining the market. As growth in catalog and e-tailor sales continues so does the ever growing readership of TackleTour.

Currently there are 44.3 million anglers in the United States. It is a fact that more Americans fish than play golf and tennis combined. These consumers represent \$41.5 billion in annual retail and e-tail sales. The question is how do you tap into this vast consumer base?

In 2000 TackleTour’s founders realize that the “online” angler represent the most sophisticated tackle consumer, with interest to learn about the latest tackle offerings online, and with the disposable income to spend on newest tackle offerings.

TackleTour is divided into two key sections. Each of these two sections represents a unique targeted opportunity for manufacturers and e-tailors to reach TackleTour readers. These sections include:

1. Tackle Reviews (Editorial main site)
2. TackleTour Forum (T3) Community

#### Who visits TackleTour

- 92% are Male
- 90% are between the ages of 18 and 55
- 82% of TackleTour’s readers visits the site more than one time a week

***82% of TackleTour’s readers visit the site multiple times during the week***

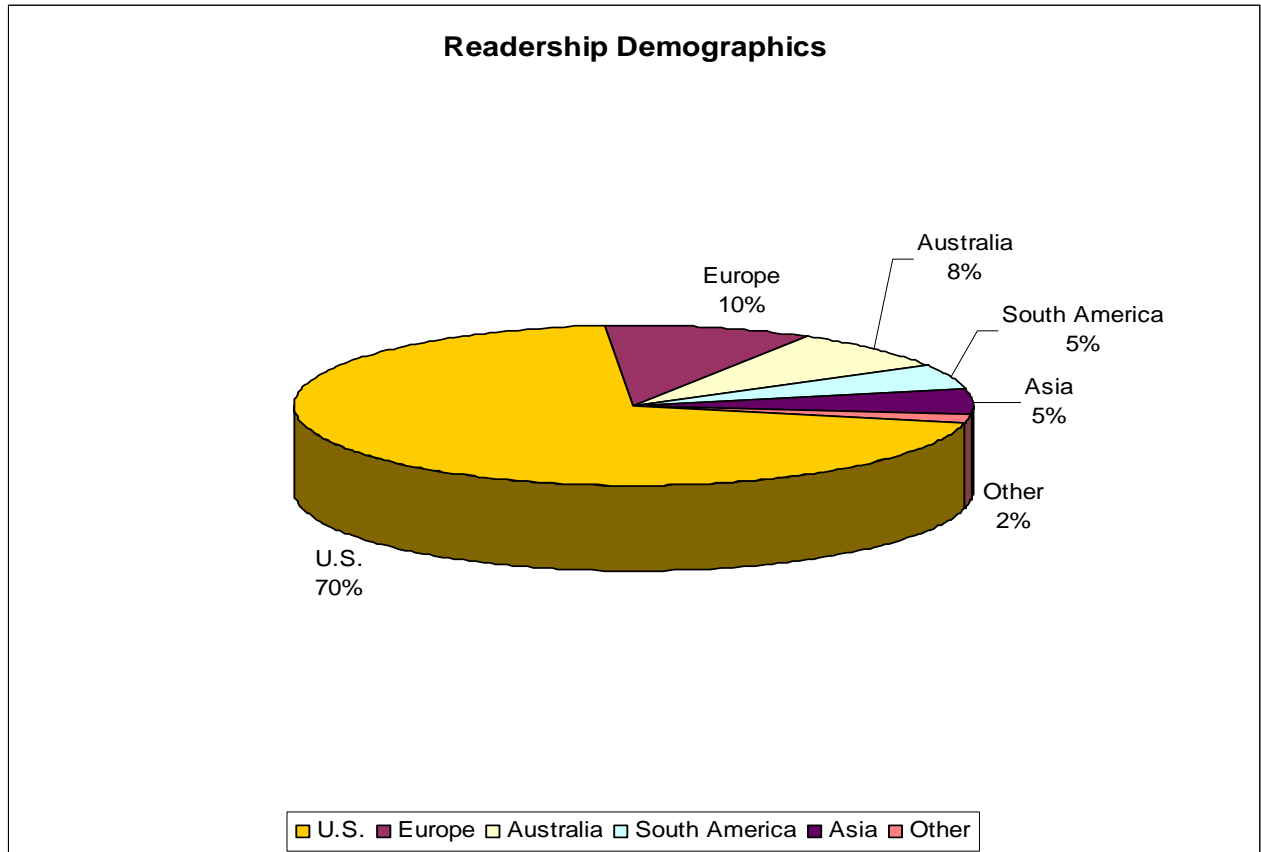
***The online angling community continues to grow every quarter, with more and more revenue being generated on e-tailor sites***



