

FISHING HEADQUARTERS



[www.fishing-headquarters.com](http://www.fishing-headquarters.com)

2011 SEASON  
**MEDIA KIT**

[www.fishing-headquarters.com](http://www.fishing-headquarters.com)



*A website dedicated to the enjoyments of multi-species fishing.*

FISHING HEADQUARTERS

*A website dedicated to the enjoyments of multi-species angling.*



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## FISHING HEADQUARTERS



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### **About Us**

Get to know the Fishing Headquarters by meeting the individuals who operate the website, and see what we stand for and what we do.

### **Target Market**

The fishermen and audience members to whom we cater our services.

### **Coverage Map**

Geographic region of whom we proudly serve.

### **Website Highlights**

Our accomplishments since our establishment in 2007.

### **Demographics**

A census of who comprises our membership and website traffic.

### **Statistics**

Collection of data displaying yearly traffic numbers and website usage.

### **Sponsorship / Digital Opportunities**

Product placements and meeting partnership expectations.

### **Exclusive Client Opportunities**

What we will do for you and your company.

### **Comparing Us versus Them**

How we perform against the competition.

### **Member Showcase**

Meet the members who frequently use our website.

### **Testimonials**

What our website members have to say about us.

### **References**

Need additional information, you know whom to call.

# FISHING HEADQUARTERS



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The Fishing Headquarters is a non-profit "for-fun" angling community that was created in 2005 by **Andrew Ragas**. The site began as his personal fishing page, which after nearly two seasons, grew into a much larger website that became a gathering place for people and friends alike who share a common bond for the sport of fishing.

Over the past few seasons, the Fishing Headquarters website has grown and has effectively been attracting anglers from all across North America. Our basis as a community is to drop the ego, catch anything that swims with fins, and to enjoy all aspects of freshwater multi-species fishing, or the sport of fishing in general.

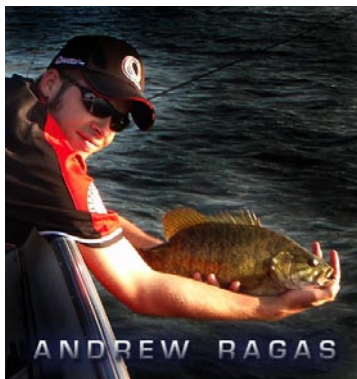
Our website presently caters to fishermen and women of all skill levels, styles and methods of fishing.

Presently, the Fishing Headquarters is comprised of a multi-functional homepage which serves as an excellent media platform for digital imagery and professional fishing videos. In addition, we serve our members and website visitors with a diverse discussion board, video library, bi-monthly digital magazine, articles and tackle reviews, and so much more.

We hope you take the time to scope us out so that you can see who we are for yourselves!

---

## Meet the Owner



**Andrew Ragas** is a 24 year-old multi-species angler who fishes across the upper midwest, mainly in Northern Wisconsin and Chicago, Illinois. He enjoys fishing as much as possible throughout the year and often finds himself fishing upwards of 150+ days per calendar season. His favorite targets include, but are not limited to: Largemouth and Smallmouth Bass, Muskies, Walleyes, Steelheads, and Northern Pike.

Andrew is a recent graduate of Loyola University Chicago, with a degree in Communication Studies and an Associates Degree in Visual Communication which encompasses graphic design.

With knowledge at hand gained within the confines of the classroom as well as on the water, and with an even greater understanding for the sport of fishing and the dynamics it brings, Andrew would like to work within the fishing industry and apply the skills he has learned within the classroom into that field.

In the realm of fishing, Andrew is a staff writer and blogger for the largest online outdoor media publication in the state of Illinois, **Heartland Outdoors Magazine**. In addition, he is also assisting for **Time on the Water**, contributes to the **Chicago Sun-Times Outdoor Reports**, and is individually sponsored by six other companies.

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## **Novice Anglers**

Beginners to the sport of fishing. Our website audience is comprised of beginner anglers who are just entering the sport. Our website serves as an educating tool for them.

## **Weekend Anglers**

Semi-serious fishermen who only have fishing time available for the weekends and off-days away from their day-jobs. Approximately half of our website membership fits this profile, as do a large amount of our visitors.

## **Guides and Outdoor Personalities**

Such noted individuals are the following: Lake Michigan guide, **Capt. Ralph Steiger**; **Frank Hyla** of **Time on the Water TV**; **Jim Gronaw** of **In-Fisherman Magazine**; **Jeff Lampe**, Editor in-chief of **Prairie State Outdoors**; and award-winning **Chicago Sun-Times** columnist **Dale Bowman**.

## **Professional and Amateur Tournament Fishermen**

Many of our best fishermen participate in tournament circuits whether it be "for-fun", or competition. Some are boaters while others are co-anglers. Certain members participate in club tournaments while others participate in national circuits.

## **Experts**

A select group of anglers who are masters of their craft, and specialize in certain forms of fishing. We have a number of these people here, from fly fishermen, to hardcore ice fishermen, and those who dabble in open-water multi-species affairs.

***ALL PARTIES ARE COMPRISED OF MULTI-SPECIES ANGLERS.***

# FISHING HEADQUARTERS



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Centered in the Great Lakes region of the upper Midwest, which is home to some of the finest fishing destinations and venues in all of North America, we are conveniently located off the shores of Lake Michigan in the large city market of Chicago, Illinois.

With our operations headquartered in a large metropolitan area of **7-million residents**, **250,000 of them being fishermen**, we are capable of reaching over **1-million website visitors** and **100,000 different households** in a single calendar year.

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# FISHING HEADQUARTERS

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## May, 2005

The name, **Fishing Headquarters** is first created by Andrew Ragas as his personal fishing homepage that grew popular with other like-minded fishermen and individuals. The website began as a single-paged website with links and photos and a small discussion board used for posting personal fishing reports and chronicling adventures from fishing his up-north waters located in northern Wisconsin. **Fishing Headquarters** received its formal name because Andrew wanted to develop a website dedicated to fishing-only, in which other individuals could get straight to the point of both seeing and catching fish.

