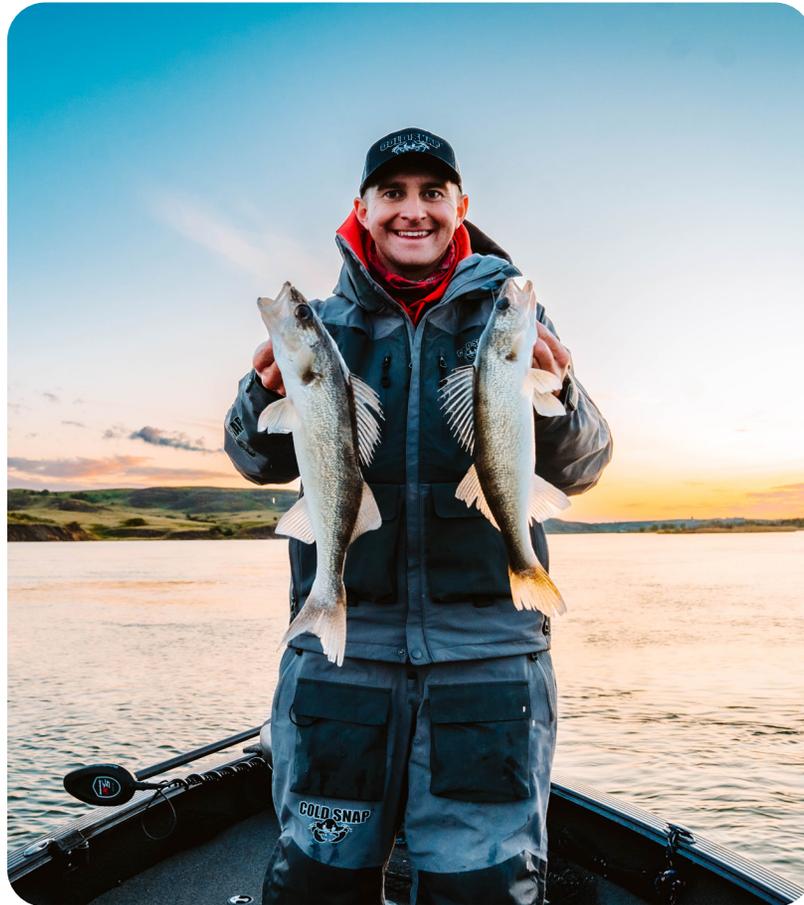


LIP RIPPER

FISHING



2026 MEDIA GUIDE



Hey folks! Nick Harrington, here! I'm excited to share that 2025 was a record setting year for me, and I have my eyes set on even bigger goals in 2026!

I've always enjoyed sharing advice, tips, and spots with my fellow anglers to help them catch more fish. I've written hundreds of articles, offered a fishing guide service, and recently I feel like I have discovered my niche producing fishing videos for my YouTube. Helping people catch more fish, explore new destinations, and try new products is something I enjoy, and I'm proud to share I've done this at my highest level yet this past year.

I have still been looking for where I best fit in the outdoor industry, and the greatest gap I have witnessed is the lack of authenticity. This is where I feel I can shine, and where I can make the greatest impact. In 2026 my goal is to continue to produce authentic content across the Midwest, showcasing the greatest fishing destinations, baits and products, and the people that make the industry special.

The past seven years have provided me a unique view on the outdoor industry, and I've got to experience the ins and outs of tournament fishing, a variety of content creation and production, and recognized the importance of showcasing destinations and locations that keep our small towns and family-owned businesses thriving.

I know that affordability is a major challenge, and many towns, businesses, and individuals find partnerships that make a difference at a price point that isn't realistic. In the same breath, I know that much of what that price purchases is simply numbers. I'm proud of my analytics, but I'm prouder of the authenticity I've built within my brand. We do business with people we know and trust, not numbers, and I strive to build a brand that is trusted and makes a real impact.

My goal for 2026 is to take a step back from tournament fishing and guiding, as these have been major barriers to sharing accurate in-the-moment content, and spend more time sharing information that is authentic, in the moment, and informative. I'm going to continue to build my YouTube skills and page, produce a wider variety of articles, and showcase my adventures and success on my social media pages.

