

# COLUMNISTS

## Kevin VanDam

Kevin VanDam has been fishing professionally since 1990, receiving Angler of the Year Awards in 1990, 1992, 1996 and 1999. He is currently considered the "face" of professional fishing and brings the latest trends and instruction to Bassin'.

## Jimmy Houston

Since 1976, Jimmy Houston has been entertaining and educating people who love the outdoors. Jimmy combines his enthusiasm and vast outdoor knowledge to deliver a unique and insightful column.

## Hank Parker

Hank Parker's storied professional career began in 1976, and he has since collected several major titles and Angler of the Year Awards along the way. He achieved even greater fame through his television shows, which are continually some of the most popular programs for anglers and outdoorsmen.

## Bill Dance

For 30 years, Bill Dance has delivered fishing advice in his one-of-a-kind and humorous way. He is a three-time Angler of the Year and is a member of the International Fishing Hall of Fame. Bill's columns offer proven techniques in a fun and entertaining way.

# EDITORIAL OVERVIEW

## Instruction

America's top anglers share their tips to improve your fishing. Coverage in each issue aims to hit all areas of fishing, from rigging to casting, and everything in-between.

## Equipment

Each issue covers the latest equipment in fishing, giving readers a sneak peek into the newest innovations in the stores and on the water.

## Fishing Tips

This popular section consists of successful tips and techniques submitted by our readers. Each tip gives concise information next to a diagram to illustrate the tip.

## What's Hot!

What are the hottest items in the tackle shop, sporting goods stores and online? You can find the latest products on the market in What's Hot!

## Buyer's Guides

Our readers rely on the Buyer's Guides for the newest trends and technology in freshwater fishing. Each Buyer's Guide has a shop-and-compare format, giving readers an at-a-glance view of important details for each product. Topics range from Boats & Motors to Rods & Reels.

## Equipment Roundups

Our editors examine what's available on the market in different product segments. These articles are known for their creative themes and ability to survey the industry from the biggest fishing manufacturers to the smallest.

## Anglers' Reel Reviews

Need some buzz for your products? This program puts your products directly into the hands of dedicated anglers who have volunteered to test equipment from our advertisers and become product-advocates. Results are printed in the magazine and online from anglers of all experience, amateur to avid. We encourage our Reel Reviewers to honestly discuss their test with other fishermen, spreading word-of-mouth advertising and creating valuable buzz with hard-core anglers on the grass-roots level.