## January, 2007

After a large following develops, mostly comprised of close friends and fellow fishermen, the official **Fishing Headquarters** website is launched to the public on January 1st, 2007. Since then, the website has functioned as a single-entity institution that does not compete with other regional websites, and its motto becomes, "**A website dedicated to the enjoyments of multi-species angling.**" In addition, the website has become popular enough to the point that regional media outlets such as the **Chicago Sun-Times** and **Prairie State Outdoors** feature our links and published weekly fishing reports and look to us as one of their sources for the latest information.

## October, 2008

After being recognized by Chicago area anglers as an excellent source for fishing information, and in addition to having young and enthusiastic writers headlined by **Andrew Ragas**, we begin to contribute to the Midwest Fishing Report that is published every Wednesday in the **Chicago Sun-Times**. Our role is comprised of writing reports for our region's rivers and other venues: Most notably the Fox, DuPage, and DesPlaines Rivers.

## March, 2009

We begin to submit contributions to **Prairie State Outdoors** and other online publications. Our fishing reports are showcased bi-weekly at PSO in blogs, and officially published on their front page every Thursday morning.

## May, 2009

Fishing Headquarters forms relationships with its first-ever contributors, writers and bloggers. Their works are seen showcased on our website's front page.

## January, 2010

**Fishing Headquarters** enters its fourth full season with nearly 500 dedicated members. In addition, the website promotes more writers and bloggers, **Bryan Blazek**, **Blake Hamilton**, and **Jim Gronaw**, a nationally-published writer and contributor to **In-Fisherman Magazine**.

## December, 2010

At the turn of the new year, Fishing-Headquarters launches a bi-monthly self-titled online Magazine, and enters the television and video production market with an online television show - all showcasing multi-species fishing.

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# FISHING HEADQUARTERS



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## Gender

95% - Male  
5% - Female

## Age

5% - 10 to 15  
15% - 15 to 20  
50% - 20 to 40  
30% - 40 and over

## Occupation

40% - Males 18-54  
40% - White Collar  
20% - Blue Collar

## Education

95% - High School or More  
75% - College or Graduate  
25% - Graduate Degree

## Residency

5% - International  
10% - Western USA  
20% - Eastern USA  
65% - Midwestern USA

## Fishing Skill Level

10% - Novice  
60% - Avid  
30% - Expert

## Yearly Fishing Expenditures

*(Based on each member)*

10% - \$10,000 or more  
20% - \$5,000 or more  
25% - \$1,000 to \$5,000  
35% - \$500 to \$1,000  
10% - \$1 to \$500

## Types of Anglers

*(Based upon style of fishing)*

10% - Saltwater/Deep Sea  
25% - Fly Fishing  
65% - Conventional

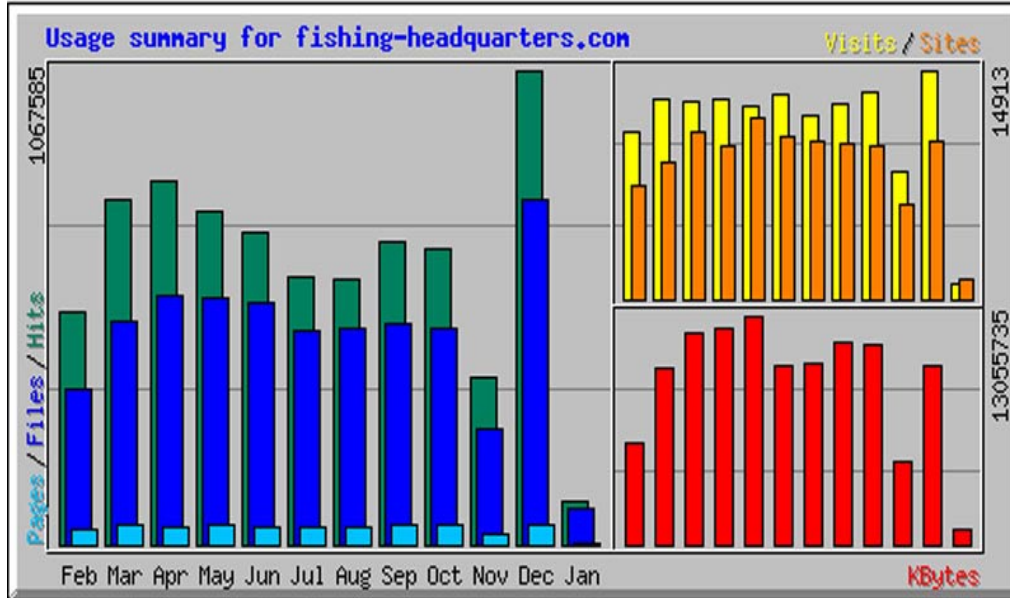
## Preferred Target Species

10% - Panfish  
10% - Rough Fish  
10% - Walleye  
15% - Trout and Salmon  
15% - Pike and Musky  
40% - Bass

## FISHING HEADQUARTERS



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Graphs indicate website traffic from our server for a 1-year period. We average over 100,000 visits per year for only our homepage.

Below is a monthly breakdown of our homepage visitors. Since our creation in 2007, our homepage itself has attracted half a million different visitors.

Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
<a href="#">Jan 2011</a>	31840	27520	1002	337	1348	917224	1011	3008	82560	95521
<a href="#">Dec 2010</a>	34438	25045	1443	481	10334	10163919	14913	44760	776403	1067585
<a href="#">Nov 2010</a>	12468	8718	848	277	6215	4692645	8313	25448	261562	374064
<a href="#">Oct 2010</a>	21504	15647	1440	433	9931	11325807	13442	44641	485076	666624
<a href="#">Sep 2010</a>	22676	16616	1460	423	10045	11529617	12712	43810	498491	680297
<a href="#">Aug 2010</a>	19335	15642	1233	385	10203	10386552	11936	38225	484911	599396
<a href="#">Jul 2010</a>	19357	15528	1294	427	10513	10163299	13240	40135	481369	600086
<a href="#">Jun 2010</a>	23357	18069	1257	416	11865	13055735	12497	37736	542071	700715
<a href="#">May 2010</a>	24139	17909	1367	418	10027	12310753	12979	42404	555203	748321
<a href="#">Apr 2010</a>	27178	18637	1343	428	10863	12085506	12861	40290	559123	815364
<a href="#">Mar 2010</a>	25021	16186	1411	419	8920	10117184	13010	43767	501787	775674
<a href="#">Feb 2010</a>	18741	12507	1225	386	7403	5768073	10812	34316	350215	524766
<b>Totals</b>						<b>112516314</b>	<b>137726</b>	<b>438540</b>	<b>5578771</b>	<b>7648413</b>

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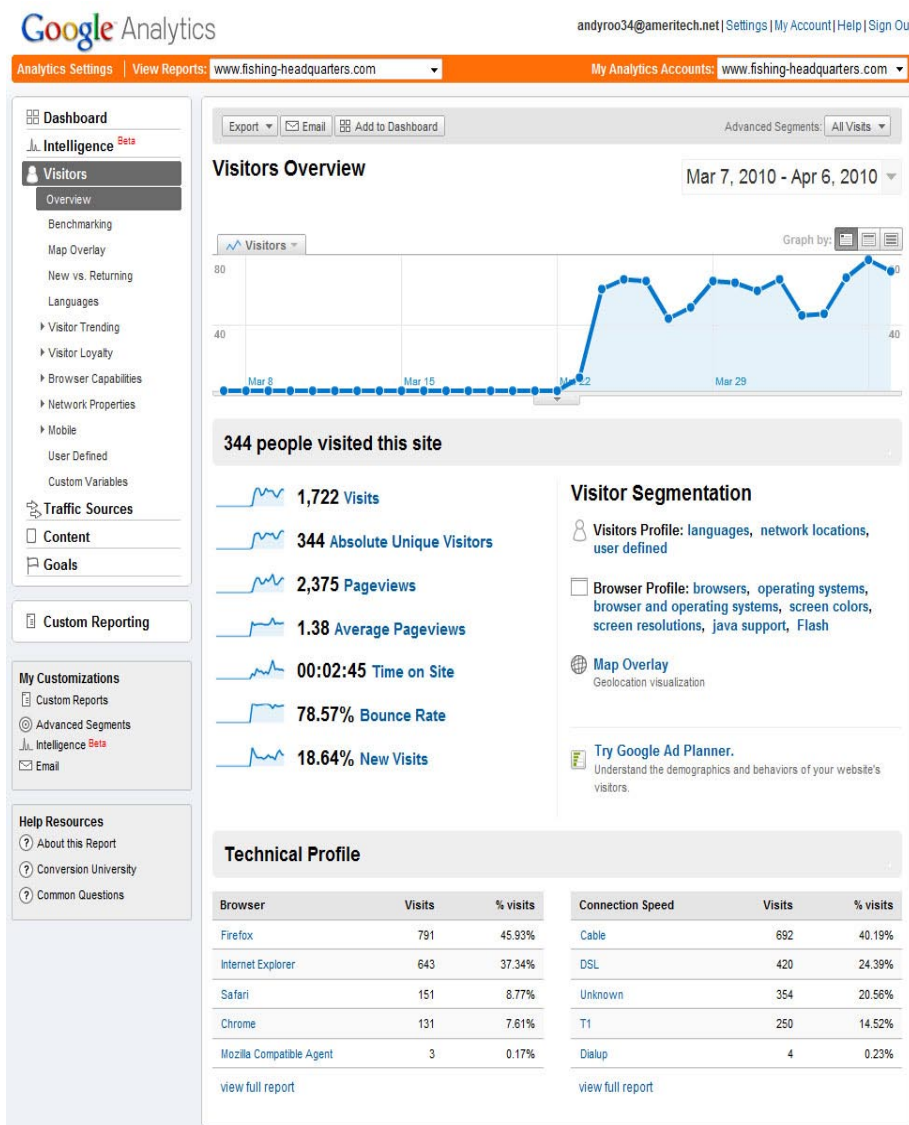
Statistics of our homepage visitors provided by GOOGLE Analytics.  
Numbers indicative from activation on March 22nd, 2010.



# FISHING HEADQUARTERS

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Statistics of our homepage visitors provided by GOOGLE Analytics.  
 Numbers indicative from activation on March 22nd, 2010.  
 Below is a more in-depth look of who visits our website in just a short 1-week period.