## Media Kit

### Site Demographics

*International readership with core U.S. following*



### Branding Opportunities

TackleTour has a strong reach with readers in many international countries. The core audience of TackleTour remains the United States, with over 70% of the daily site traffic coming from American anglers.

For this reason both US and International Manufacturers have found TackleTour to be an excellent branding platform in which to educate consumers about new product and service offerings.

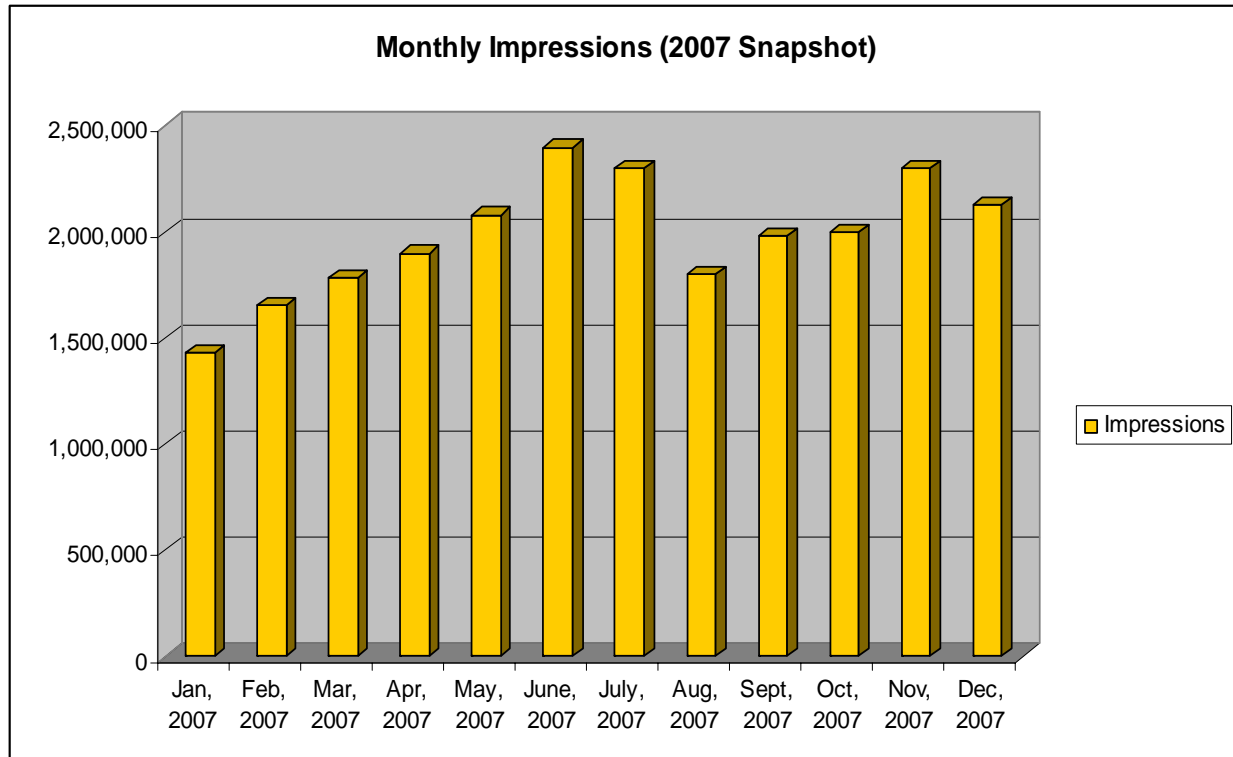
***TackleTour has a international readership with a very strong core audience in the United States***