My hope and goal is that by doing so, I'll be able to strengthen the outdoor industry as a whole. I'm eager to work with small towns and communities to share the outdoor opportunities they have and spotlight their businesses that rely on these visitors. I'm excited to continue to try new baits and products, and share my experiences and the best way to use them. I'm most excited to continue to build an authentic brand, and I hope to find partners that have the same goals.

I encourage you to take a deep dive into this document, explore my website, watch my YouTube, and scroll through my social media pages. My hope is the more you learn about myself and my brand, the more confident you'll be that working together can make a positive difference and produce results.

Thank you for your time and consideration, and I look forward to visiting with you about ways we can make a difference in a way that makes sense.

Good fishing!

Nick



2025 IN REVIEW

WEBSITE

53,000+
WEBSITE VISITORS

91,000+
WEBSITE VIEWS

YOUTUBE

114,485
VIDEO VIEWS

8,600
TOTAL HOURS VIEWED

1,127
TOTAL SUBSCRIBERS

SOCIAL MEDIA

5,000+ FOLLOWERS
ON INSTAGRAM

3,300 FOLLOWERS
ON FACEBOOK

This includes followers from both the @mrwalleyesd and @midwestliprippers accounts

2025 IN REVIEW

WEBSITE

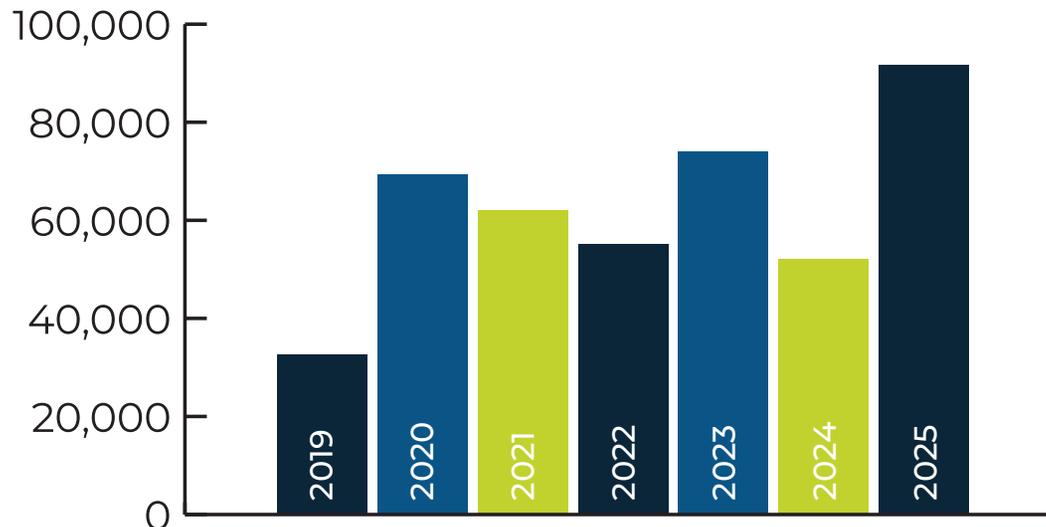
53,298

WEBSITE VISITORS

91,614

WEBSITE VIEWS

WEBSITE VIEWS BY YEAR



67,311

AVERAGE WEBSITE VIEWS SINCE 2020

441,888

LIFETIME WEBSITE VIEWS

2025 IN REVIEW

YOUTUBE

461

SUBSCRIBERS IN 2024

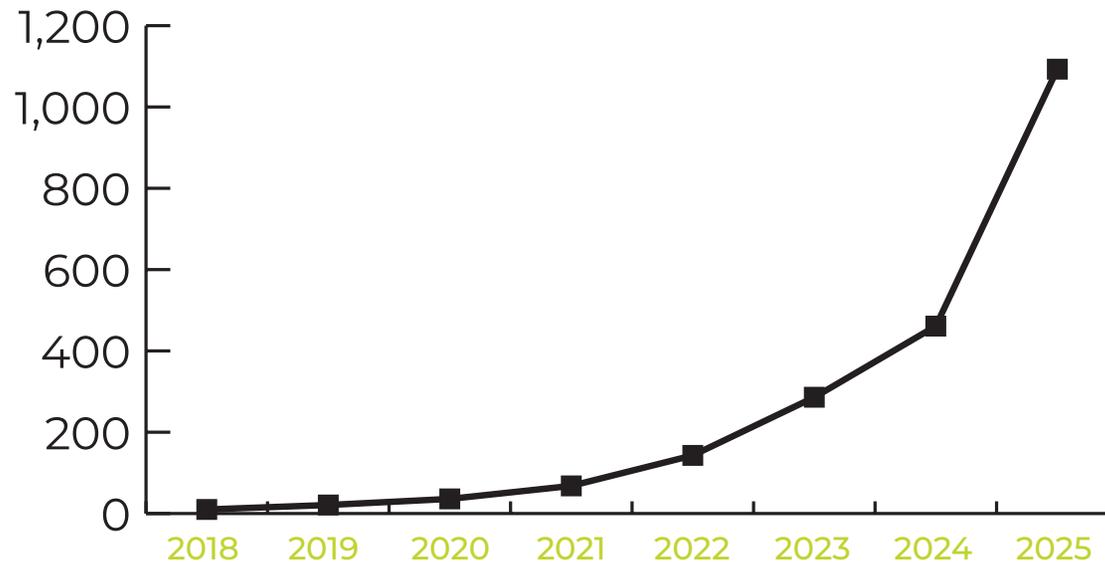
1,127

SUBSCRIBERS IN 2025

144% INCREASE

COMPARED TO 2024

