

**Products & Services**



# **MOABJEEPER** **MAGAZINE**



## MOABJEEPER Magazine Mission Statement

To provide honest unbiased testing and reviews of products as our readership would use them.

### Who We Are

Since opening its doors in late 2002, MOABJEEPER Magazine has grown to one of the largest online Jeep and Off-Road magazines. MOABJEEPER Magazine has been the number one result on a Google search for "Jeep articles" for over 3 years. Typically within one month, our product reviews will show up as a top 10 listing in a Google search for that particular product.

### Who Our Readers Are

MOABJEEPER Magazine readership is in the center of the bell curve of Jeep owners. Our typical reader is the guy or gal building their Jeep a little at a time, four-wheeling it on the weekends, and driving it to work on Monday. While MOABJEEPER Magazine's target market includes neither competition based rock buggies nor stock Jeeps that see no real trail time, our typical readership encompasses the vast majority of Jeep owners. Accordingly, the products we review and the events we cover are geared around this target audience.



## MOABJEEPER Magazine Advantages

### Searchable database of articles

Never again will your product article be lost in a stack of old (print) magazines when the reader purchases your product.

### Weekly updates

Your article stays at the top of reader's minds. Unlike our online competition, we update weekly. This keeps you and your product in front of your customers.

### Speed

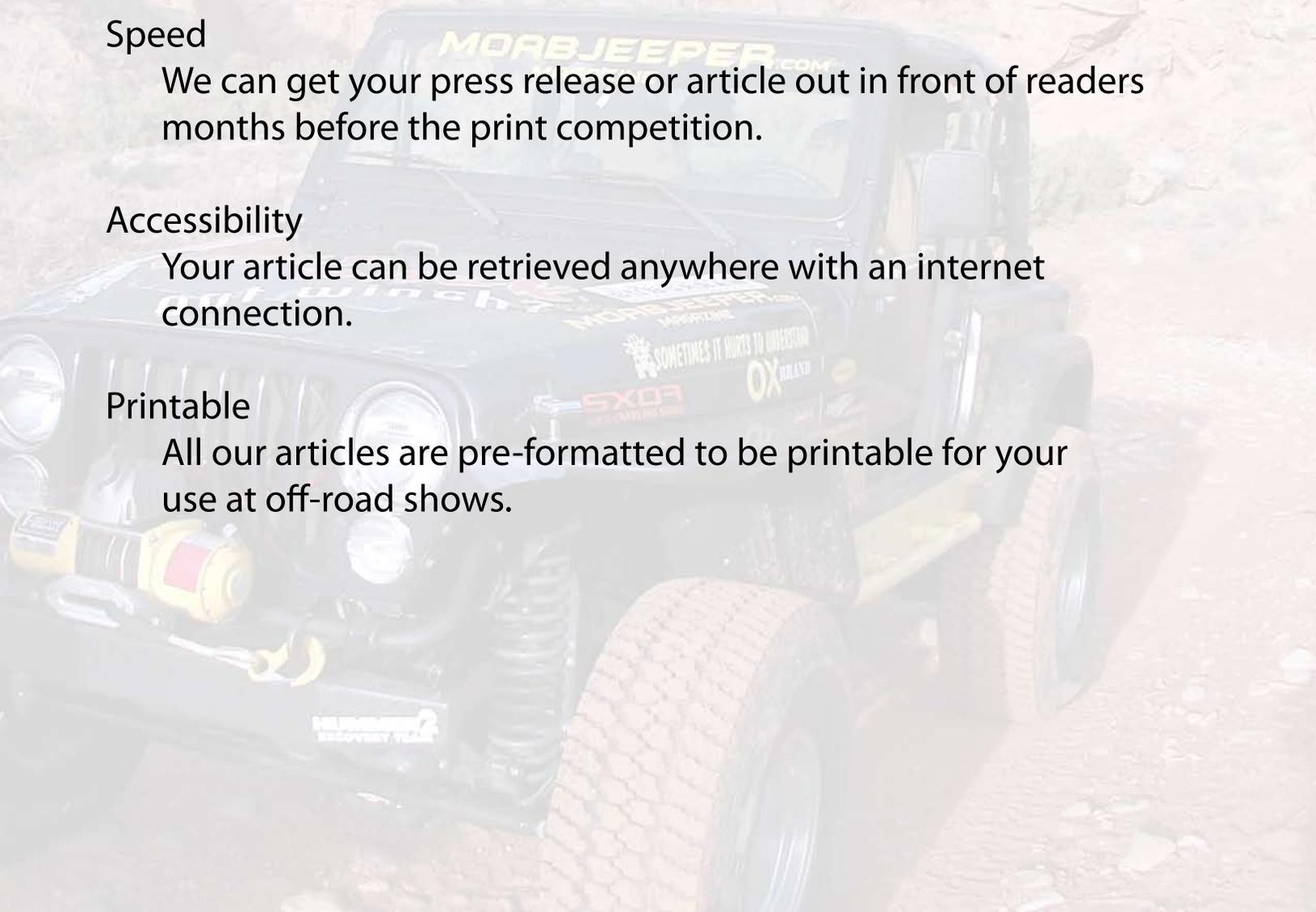
We can get your press release or article out in front of readers months before the print competition.

### Accessibility

Your article can be retrieved anywhere with an internet connection.

### Printable

All our articles are pre-formatted to be printable for your use at off-road shows.





## Product Testing/Development - What You Get?

### Testing

Our long-term product testing is unmatched in the industry.

The standard package in a two year test includes the following:

1. Two year evaluation of your product (where applicable).
2. Installation article to include product review and impressions.
3. Six month updates for the duration of the two years.
4. Vendors are given the option to close the articles with their own unedited comments.

### Our Commitment To You

Most products work well fresh out of the box, but our readers want to know if their parts investment is going to be around and keep performing as long as their Jeep.

Your product will stay on the vehicle for the entire test – it is not installed, written about, and promptly removed.

MOABJEEPER Magazine keeps an open dialogue with you throughout the test. Any issues encountered during that time will be brought to your attention first. This allows you the opportunity to address the problem and offer a solution before we bring it to the reader's attention.

### Product Development

MOABJEEPER Magazine has product development services available. We have aided in product design, changes, and improvements for companies such as Tom Woods, Solid Axle and Tuffy Security Products.

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## Special Recognition

From time-to-time MJ Magazine finds products that stand out from the competition. We want to recognize these outstanding products and have created our own designations.

A product receiving the seal of "Approved" is endorsed by MOABJEEPER Magazine as a quality product that we recommend. Several of the same type of product may be given this quality recognition, and all would be recommended choices.

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**APPROVED**

A product receiving the "Top Choice" award has been deemed by MOABJEEPER Magazine the best in its class. This product not only meets the magazine's approval, but also meets a higher level of quality **and value** than all the other products of its kind. Only one top choice will be awarded for a given category of product.

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**TOP CHOICE**

A product receiving the seal of "Approved" retains that honor as long as it is in production. A product given the rank of "Top Choice" retains that honor only as long as it is the best product in the opinion of MOABJEEPER Magazine. If a better product comes along, it will be the new top choice.

# MOABJEEPER MAGAZINE

## Contact Information

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Thank you for considering MOABJEEPER Magazine.