## Media Kit

### Site Traffic

*Site traffic moving up and beyond 2 million page views per month*



#### A history of growth

TackleTour has grown tremendously over the last six years. Listed in the top 10 most-hit sites on numerous top-site rankings, TackleTour continues to grow in readership with each quarter. TackleTour articles are often referenced in the top search engines, and anglers searching for tackle and tackle reviews will often find TackleTour listed as a primary link on the first page of search results.

As more and more anglers turn to the internet for the most up to date information TackleTour is able to effectively reach these consumers.

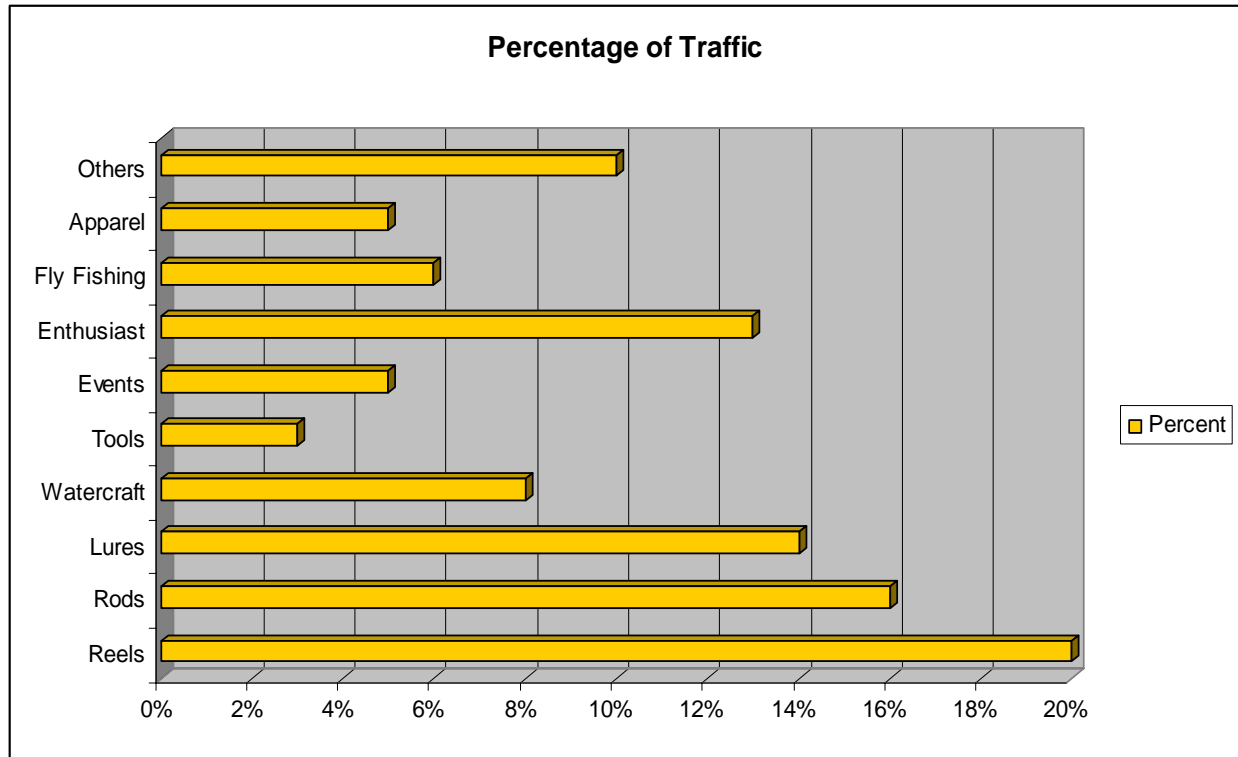
***TackleTour has steadily grown from humble beginnings as a tackle newsletter to a complete tackle review resource***



## Media Kit

### Tailored Audience

*Advertising that's designed to fit your product requirements*



#### A history of growth

TackleTour is broken up into many sections that focus on varied types of tackle.