YOUTUBE SUBSCRIBERS BY YEAR



666 NEW SUBSCRIBERS

IN JUST ONE YEAR

251,000

LIFETIME YOUTUBE VIEWS



TOP FIVE ARTICLES OF 2025

1. [2025 South Dakota Governor's Cup Shatters Record Tournament Weights](#)
5,663 Views
2. [25 South Dakota Fishing Spots for 2025](#)
3,264 Views
3. [2025 South Dakota Fishing Tournament Schedule](#)
2,260 Views
4. [Finding the Fish in Custer State Park](#)
2,040 Views
5. [Day One 2025 South Dakota Governor's Cup Sees Massive 31 Pound Bag](#)
1,437 Views





TOP FIVE VIDEOS OF 2025

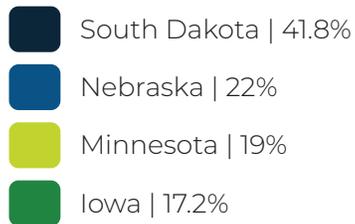
1. **Secrets Revealed: Trolling Crankbaits for Spring Walleye (Lake Sharpe)**
4,000 Views
2. **Trolling Spinnerbaits through Trees for Lake Oahe Walleye**
3,837 Views
3. **Patterning Summer Walleye on Lake Oahe**
2,858 Views
4. **Secrets Revealed: Spring Walleye Fishing on Lake Sharpe**
2,842 Views
5. **Blue vs Purple: Does Color Matter for Trolling Crankbaits**
2,801 Views



AUDIENCE ANALYSIS

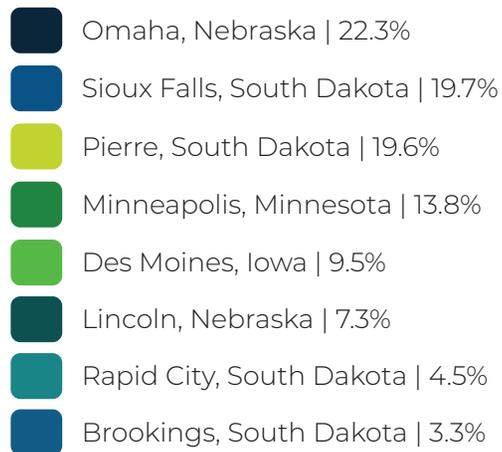
CORE STATES

- » South Dakota
- » Nebraska
- » Minnesota
- » Iowa



CORE CITIES

- » Omaha, Nebraska
- » Sioux Falls, South Dakota
- » Pierre, South Dakota
- » Minneapolis, Minnesota
- » Des Moines, Iowa
- » Lincoln, Nebraska
- » Rapid City, South Dakota
- » Brookings, South Dakota





CASE STUDY

NORTH SHORE LODGE

In August I was fortunate to experience Eagle Lake for the first time, fishing out of North Shore Lodge near Eagle River, Ontario. My goals were to provide a first hand experience of what visitors to North Shore Lodge can expect and showcase the variety of ways to target Eagle Lake walleyes.

