

CRAPPIENOW!

MEDIA KIT



CRAPPIENOW!

NEW FOR 2020

The editors of CrappieNow will release articles in each issue that are focused on techniques, tackle, destinations, and equipment.



2010
Year Established



www.crappienow.com



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33,987

Social Media
Followers

360,123

Avg. Monthly
Impressions

3,848

Avg. Monthly
Clicks

13,253

Avg. Monthly
Engagements

13,960

Avg. Monthly
Video Views

6,802

Monthly Email
Blast Subscriberst

Welcome to CrappieNow! An unequalled online-only crappie fishing magazine aimed at passionate crappie anglers from all skill levels. It is presented on a platform where readers can search for information on new crappie fishing tips, techniques, destinations, equipment, tackle, tournaments, and the latest news from industry-leading professionals.

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CrappieNOW is an unrivaled destination for passionate crappie anglers searching for information on new crappie fishing tips and techniques, destinations, products, recent events, and the latest news from industry leading professionals.



AT A GLANCE

Male (%).....	89 %
Annual Page Views.....	263,932
Annual Users.....	120,958
Annual Sessions.....	126,394
Traffic From Mobile/ Tablet Devices.....	62%

53

Median Age



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1 DIGITAL MAGAZINE

We are more than a magazine. CrappieNow provides outreach to the crappie community through its multimedia content.

We are a resource for crappie clubs, tournament anglers, and most importantly, recreational crappie anglers. CrappieNow content includes stories, profiles, regular columns, product reviews, photos, and videos that highlight the sport of crappie fishing.

We forecast more than one (1) million crappie related interactions per year via the web, social media and YouTube.

2 CRAPPIENOW FEATURES:

- Timely articles about how to fish for crappie.
- Advanced Tactics and Techniques by well-known experts.
- Crappie articles from some of the best writers in the country.
- Destination articles to help you plan your next crappie fishing vacation.
- Video crappie fishing/boating tips in each issue.
- Trophy Club to upload and show your fishing photos.
- An Event Calendar that includes clubs, tournament schedules and results.
- YouTube channel that includes How-To-Videos.
- Facebook page to keep connections current and up to date.
- Social media videos, articles, promotions, events, and collaborations.
- 100% SOV ads on all devices.
- Click through ads to client's website.

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OUR PROCESS

ONBOARD



The KMS team and the client will meet to understand the sponsor's brand and discuss the advertising process.

PLAN



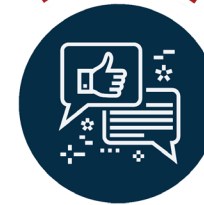
We will meet with the client monthly to strategize the upcoming month's content. This involves creating media and receiving sponsor media.

EXECUTE



Once the sponsor has approved the content, KMS will make a schedule and oversee the performance throughout the month.

ENGAGE



The KMS Team will engage with the client's audience on posts and boost the highest performing post(s).

EVALUATE

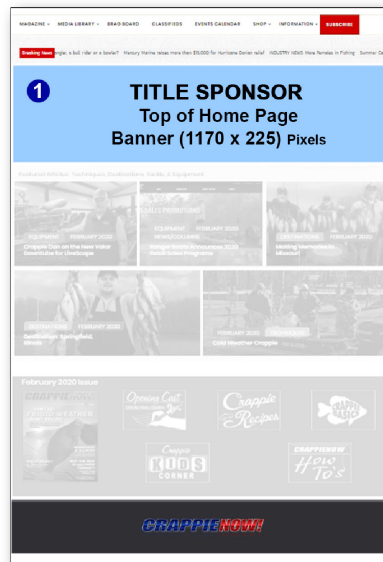


We will provide an analytics report to the client and use the data to plan next month's advertising content.



CRAPPIENOW!

TROPHY LEVEL



\$700.00 Monthly

This level includes the Title Sponsor Banner Ad on the home page of Crappienow.com. This banner size is 1170 x 225 pixels and is linkable to your website.

This level includes a one-time article/review on crappienow.com.

This level includes social media advertising which exposes your ads to hundreds of additional consumers, separate from the online magazine, all of whom are in a target demographic for fishing.