# FISHING HEADQUARTERS



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## Blogs Traffic

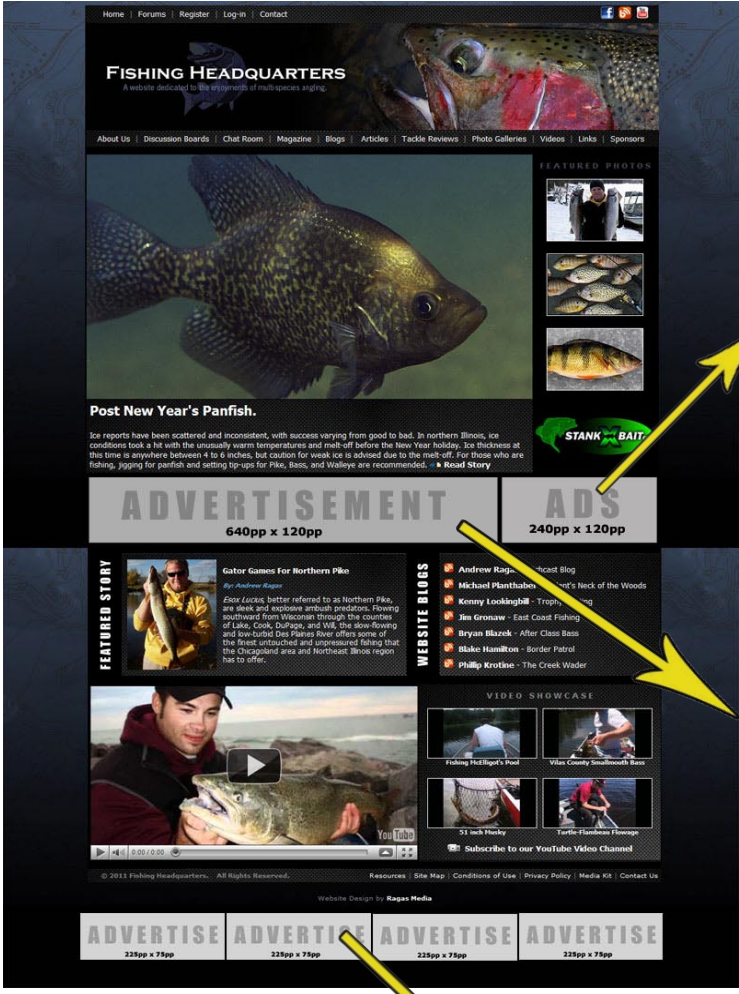


This image represents the visitors of **FISHCAST**, which is the blog of Andrew Ragas. Each flag on screen stands for approximately 10 different visitors with most of the target market readership residing in the upper Midwest areas surrounding the Great Lakes, and along with portions of the central plains, southeast, and west coast regions of the United States.

Andrew's blog contains bi-weekly and almost-daily articles and postings related to fishing and all of his adventures.

In addition, we have four other staff bloggers who also receive similar amounts of visitors and traffic statistics.

Homepage Advertising



Rotating Banners

240 x 120 pixels

Section to be used for all website sponsors. Each would receive equal amounts of screen time.

Featured Sponsor

640 x 120 pixels

Still image, or rotating images/ flash video for a single sponsor.

This section will be used for headlining our highest-paying and rewarding contributors and website sponsors.

Rectangle Slots

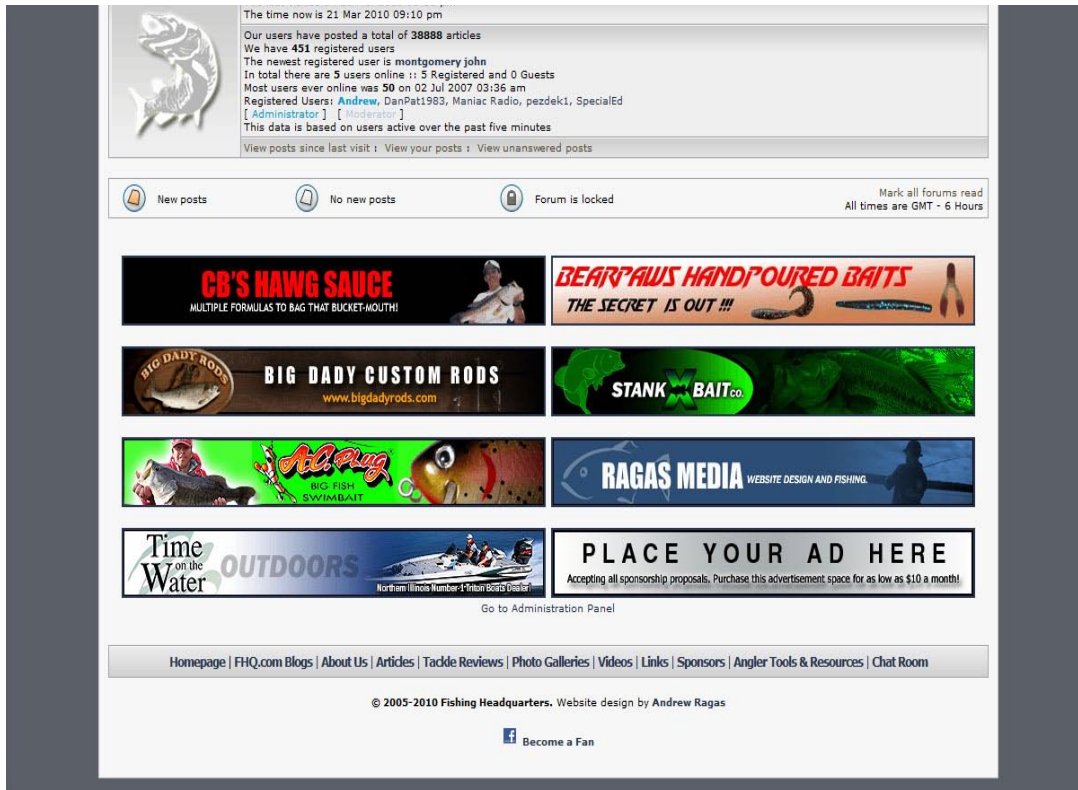
225 X 75 pixels

Still images or logotypes. One advertisement per each box.