This provided a strong showcase of the diversity of content that can be created and used to showcase a location and fishery.

THIS TRIP PRODUCED:

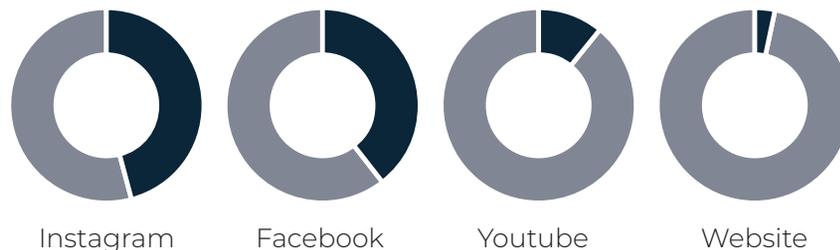


CASE STUDY

NORTH SHORE LODGE

YOUTUBE		WEBSITE ARTICLES		INSTAGRAM POSTS		FACEBOOK POSTS	
	VIEWS		VIEWS		VIEWS		VIEWS
Eagle Lake Day One	851	Trolling Deep Water	848	Putting It Together	3,264	Different Techniques	1,346
Eagle Lake Day Two	857	Mid Summer Weedline	580	30 and 45 Day	3,317	30 Walleye	2,614
Deep Trolling Eagle Lake	825	Following Forage Eagle Lake	43	Big Walleye Rain	2,226	45 Muskie	3,937
Eagle Lake Muskie	701	Cranks Mid Summer	16	Chilly Walleyes	2,398	Weather Bad, Fish Good	1,384
Eagle Lake Day Four	363	Getting to Know Eagle Lake	25	Fun Morning	3,257	Cold Snap Kind of Day	3,683
Weedline Walleye Eagle Lake	544	Destination North Shore	12	Few More Fish	5,545	Badgers on Weeds	2,026
Two Ways Weed Walleyes	594	Total	1,524	Total	20,007	Great Time North Shore	2,272
Total	4,735					Total	17,262

TOTAL OVERALL VIEWS | 43,528





CASE STUDY SHALLOW MONEY BADGER

In August I was sent a variety of unreleased Berkley Shallow Money Badgers, with the goal of gathering content and building excitement for the launch of the bait in September 2025.

I incorporated these baits in a variety of videos and articles throughout this time period, covering everything from trolling along shallow weeds in Eagle Lake, casting for walleye from shore on the Missouri River, and casting for rainbow trout in Custer State Park.

This combination of directly profiling the bait, along with showing how it can be incorporated, proved an effective way to make anglers aware of this new opportunity and see how they can best include it in their everyday fishing. **Combined, these articles and videos reached over 11,300 views throughout the launch period.**

CASE STUDY

SHALLOW

MONEY

BADGER

YOUTUBE	VIEWS	WEBSITE ARTICLES	VIEWS	INSTAGRAM	VIEWS
Two Ways to Fish Shallow Weeds	612	Fishing Berkley Shallow Money Badger	35	Story: Big Walleye Certified	5,248
Nick's Tackle Tip Casting Crank Set Up	131	Berkley Fishing Unveils Shallow Money Badger	15	Total	5,248
Fishing Berkley Shallow Monday Badger	658	Simple Set Up for Blast and Cast Walleye Shore	23	FACEBOOK POSTS	VIEWS
Shorefishing Fall Walleyes Oahe Dam	1,077	Keeping it Simple Blast and Cast SD Walleye	81	Big Walleye Certified	1,109
Multispecies Morning at Legion Lake	492	Putting the Cast in Blast and Cast	23	Total	1,109
Hiking into Rainbow Trout Custer State Park	213	Multiple Lessons from Multi-species Fishing	25	<div style="background-color: #1a3d4d; color: white; padding: 10px; border-radius: 15px; text-align: center;"> <h2 style="margin: 0;">11,335</h2> <p style="margin: 0;">TOTAL OVERALL VIEWS</p> </div>	
Best Shallow Crankbaits Fall Fish	893	Fishing Grace Coolidge Walk In Fishery	64		
Best Crankbaits Oahe Dam Cast	561	Multispecies Fishing Legion Lake	75		
Total	4,637	Total	341		