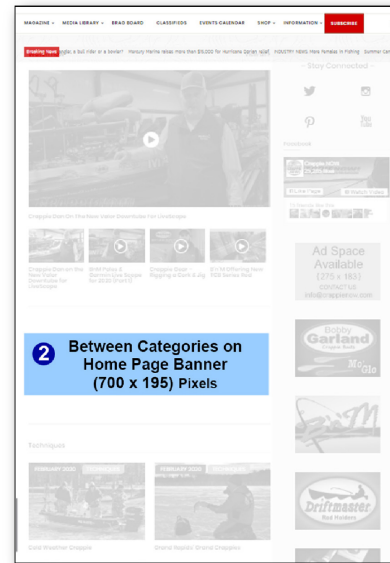
Trophy Level social media advertising includes:

- Up to 10 posts of your advertising copy, across all CrappieNow Social Media Channels – Facebook, Twitter, Instagram and/or TikTok. This is a total of at least 30 posts/month.
- All social media posts will include relevant hashtags, ad copy (photo, video, or graphic) and on boosted Facebook post from our account per month — valued at \$40.
- Trophy Level Sponsors will receive a monthly social media analytics report.
- Trophy Level sponsors can opt to increase their paid advertising budget at no additional cost by decreasing the volume of posts generated for their brand — these modifications can be discussed with their assigned social media manager.



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ROD & REEL LEVEL



\$500.00 Monthly

This level includes the Banner Ad on the home page of Crappienow.com. This banner size is 700 x 195 pixels and is linkable to your website.

This level includes social media advertising which exposes your ads to hundreds of additional consumers, separate from the online magazine, all of whom are in a target demographic for fishing.

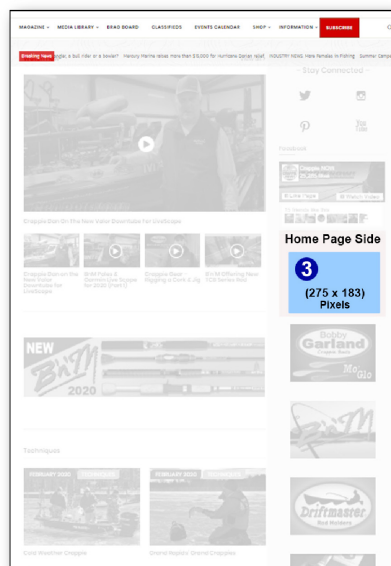
Rod & Reel Advertising Includes:

- Up to 8 posts of your advertising copy, across all CrappieNow Social Media Channels – Facebook, Twitter, Instagram and/or TikTok. This is a total of at least 24 posts/month.
- All social media posts will include relevant hashtags, ad copy (photo, video, or graphic) and one boosted Facebook post from our account per month — valued at \$30.
- Rod & Reel Level Sponsors will receive a monthly social media analytics report.
- Rod & Reel Level sponsors can opt to increase their paid advertising budget at no additional cost by decreasing the volume of posts generated for their brand — these modifications can be discussed with their assigned social media manager.



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LURE LEVEL



\$300.00 Monthly

This level includes a Side Bar Ad on the right side Upper Section on the Crappienow.com homepage. This banner size is 275 x 183 pixels and is linkable to your website.

This level includes social media advertising which exposes your ads to hundreds of additional consumers, separate from the online magazine, all of whom are in a target demographic for fishing.

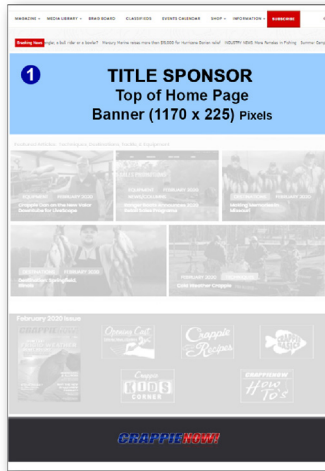
Lure Level social media advertising includes:

- Up to 6 posts of your advertising copy, across all CrappieNow Social Media Channels – Facebook, Twitter, Instagram and/or TikTok. This is a total of at least 18 posts/month.
- All social media posts will include relevant hashtags, ad copy (photo, video, or graphic) and one boosted Facebook post from our account per month — valued at \$20.
- Lure Level Sponsors will receive a monthly social media analytics report.
- Lure Level sponsors can opt to increase their paid advertising budget at no additional cost by decreasing the volume of posts generated for their brand — these modifications can be discussed with their assigned social media manager.



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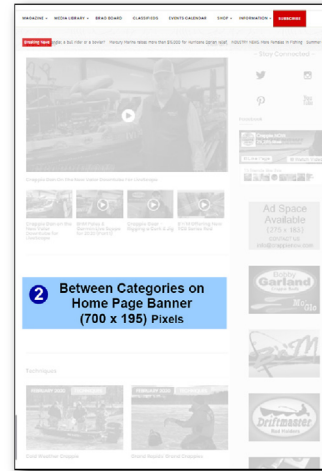
CrappieNow Digital Ad Sizes, Prices, Specs



Title Sponsor Banner (\$500.00 monthly)

This is the Title Sponsor Banner Ad spot on the home page.