**CONTACT US FOR DETAILS AND RATES.**

**ALL BANNERS ARE HYPERLINKED.**

## Discussion Board Advertising



The time now is 21 Mar 2010 09:10 pm

Our users have posted a total of **38888** articles  
 We have **451** registered users  
 The newest registered user is **montgomery john**  
 In total there are **5** users online :: **5** Registered and **0** Guests  
 Most users ever online was **50** on 02 Jul 2007 03:36 am  
 Registered Users: **Andrew**, **DanPat1983**, **Maniac Radio**, **pezdekt1**, **SpecialEd**  
 [ **Administrator** ] [ **Moderator** ]  
 This data is based on users active over the past five minutes  
 View posts since last visit : View your posts : View unanswered posts

New posts    No new posts    Forum is locked    Mark all forums read  
 All times are GMT - 6 Hours

**CB'S HAWG SAUCE**  
 MULTIPLE FORMULAS TO BAG THAT BUCKET-MOUTH!

**BEARPAWS HANDPOURED BAITS**  
 THE SECRET IS OUT !!!

**BIG DADY RODS**  
 www.bigdadyrods.com

**STANK BAIT CO.**

**Ad Plug**  
 BIG FISH SWIMBAIT

**RAGAS MEDIA**  
 WEBSITE DESIGN AND FISHING.

**Time on the Water** **OUTDOORS**  
 Northern Illinois Number 1 Spin Bait Dealer

**PLACE YOUR AD HERE**  
 Accepting all sponsorship proposals. Purchase this advertisement space for as low as \$10 a month!

Go to Administration Panel

Homepage | FHQ.com Blogs | About Us | Articles | Tackle Reviews | Photo Galleries | Videos | Links | Sponsors | Angler Tools & Resources | Chat Room

© 2005-2010 Fishing Headquarters. Website design by Andrew Ragas

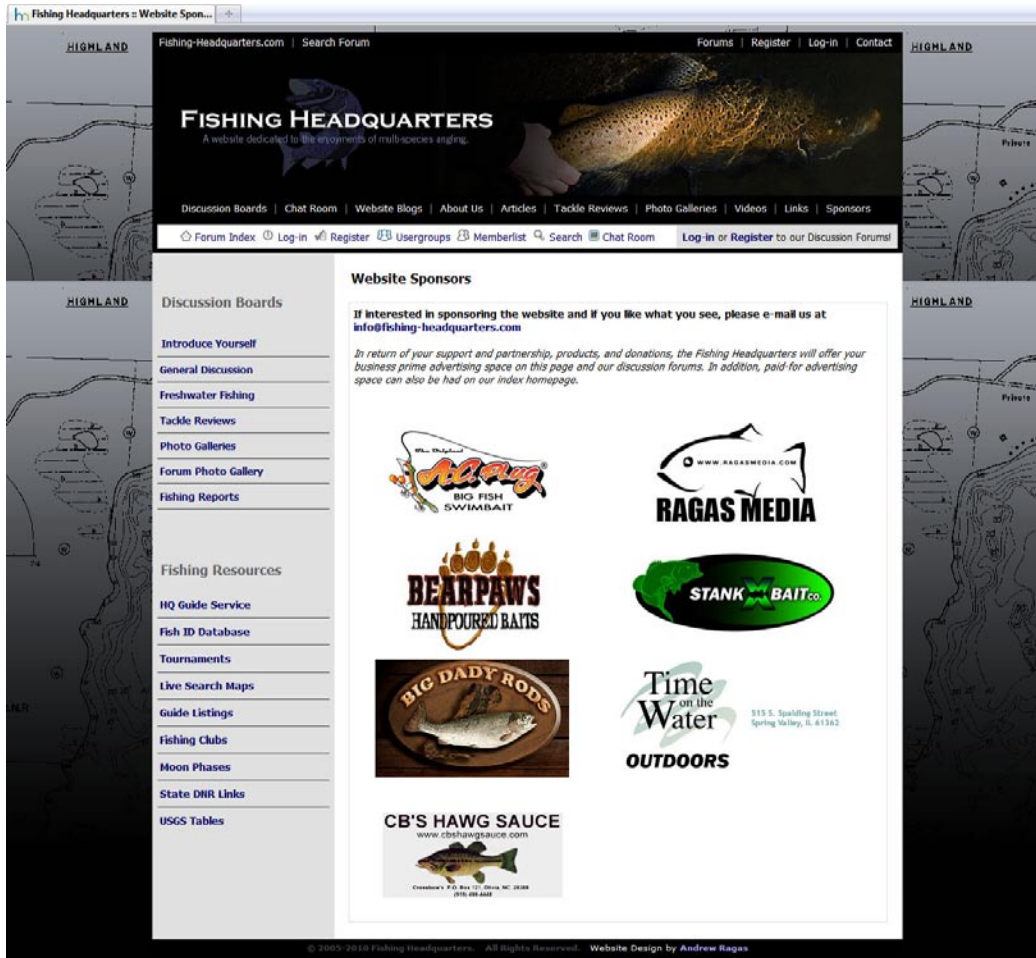
Facebook icon: Become a Fan

Those who sponsor us will be included on our discussion boards. All banners are of equal size **(468 x 60 pixels)** and are located anywhere from top of the page or near bottom. With our current discussion board system, we prefer keeping everything in one section - at the bottom.

All website sponsors with ads on our homepage have first priority access to be listed in our discussion boards.