CASE STUDY TOM TOM'S GUIDE SERVICE

In early August Tom Sieburg of Tom Tom's Guide Service, which is based out of Omaha, Nebraska, was looking to build his brand and showcase his business for Pierre, South Dakota.

Working with Tom around his guide trips, we produced two full length YouTube Videos, two website articles, and also two special fishing reports discussing his guiding availability in Pierre. **In total, these videos and articles produced over 12,000 views.** These combined to discuss the variety of ways to target walleye on Lake Sharpe, as well as showcase what a day on the water with Tom could look like.

CASE STUDY

TOM TOM'S

GUIDE SERVICE

YOUTUBE	VIEWS
Mixing It Up Mid-Summer Lake Sharpe Walleye	1,561
Fumbling Into Lake Sharpe Walleye	1,255
Lake Sharpe Special Fishing Report 8/2/2025	436
Lake Sharpe Fishing Report August 3, 2025	427
Total	3,679

FACEBOOK POSTS	VIEWS
Lake Sharpe Special Fishing Report 8/2/2025	4,343
Lake Sharpe Fishing Report August 3, 2025	3,900
Total	8,243

WEBSITE ARTICLES	VIEWS
Lake Erie Meets Lake Sharpe: Mixing it Up	19
Fumbling into Summer Walleyes on Lake Sharpe	26
Lake Sharpe Fishing Report August 3, 2025	113
Total	158

12,080
TOTAL OVERALL VIEWS

PRICING

LIP RIPPER FISHING

DESTINATION

IDEAL FOR:

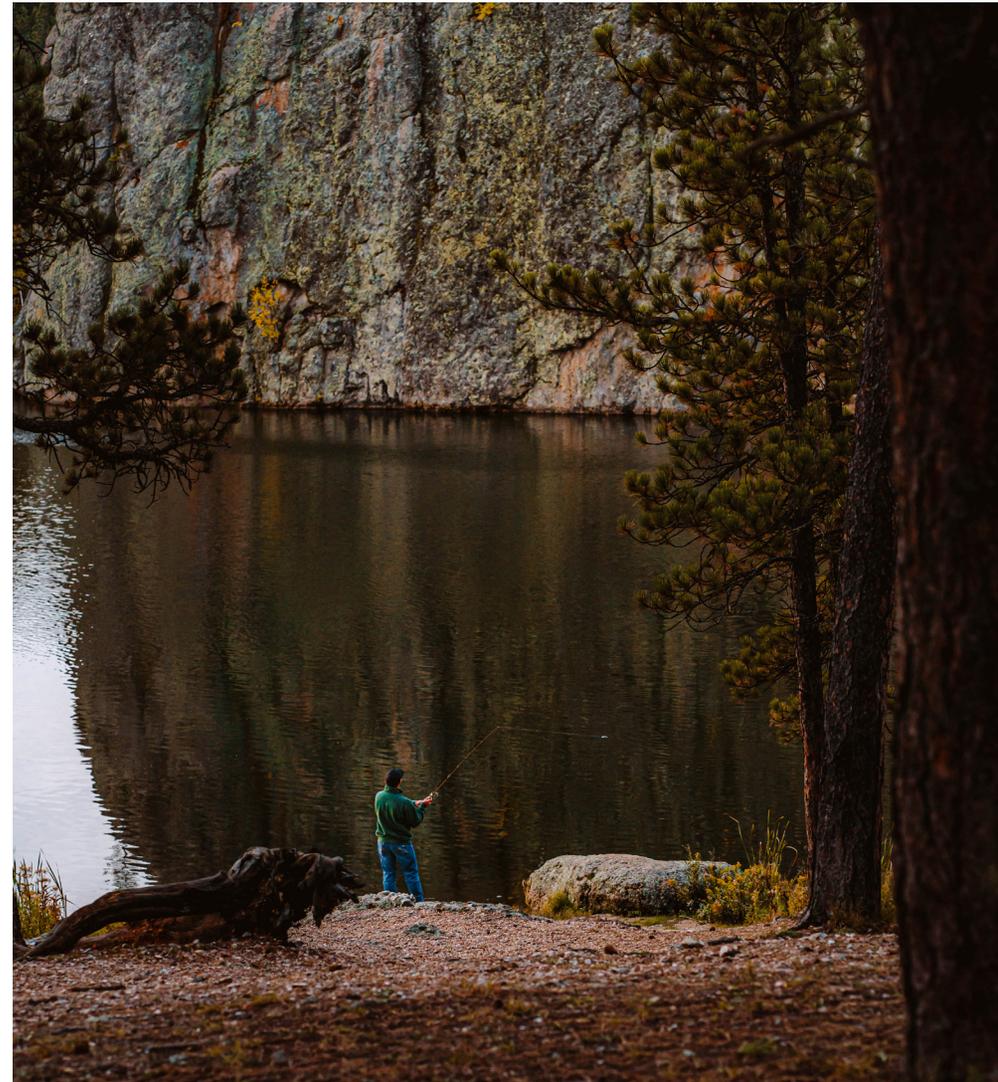
- » Communities
- » Lodges or Resorts
- » Cabins or Rental Houses