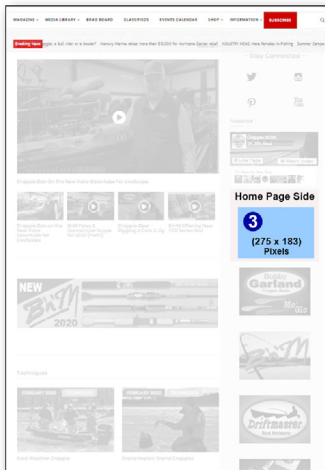
This banner size is 1170 x 225 pixels.



Banner Between Categories (\$350.00 monthly)

This is the Banner Ad spot on the home page in between the categories.

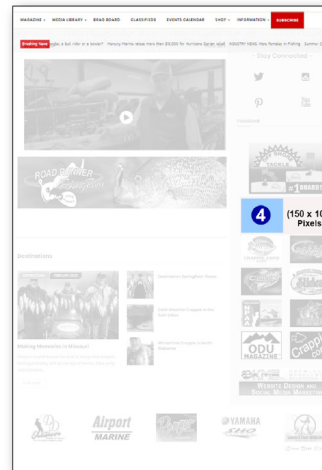
This banner size is 700 x 195 pixels.



Side Bar Ad Upper Section (\$200.00 monthly)

This is the Banner Ad spot on the right side Upper Section of the side bar.

This banner size is 275 x 183 pixels.



Side Bar Ad Lower Section (\$50.00 monthly)

This is the Banner Ad spot on the home page right side bar.

This banner size is 150 x 100 pixels.



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CrappieNow Digital Ad Sizes, Prices, Specs



Top of Page Banner (\$300.00 monthly)

This is the Banner Ad spot on the top of any page.

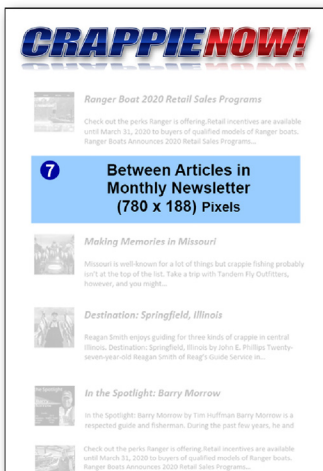
This banner size is 1000 x 200 pixels.



Bottom Article Banner (\$200.00 monthly)

This is the Banner Ad spot on the bottom of article posts pages.

This banner size is 700 x 195 pixels



Monthly Newsletter Banner (\$100.00 monthly)

This is for One Banner Ad spot on the monthly newsletter in between articles of your choice.

This banner size is 770 x 188 pixels.

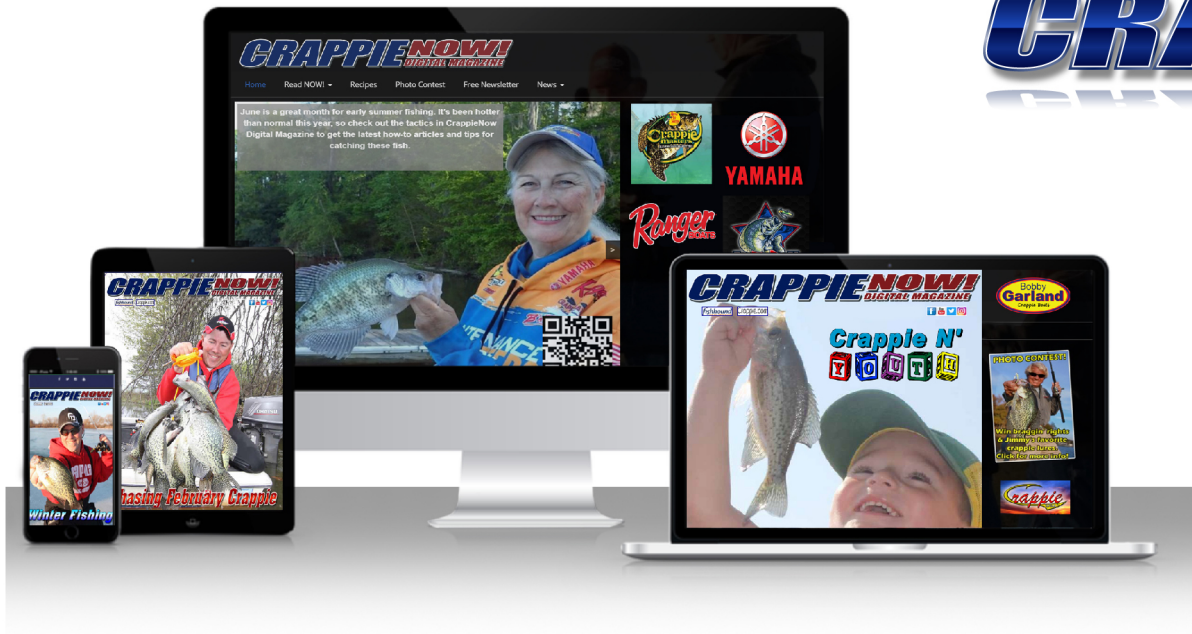
This newsletter goes out to 6,541 crappie anglers nationwide.