**Click to view discussion board:**  
<http://www.fishing-headquarters.com/forums/index.php>

## Sponsors Page Advertising

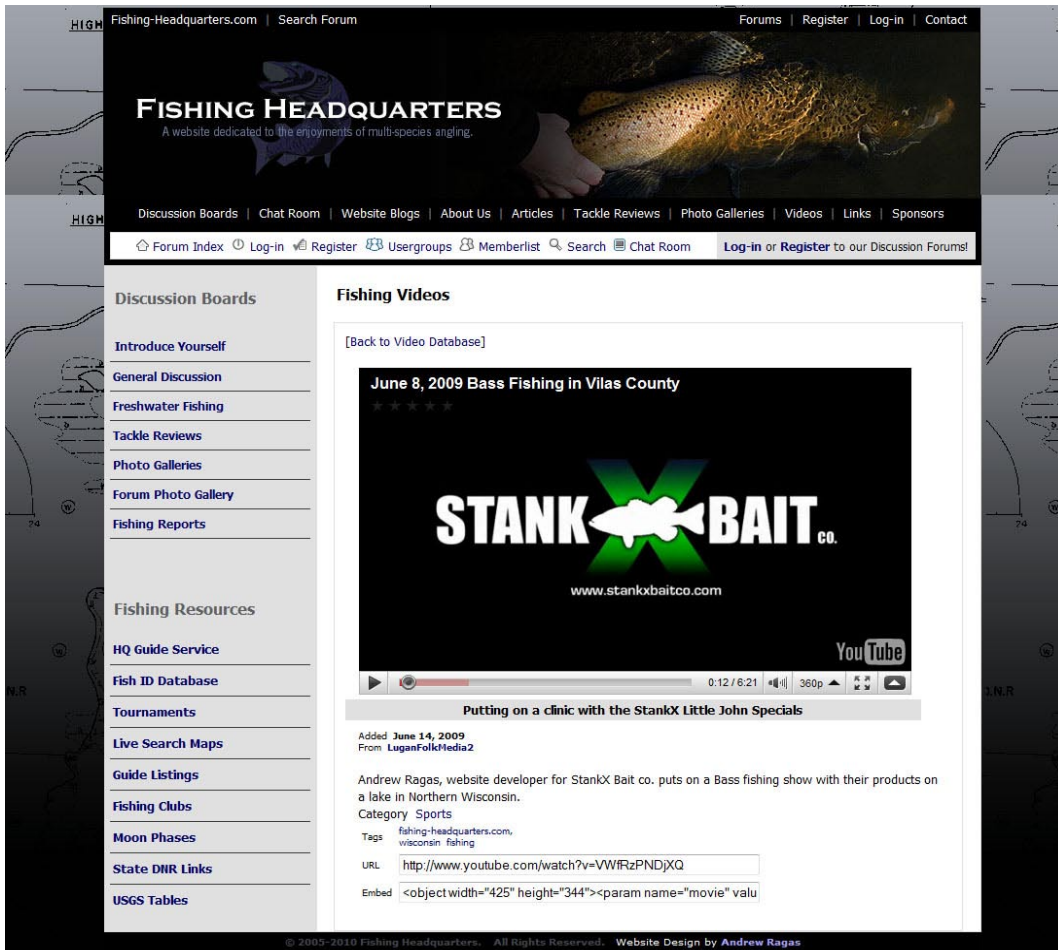


Page is dedicated to all of our website sponsors. Each image is same size in order to fit the dimensions of web page.

**Click to view Sponsors Page:**  
<http://www.fishing-headquarters.com/sponsors.html>

**ALL BANNERS ARE HYPERLINKED.**

## Fishing Video Advertising



The screenshot shows the Fishing Headquarters website interface. At the top, there's a navigation bar with links for Forums, Register, Log-in, and Contact. Below that is a main header with the site name and a tagline: "A website dedicated to the enjoyments of multi-species angling." A secondary navigation bar includes links for Discussion Boards, Chat Room, Website Blogs, About Us, Articles, Tackle Reviews, Photo Galleries, Videos, Links, and Sponsors. A search bar and a "Log-in or Register to our Discussion Forums!" button are also present.

The main content area is divided into two columns. The left column contains a "Discussion Boards" menu with links to: Introduce Yourself, General Discussion, Freshwater Fishing, Tackle Reviews, Photo Galleries, Forum Photo Gallery, and Fishing Reports. Below this is a "Fishing Resources" section with links to: HQ Guide Service, Fish ID Database, Tournaments, Live Search Maps, Guide Listings, Fishing Clubs, Moon Phases, State DNR Links, and USGS Tables.

The right column is titled "Fishing Videos" and features a video player. The video is titled "June 8, 2009 Bass Fishing in Vilas County" and is sponsored by "STANK X BAIT CO." with the website "www.stankxbaitco.com". The video player shows a progress bar at 0:12 / 6:21 and a resolution of 360p. Below the video player, there's a caption: "Putting on a clinic with the StankX Little John Specials".

Additional information below the video includes:
 

- Added June 14, 2009
- From [LuganFolkMedia2](#)
- Andrew Ragas, website developer for StankX Bait co. puts on a Bass fishing show with their products on a lake in Northern Wisconsin.
- Category Sports
- Tags: fishing-headquarters.com, wisconsin, fishing
- URL: <http://www.youtube.com/watch?v=VWfRzPNDjXQ>
- Embed: `<object width="425" height="344"><param name="movie" valu`

At the bottom of the page, a copyright notice reads: "© 2005-2010 Fishing Headquarters. All Rights Reserved. Website Design by Andrew Ragas".

We are the dominant website at shooting fishing videos and we make a priority to include our website sponsors at the beginning of each official website video.

We strive to use our website sponsor's products first, before anything else we have in our tackle boxes. All of our videos are presently displayed at YouTube and Vimeo, and average **500-2,000** views, with as many as **500** views in a full week.

**Click to view Videos Page:**

<http://www.fishing-headquarters.com/videos.html>

DIGITAL OPPORTUNITIES

# FISHING HEADQUARTERS

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VISIT US ONLINE  
Fishing-Headquarters.com  
BLOG, DISCUSSION BOARDS,  
VIDEO, MAGAZINE & MORE!