By focusing advertising on key sections on the site manufacturers are able to effectively target the readers that are most interested in your particular offering. For example a reel manufacturer could time the launch of a new reel series by placing strategic banners and square buttons on the main page as well as the Reel Menu pages.

Advertisers looking to increasing branding and awareness can introduce a promotion on the T3 forums, run a quarter long contest, and piggyback with a direct linked button in the appropriate product category pages.

These are just some of the examples of being able to tailor your own campaign. TackleTour account managers can assist in developing a campaign that can help generate the most ROI.

***TackleTour allows you to advertise in the sections that will reach the readers that would be most interested in your particular product category***



## Media Kit

# Ad Types and Creative Services

*Banners and TackleTour's added value creative team*

### Standard Banner

**Dimensions:** 468x60 pixels  
**File Size:** 15KB Max

**Description:** Placed along the top of each section. Ranging from the main page to each category. A good choice for targeted advertising.

### Square Button

**Dimensions:** 125x125 pixels  
**File Size:** 15KB Max

**Description:** Placed on either the right or left side of the site these are excellent banners to drive readers to special buy pages, or help brand your product. Because the Square Buttons are on the left and right headers they get the most page views.

### Tower

**Dimensions:** 125x300 pixels  
**File Size:** 30KB Max

**Description:** Placed on either the right or left side of the site these are great impact banners and are the right choice for branding. Plenty of room, high visibility, and maximum page views.

### Skyscraper

**Dimensions:** 125x600 pixels  
**File Size:** 45KB Max

**Description:** Need to make a bold statement? The skyscraper eats up the entire left side of TackleTour and can be used to drive readers to any point of interest. In the past large manufacturers have used this as a portal to drive readers to product introduction pages.

### Forums

**Dimensions:** 175x49  
**File Size:** 15kb Max

**Description:** Looking to promote your product where anglers are most likely to talk about it? The TackleTour forum is a healthy and growing forum with over 500K impressions per month and filled with a good mix of anglers ranging from weekend warriors looking to learn more about tackle and fishing techniques, tournament pros, and hard core tackle enthusiasts.

### Tailored

**Dimensions:** N/A  
**File Size:** N/A

**Description:** Tailor your own campaign with your TT Account Manager

### Creative Services

Don't have an ad campaign ready? No problem. TackleTour has worked hand in hand with many tackle manufacturers to help design creative that works. TackleTour's creative team can develop banners and a campaign that will help truly convey your messages.

*Need help designing an ad campaign? Let TackleTour's own creative team work with you to design banners and creative programs to get the most from your advertising dollars*

**Formats Accepted:** GIF, JPEG, Flash



## Media Kit

# Ad Placement (Main Site - Editorial)

*Perfect placement for every targeted campaign*

## Ad Placement

The following advertising placements examples are located in the diagram to the right:

1. Top Banner
2. Top Square Button
3. Mid Square Button
4. Skyscraper
5. Square Button (Below Fold)
6. Mid Tower
7. Super Box
8. Super Box (Lower)
9. Banner (End of Page)
10. Special Tailored Feature

The diagram shows a screenshot of the TackleTour website with ten green callout boxes numbered 1 through 10, pointing to specific areas of the page:

- 1:** Points to the 'Latest Featured Articles' section at the top of the main content area.
- 2:** Points to the 'Contents' sidebar on the right side of the page.
- 3:** Points to a 'news' sidebar on the left side of the page.
- 4:** Points to a vertical 'Skyscraper' ad space on the left side.
- 5:** Points to a 'Square Button (Below Fold)' ad space on the left side.
- 6:** Points to a 'Mid Tower' ad space on the right side.
- 7:** Points to a 'Super Box' ad space in the middle of the main content area.
- 8:** Points to a 'Super Box (Lower)' ad space in the lower middle of the main content area.
- 9:** Points to a 'Banner (End of Page)' ad space at the bottom of the main content area.
- 10:** Points to a 'Special Tailored Feature' ad space at the very bottom of the page.