INCLUDES:

- » Dedicated Page/Tab within “Destinations” on Lip Ripper Fishing Website
- » “Destination: ____” Article Highlighting Fishery, Lodging, and Other Information
- » Minimum Two Associated Tactical Articles (750-1,500 words each)
- » Dedicated Weekly Fishing Report within Timeline of Stay
 - YouTube Video Report
 - Facebook Video Report
 - Website Written Report
- » Minimum One YouTube Video Featuring Destination/Fishery
- » Minimum Two Facebook Posts Featuring Catches/Scenery
- » Minimum Two Instagram Posts Featuring Catches/Scenery
- » Additional Videos/Posts/Articles Based on Success as Possible

INVESTMENT:

- » \$3,000
- » Lodging Included
- » Additional Mileage Rate May Be Added
- » *Can Be Packaged with “Day on the Water Highlight” for Additional \$500*



PRICING

DAY ON THE WATER

HIGHLIGHT

IDEAL FOR:

- » Guides
- » Resorts

INCLUDES:

- » Minimum One YouTube Video Featuring Guide/Outfitter
- » Minimum One Associated Tactical Article (700-1,500 words)
- » Dedicated Weekly Fishing Report within Timeline of Trip
 - YouTube Video Report
 - Facebook Video Report
 - Website Written Report
- » Minimum One Facebook Post Featuring Catches/Scenery
- » Minimum One Instagram Post Featuring Catches/Scenery
- » Additional Videos/Posts/Articles Based on Success as Possible

INVESTMENT:

- » \$1,000
- » Guide Fee Included
- » Additional Mileage Rate May Be Added



PRICING

PRODUCT HIGHLIGHT

IDEAL FOR:

- » Tackle Companies
- » Small Businesses

INCLUDES:

- » Applicable Written Article (Fishing the ___, Tackle Profile: ___, etc)
- » Minimum One YouTube Video Featuring Product
- » Minimum One Facebook Post Featuring Product
- » Minimum One Instagram Post Featuring Product
- » Sponsorship of One Weekly Fishing Report with Included Product Highlight
 - YouTube Video Report
 - Facebook Video Report
 - Website Written Report
- » Additional Videos/Posts/Articles Based on Success as Possible

INVESTMENT:

- » \$250 Per Product/Bait
- » Product Included



PRICING

FISHING REPORT

SPONSORSHIP

IDEAL FOR:

- » Tackle Companies
- » Small Businesses
- » Non-Profits

INCLUDES:

- » Shout Out Within Weekly Fishing Report
 - YouTube Video Report
 - Facebook Video Report
 - Website Written Report
- » Logo Wear (if applicable) Worn Within Report Video

INVESTMENT:

- » \$100 Per Report
- » Logo Wear Provided If Applicable



Let's Work
TOGETHER



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