**Fishing-Headquarters.com** [Subscribe](#) [All](#) [Uploads](#) [Favorites](#)

Videos: 148  
 Vilas County Smallmouth Bass 225 views - 7 months ago  
 Wisconsin River Smallmouth Bass 302 views - 7 months ago  
 TFF Smallmouth Bass 221 views - 7 months ago

**Favorites (3)**  
 Lindner's 41 years of TV Old and new intros LindnerTales - 3,368 views  
 June 8, 2009 Bass Fishing in Vilas County LuganFolk - 918 views  
 Crazy Florida Sharks 2 DouGRI - 76,784 views

**Profile**  
 Name: Fishing-Headquarters.com  
 Channel Views: 7,434  
 Total Upload Views: 235,517  
 Age: 24  
 Joined: October 31, 2005  
 Last Visit Date: 2 weeks ago  
 Subscribers: 168  
 Website: http://www.fishing-headquarters.com

**Recent Activity**  
 LuganFolkMedia2 subscribed to portarhousemedia (2 weeks ago)  
 Fishing-Headquarters.com - Best of 2010 www.fishing-headquarters.com - Member slideshow from 2010 fishing season.  
 LuganFolkMedia2 favorited a video (3 weeks ago)  
 Lindner's 41 years of TV - Old and new intros The Lindner's have been putting out TV shows since 1970. Here we have the first show (1970) and the latest one (2011). Our DVD video collection...  
 LuganFolkMedia2 subscribed to FadrilBasic (3 weeks ago)  
 LuganFolkMedia2 subscribed to j@bar23 (3 months ago)

**Subscribers (168)**  
 j@bar23, kevinac, CW500000, Catfish, vsmc79, hiplog, jphillips

**Friends (129)**  
 kevinac, kevinac, kblakes, harvick, drcat, jphillips, kevinac

**Channel Comments (20)**  
 @bar23 (2 months ago) Thanks guys! Always enjoying talking to fellow northern anglers Remove | Block User | Spam  
 Joey22496 (2 months ago) nice video! i subbed can you sub back thanks Remove | Block User | Spam  
 Miforeverfishing (5 months ago) nice ice fishing vid i love fishing at black well but i have never ice fished there. check out my channel for fishing in dupage county!!!!!!! Remove | Block User | Spam  
 YoungAngler11 (9 months ago) Awesome channel! i have subscribed. Check out my channel if you like. Remove | Block User | Spam  
 YoungAngler11 Remove | Block User | Spam  
 NaysaFishingTales (10 months ago) Cool channel! Subbed. Remove | Block User | Spam  
 jvepall (11 months ago) Sweaks, Andrew :) Remove | Block User | Spam  
 FiddFishing (11 months ago) Thanks for the info! You're doing a great job, keep it going! Troy Lindner - Fit 4 Fishing Remove | Block User | Spam  
 FishingOnFuego (1 year ago) Hey Nice channel! Check out my videos some times and if you like them than subscribe! Thanks! -FishingOnFuego Remove | Block User | Spam  
 troutman88 (1 year ago) great videos Remove | Block User | Spam

Over 150 of our fishing videos are stored on our YouTube Video player, where we have over **250,000** visits and nearly **200** subscribers.

Click to view YouTube Video Channel:  
<http://www.youtube.com/user/LuganFolkMedia2>

www.fishing-headquarters.com



# FISHING HEADQUARTERS



[www.fishing-headquarters.com](http://www.fishing-headquarters.com)

## Facebook Advertising

The screenshot shows the Facebook page for 'The Fishing Headquarters'. The page header includes the Facebook logo, the page name 'The Fishing Headquarters', and navigation links for Home, Profile, and Account. The main content area features a cover photo of a fish's mouth, a 'What's on your mind?' text box, and a 'Share' button. Below this, there are several posts from fans, including one from Billy Ebert about a crankbait and another from Michael Planthaber. A 'Get More Fans' button is visible on the right side. The left sidebar shows the page's information, including its founding date (January, 2007) and a list of fans with their names and profile pictures. The 'Favorite Pages' section lists related pages like 'Prairie State Outdoors' and 'Great Lakes Angler Blog'.

Since the creation of our Facebook Fan Page in January, 2010, we have been able to further promote our website to a worldwide audience, and to target anglers who had previously never heard about us. This has resulted in an increased membership.

To date, our Facebook Fan page has over **500** members. Within it, we post sponsor advertisements, promotions, and website news.

**ALL** sponsors are guaranteed link space, and if they have existing Facebook Pages of their own, they will be placed under our "Favorite Pages" column.

**Click to view Facebook Fan Page:**  
<http://www.facebook.com/pages/The-Fishing-Headquarters/56986315418>



## Bi-Monthly E-Magazine



In fall 2010, we established an online digital magazine that runs bi-monthly, and it showcases the best fishing that can be expected during the season in which it is issued. We are the **ONLY** digital multi-species fishing magazine found within our target market and geographic region.

Our first issue was released on November 22, 2010, and within one full week, we reached 1,000 different readers, 100+ subscribers, and 10,000 total page views.

Advertising space is available in full-page, and half-page magazine style formats. In addition, a classifieds section is available upon request as well.

[View our Magazine](#)

# FISHING HEADQUARTERS



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## **Exclusive Client Opportunities**

A summary of what we are able to offer.

**Homepage Advertising**

**Discussion Board Advertising**

**Video Spots, Television, and Commercials**

**Personality Endorsements**

**Fishing Reports**

**Writers and Bloggers**

**Bi-Monthly E-Magazine**

**Articles and Product Reviews**

**Facebook and Twitter Promotions**

**Website Contests and Giveaways**

**Tournament Endorsements**

**Tradeshows**

# FISHING HEADQUARTERS



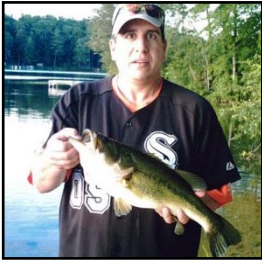
[www.fishing-headquarters.com](http://www.fishing-headquarters.com)



"Fishing Headquarters is designed better than most other Chicagoland fishing websites. The layout is easier to navigate and just plain easier to use. Posting images is also far less complicated. Also the colors and overall design of the site is easy on the eyes and easy to read. Technically speaking I love the site.

As for members, the site is even better. It is full of people who love to fish. FHQ is not just about "hey look what I caught" or "I am the best fisherman ever". FHQ is a way to share techniques, learn, and develop as an angler. I have personally met a handful of guys from FHQ and would share a day on the lake (or pond) with any of them."