# Media Kit

## Ad Placement (Tackle Forum)

*Placement on popular forum of dedicated anglers and enthusiasts*

### Ad Placement

The following advertising placements examples are located in the diagram to the right:

1. **Standard Forum Banner**
2. **Super Marquee**
3. **Marquee (End of Page)**

The screenshot shows the TackleTour forum interface. Callout 1 points to a banner advertisement for 'TackleTour.com' and 'cydnone' located below the navigation bar. Callout 2 points to a large green rectangular area at the bottom of the forum index table. Callout 3 points to a small green rectangular area at the very bottom of the page, below the search bar and copyright information.

Forum	Topics	Posts	Last Post
<b>Main</b>			
Team TackleTour Announcements Announcements for Contest winners, Angler of the Month, and much more... Moderators JIP, Zander, kbookert, Cal, mhooed, ChuckE	125	1180	Wed Jan 23, 2008 8:40 pm LadyAngler
Tackle Voice your opinions on tackle, give suggestions, ask questions, and talk about anything that's tackle-related. Moderators JIP, Zander, kbookert, Cal, mhooed, ChuckE	8900	81103	Thu Jan 24, 2008 10:05 pm Bjgknt
Enthusiast & Import Tackle This is the place to talk shop about all the enthusiast and import tackle for the truly afflicted. Moderators JIP, Zander, kbookert, Cal, mhooed, ChuckE	3114	25179	Thu Jan 24, 2008 8:36 pm outburn
Hot Deals Post the hottest prices and deals you find on the net. Please post deals you've found, not items you are seeking. No dealers, no SPAM (IE multi-level marketing, pay-to-join, or referral links). Please read the forum rules for details. Moderators JIP, Zander, kbookert, Cal, mhooed, T3deatbaker, ChuckE	372	1654	Thu Jan 24, 2008 6:25 pm backcast
Freshwater Fishing Discussions focused on the pursuit of freshwater species. Moderators JIP, Zander, kbookert, Cal, mhooed, ChuckE	873	7826	Thu Jan 24, 2008 6:33 pm fonsbolic
Saltwater Fishing Discussions focused on the pursuit of saltwater species. Moderators JIP, Zander, kbookert, Cal, mhooed, ChuckE	404	2292	Thu Jan 24, 2008 2:43 pm thruvineta
Fly Fishing Fly fishing discussions are going on here. Learn tips and secrets about the art of fly fishing, or help fellow anglers in the pursuit of the sport. Moderators JIP, Zander, kbookert, Cal, mhooed, ChuckE	136	607	Thu Jan 24, 2008 4:27 am dank
Watercraft Discuss the latest boats, kayaks, canoes, float tubes, rafts, motors, etc. Moderators JIP, Zander, kbookert, Cal, mhooed, ChuckE	377	2878	Thu Jan 24, 2008 9:37 pm LadyAngler
Show and Tell A section dedicated to posting pictures to show off of your big catch, or your prized tackle possessions. Moderators JIP, Zander, kbookert, Cal, mhooed, ChuckE	953	12044	Thu Jan 24, 2008 9:34 pm TOPWATER
Fishing Reports Please post your fishing reports (freshwater or saltwater, conventional or fly fishing). You don't have to give away your secret spots. Moderators JIP, Zander, kbookert, Cal, mhooed, ChuckE	510	1951	Thu Jan 24, 2008 11:32 am 225x4gar200u
Everything Else A forum for all other topics that does not fit in any of the others. Open discussions, jokes, trucks, other outdoor activities, etc. Moderators JIP, Zander, kbookert, Cal, mhooed, ChuckE	1110	9828	Thu Jan 24, 2008 9:46 pm TheRishinc
Meat, Greed and Fish T3 Members can now use this forum to get together, share secrets, and go fishing. Post here looking for a fishing partner, hitchhikers, need a crew for some offshore fishing, open back seat, etc. Moderators JIP, Zander, kbookert, Cal, mhooed, ChuckE	197	1298	Sun Jan 13, 2008 10:40 am Bavynut
Maintenance and SuperTuning O&A Here's your chance to speak directly with the TT Gear Crew. Post your questions, comments, experiences regarding tackle maintenance and super tuning. Moderators JIP, Zander, kbookert, Cal, mhooed, ChuckE	1240	8160	Thu Jan 24, 2008 9:32 pm RedOwl77
<b>Manufacturer Support Forums</b>			
Shimano Product Support Have a question regarding an existing Shimano product? Talk directly to an official representative from Shimano! Moderators JIP, Zander, kbookert, Cal, mhooed, ChuckE	449	2826	Thu Jan 24, 2008 2:56 pm kdog
<b>Fish/Technique Specific Forums</b>			
Bass Fishing All bass related forum including Tournaments. Moderators JIP, Zander, kbookert, Cal, mhooed, ChuckE	1241	12509	Thu Jan 24, 2008 10:05 pm realblue
Swimbait Fishing Come share your passion, experiences, and questions for the latest fishing craze to take the Nation...you asked for it, and here it is...TT's SWIMBAIT FORUM! Moderators JIP, Zander, kbookert, Cal, mhooed, ChuckE	388	4154	Thu Jan 24, 2008 9:32 pm bestman3
<b>Classifieds</b>			
For Sale/Wanted/Trade When it is time to replace your tackle this a good place to start, sell your tackle or trade it for something you need. Post your wanted ads here too. Moderators JIP, Zander, kbookert, Cal, mhooed, ChuckE	4166	15676	Thu Jan 24, 2008 10:02 pm E man