12 Month frequency earns you a 10% discount. In-house development costs of ad production and videos are available at reasonable prices.

Ad Formats Accepted: Jpeg, PNG, and PDF files with the art sized to the specs of the banner at 100%.

CrappieNow can customize your artwork. We can make your ad animated to turn flat art into rich media. Contact us today to learn more on how we can make your ad visually engaging to reach your target audience.

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Social Media Packages

TIER ONE

Tier 1 Package

\$50.⁰⁰ / Month

- Four posts per month of your advertising copy (photo, graphic, or video) across all CrappieNow Social Media Channels – Facebook, Twitter, Instagram and/or TikTok. This is a total of at least 12 posts/month. This exposes your brand to thousands of additional consumers, separate from the online magazine, all of whom are in a target demographic for fishing.
- This is a total of 12 social media posts per month on three platforms. This package includes one boosted Facebook post valued at \$15/month.
- Monthly analytics report.

TIER TWO

Tier 2 Package

\$100.⁰⁰ / Month

- Six posts per month of your advertising copy (photo, graphic, or video) across all CrappieNow Social Media Channels – Facebook, Twitter, Instagram and/or TikTok. This is a total of at least 18 posts/month. This exposes your brand to thousands of additional consumers, separate from the online magazine, all of whom are in a target demographic for fishing.
- This is a total of 18 social media posts per month on three platforms. This package includes one boosted Facebook post valued at \$30/month.
- Monthly analytics report.

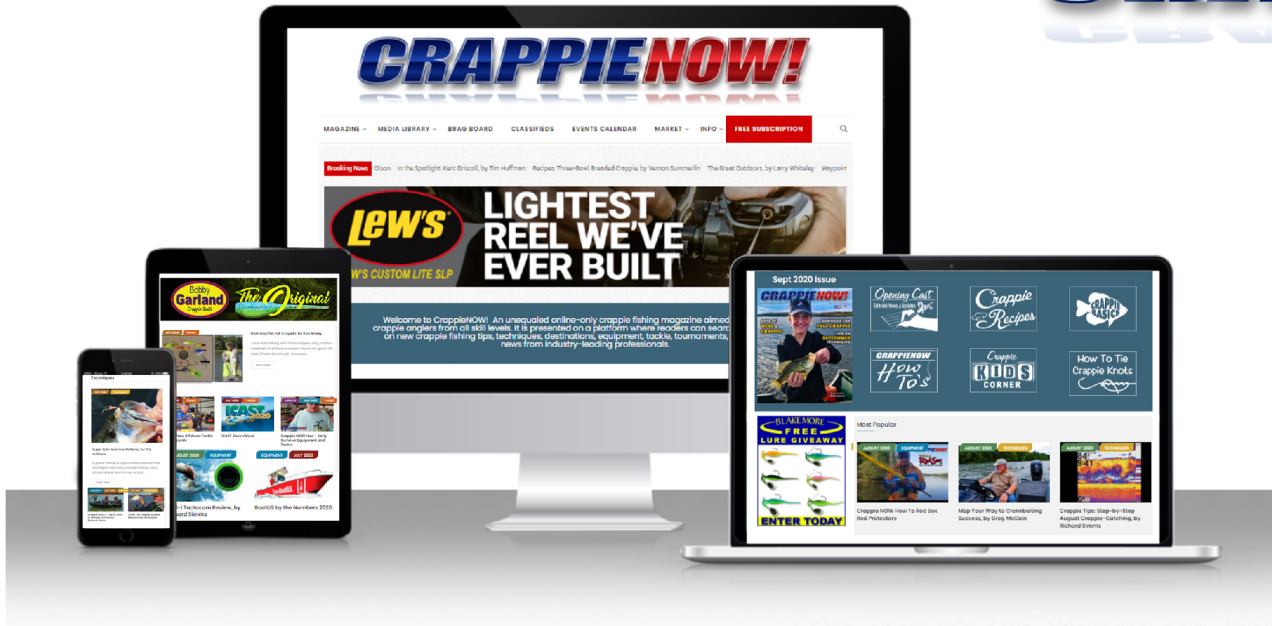
TIER THREE

Tier 3 Package

\$150.⁰⁰ / Month

- Ten posts per month of your advertising copy (photo, graphic, or video) across all CrappieNow Social Media Channels – Facebook, Twitter, Instagram and/or TikTok. This is a total of at least 30 posts/month. This exposes your brand to thousands of additional consumers, separate from the online magazine, all of whom are in a target demographic for fishing.
- This is a total of 30 social media posts per month on three platforms. This package includes one boosted Facebook post valued at \$45/month.
- Monthly analytics report.

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