**Chris Loveless - Chicago, Illinois**



"I am relatively new to serious fishing. Fishing Headquarters has been my number one resource for advice and I have learned a great deal from the members of this site. I visit many fishing sites but Fishing Headquarters is the only place where I have developed friendships with other fishermen."

**John Perez - Westchester, Illinois**



"I would say Andrew's innovative style, and attention to detail makes his website the rising star among a myriad of other web-based fishing forums. There is an apparent visual refinement you notice as soon as you open the homepage. His creativity and ability to compile a well laid-out web environment is evident in every project he has undertaken."

**Ed Schmitt - Oswego, Illinois**



"Andrew Ragas and FHQ has taught me a great deal about multi species techniques and community. His dedication and scrutiny of all of his work is second to none. Andrew has created my website from the ground up and has been a crucial part in helping spread the word through the community. It is a comfort to know that the infrastructure of my company was built and maintained by not only an accomplished website designer, but a skilled angler as well."

**Travis Crosman - Kalamazoo, Michigan**  
**Owner, Stankx Bait Co.**  
[www.stankxbaitco.com](http://www.stankxbaitco.com)

# FISHING HEADQUARTERS

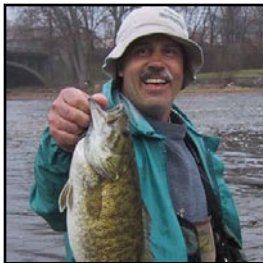


[www.fishing-headquarters.com](http://www.fishing-headquarters.com)



"FHQ offers a diverse spectrum of forums for any angler. Boards are specifically built and managed on multiple topics. Some are just for friendly discussion, others on tackle reviews, and most importantly, there is plenty of fish talk! The contributors offer a great deal of expertise and do a great job at managing and maintaining the helpful content through the forums. Any angler, regardless of experience, age, etc. may jump into the boards and participate in a great community and learn a lot about fishing. FHQ has the works to grow into a very very special network and I am happy to call it home."

**Michael Planthaber - Chicago, Illinois**  
**Website Contributor and Blogger**  
[www.fishing-headquarters.com/mplantfishing/](http://www.fishing-headquarters.com/mplantfishing/)



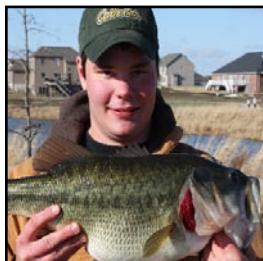
"I have been involved with Chicago area fishing websites and forums since the first one came on the scene almost 14 years ago. That first site spawned many imitators, but the majority of them are currently stuck in the past with how they look, what they offer and the polarizing politics they espouse.

Fishing Headquarters isn't like that. FHQ is about fishing, innovation in how that is talked about and presented, and most important . . . just plain fun. Once the fun is taken out of the fishing conversation, what's the point of the conversation?

Andrew Ragas has hit on an idea for a fishing website and forum in the Chicago area that currently has no imitators or competitors. I attribute this to his youth and fresh ideas about what a local fishing forum should offer and look like. His emphasis on video alone puts him well ahead of all other sites in the area.

If Andrew can keep up his enthusiasm and fresh ideas, FHQ will become a valuable reference and stopping point for anyone that wants to explore fishing opportunities around Chicago."

**Ken Gortowski - Yorkville, Illinois**  
[keng@wadauwant.com](mailto:keng@wadauwant.com)



"When I first joined the website, I was a very novice fisherman and went fishing for around a couple years. Over three years later I have become 10 times the fisherman since I joined the site. I have also made many friends, some members of this site have become my best friends. The site is very modernized and uploading pictures and videos is very easy even for the novice computer user. Andrew has done a great job with the site and it is the only one that I am on regularly because of the laid back atmosphere that is created by the people on the site."

**Kenny Lookingbill - Normal, Illinois**  
**Website Contributor and Blogger**  
[www.fishing-headquarters.com/trophyhunting/](http://www.fishing-headquarters.com/trophyhunting/)

[www.fishing-headquarters.com](http://www.fishing-headquarters.com)



# FISHING HEADQUARTERS

[www.fishing-headquarters.com](http://www.fishing-headquarters.com)

## Professional References

### Frank Hyla

Owner & Host, Time on the Water TV and Outdoors.  
(630) 841-5423

### Jeff Lampe

Owner & Editor In-Chief, Heartland Outdoors Magazine.  
(309) 686-3212

### Dale Bowman

Outdoors columnist for the Chicago Sun-Times.  
(815) 422-0012

### Travis Crosman

Owner, StankX Bait Co - Kalamazoo, Michigan.  
(269) 267-0120

### Brent Beckwith

Walk on Water Ice Benefit coordinator.  
(815) 459-6454

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[www.bearpawshandpouredbaits.com](http://www.bearpawshandpouredbaits.com)  
John Olsen - Walden, NY., 12586  
*January, 2007 — Present*

### CB's Hawg Sauce

Olivia, North Carolina  
<http://www.cbshawgsauce.com>  
Randy Jones - (919) 499-4448  
*January, 2007 — Present*

### Ragas Media Designs

Chicago, Illinois  
<http://www.ragasmedia.com>  
Andrew Ragas - (708) 256-2201  
*January 2007 - Present*

### Sims Spinners Inc.

Chicago, Illinois  
<http://www.sims-spinners.com>  
Dan Sims - (708) 248-4558  
*October, 2010 — Present*

### StankX Bait Company

Kalamazoo, Michigan  
<http://www.stankxbaitco.com>  
Travis Crosman - (269) 267-0210  
*May, 2009 — Present*

### Time on the Water Outdoors

Spring Valley, Illinois  
<http://timeonthewateroutdoors.com>  
Frank Hyla - (630) 841-5423  
*February, 2010 - Present*