## Media Kit

# Ad Rates and Contact Info

*Advertising that truly generates Return on Investment*

### Ad Rates

Unlike many other sites that charge per click-through or impression, TackleTour provides a static location on the site that you will own once you sign up for advertising. That means that no matter how many times a reader enters the site he/she will be presented with your ad message.

As the advertiser you can rotate your banner to varying creative as many times as you choose to. It's your campaign, you have the control.

Ad rates are based on your requirements. To create your own campaign contact TackleTour by sending a quick email to:

**[advertising@tackletour.com](mailto:advertising@tackletour.com)**

We will find a campaign that will fit your needs and your budget.

### Your Campaign

#### ***Your Advertising Dollars... Your Campaign ... Your Return on Investment***

We know that advertising in our industry is a real challenge. It's hard to stretch those advertising dollars, and even harder to generate true ROI. TackleTour offers targeted advertising designed to reach the angler that is actually going to make a purchase. Readers look to TackleTour for the latest and greatest tackle offerings.

Advertising on TackleTour presents a unique opportunity to pitch your unique product and solution during the angler's pre-purchase research stage.

TackleTour Creative staff is more than happy to work with you to design a campaign that will successfully accomplish your advertising goals.

### Our Advertising Mission

TackleTour is committed to making sure that advertising generates ROI in the term of increased branding, click throughs to key product pages, and traffic to buy pages. Whether your goal is to establish a brand, grow the business, or simply drive traffic...TackleTour has the foundation that brings back repeat readers, decision makers, and buyers.

***TackleTour is as much a resource to manufacturers as it is to anglers. Our devotion is the sport of fishing and the promotion of advertising partners dedicated to the preservation and growth of the sport we cherish.***