SUPPLIER & BRAND PARTNER MEDIA KIT

NextWave Tested™

Product Reviews & Lifestyle Showcase Program

Your Product. Our Experience. Our Audience.



ABOUT THE PROGRAM

Real products. Real use. Real audiences.

Most product reviews are written from a spec sheet. NextWave Tested™ evaluates products in the real world, by real users in authentic environments. Products are tested, photographed, reviewed, discussed on air, featured online and showcased across the NextWave Broadcasting Network.

We work directly with

- Manufacturers
- Consumer brands
- Public relations agencies
- Marketing firms
- Product launch teams
- Press fleet managers

Accepted products may receive

- Dedicated review articles
- Radio mentions
- Social media promotion
- Video reviews
- Product photography
- Website features
- Email marketing
- Network-wide campaigns

AUDIENCE REACH

One network. Five music audiences.

3.5M+
monthly unique listeners*

302
U.S. radio markets*

5
digital radio brands, each with a website and app

195
countries with listeners, streaming 24/7 on all five stations*

#1 on Google for our station names

Google Search, Sept 2026: **528,390** impressions · **16,990** clicks

- **#1** “new wave radio” — newwave.radio
- **#1** “rock n roll radio” — rocknroll.radio
- **#1** “the alternative one radio” — alternativeone.radio
- **#1** “wild country music radio” — wildcountrymusic.radio

Our audience includes

- Motorcycle enthusiasts
- Automotive consumers
- Technology buyers
- Music fans
- Travel enthusiasts
- Outdoor lifestyle consumers
- Audio equipment buyers
- Lifestyle product shoppers

*NextWave Broadcasting, CentovaCast 3.34 network-wide, May 1, 2026. Google: Search Console, Sept 2026; U.S. rankings, Oct 26, 2026.

NETWORK DISTRIBUTION

Where your product can appear

Property	Format	Audience interests	Website
The Alternative One	Modern rock and alternative	Technology, gaming, consumer electronics	alternativeone.radio
Wild Country Radio	Country music and lifestyle	Outdoor living, trucks, hunting and fishing, farm and ranch	wildcountrymusic.radio
Rock 'n' Roll Radio	Classic rock, active lifestyle	Motorcycles, automotive, garage and shop, power sports	rocknroll.radio
New Wave Radio	80s alternative and new wave	Retro tech, audio equipment, consumer electronics	newwave.radio
Yacht Rock Radio	Travel, leisure, premium lifestyle	Travel, marine lifestyle, premium products, audio	yachtrock.radio
NextWave Broadcasting	Corporate network site	Advertising, reviews, lifestyle features, promotions	nextwavebroadcasting.com
NextWave Tested™	Product review platform	Long-form reviews, photos, video, verdicts	tested.nextwavebroadcasting.com

PRODUCT CATEGORIES WE'RE SEEKING

What we're reviewing this year...

Automotive

Cars, trucks, SUVs, accessories and detailing products

Motorcycles

Motorcycles, riding gear, helmets, communication systems and rider technology

Consumer electronics

Smartphones, tablets, smart watches, wearables and tech gadgets

Audio

Home audio, speakers, headphones, earbuds and streaming devices

Outdoor & adventure

Camping equipment, adventure gear, travel accessories and portable power

Lifestyle

Beach products, health and wellness, travel products, home tech and unique consumer goods

INCLUDED BRAND EXPOSURE

Every accepted review works for your brand

Brand logo placement

Your logo with a clickable link to your company website, product website, online store or launch page.

Permanent product links

Manufacturer site, product pages, dealer locator, purchase and campaign links on your review page.

Search visibility

Branded keywords, product names, manufacturer details and photography, indexed by search engines.

Depending on category and scope, deliverables may include

- Product review article
- Radio mentions
- Brand website links
- Professional photography
- Network-wide exposure
- Product purchase links
- Social media coverage
- Video content opportunities
- Search engine visibility



THE 30-DAY VERDICT

Thirty days of real use. One verdict.

Day 1 first look, Day 7 real life, Day 30 verdict. Every product earns one of three:

Crank It: top pick. We'd buy it with our own money.
Keep It On: good, with trade-offs we spell out.
Skip It: not for our listeners, and we say exactly why.

> Earned a Crank It? Display the NextWave Tested™ stamp on your site, packaging and launch materials, linked to your review.

Brands can send products. They can't buy verdicts. Brands never preview a verdict, and every review says how we got the product.



ONE PROGRAM · FREE FOR BRANDS

One free review. No tiers. We choose the verdict.

YOU SEND

The product

- A review sample
- Or a 30 to 60 day loan
- Or a press vehicle or bike

That's it. There is no fee.

EVERY ACCEPTED PRODUCT GETS

The full NextWave Tested™ review

- Written review and verdict
- The 30-Day Truth, 3 episodes
- Verdict airs on all 5 stations
- Final verdict on Day 30
- Original photos and short video
- Verdict card on our socials
- Category round-up inclusion
- Bikes and vehicles: full video road test, Listener Jury or ride-along, Featured Ride series

Free, and the same for every brand. No fees, no packages. Loans come with a loan agreement, confirmed insurance and a safe return.

WHAT WE ASK FROM BRAND PARTNERS

Help your review reach further

1

Link back to the review

Add a link from your website to the published review, for example "As Featured on NextWave Tested."

2

Display the logo

Show the NextWave Tested™ logo on press and media pages, dealer resources and launch announcements, linked to your review.

3

Post at least once

Share one announcement on Facebook, Instagram, X, LinkedIn or Threads. Suggested posts are on the next page.

Send us your links for the review page: product pages, dealer locator, manufacturer site, launch page and purchase page.

These requests never affect a verdict. Brands can send products. They can't buy verdicts.

SUGGESTED SOCIAL MEDIA POSTS

Copy, paste, add your product name

Facebook / LinkedIn

We're excited to announce that [Product Name] is being independently evaluated by the team at NextWave Tested.

Their review will reach listeners across the NextWave Broadcasting Network, including New Wave Radio, Yacht Rock Radio, Rock 'n' Roll Radio, Wild Country Radio and The Alternative One.

Follow the review:
tested.nextwavebroadcasting.com
#NextWaveTested #ProductReview #NewProduct

Instagram

We're working with @NextWaveTested on an upcoming product review of our [Product Name].

Stay tuned for real-world testing, photos and their final verdict.

Link in bio
#NextWaveTested #ProductReview #BrandPartner

X (Twitter)

Excited to announce that [Product Name] is being reviewed by @NextWaveTested.

Real-world testing. Real opinions. Real audience reach.

Learn more:
tested.nextwavebroadcasting.com
#NextWaveTested

MEDIA & PRODUCT REVIEW SUBMISSIONS

Ready for a real-world review?

Submit a product	tested.nextwavebroadcasting.com/submit-a-product
The program	tested.nextwavebroadcasting.com
The network	nextwavebroadcasting.com
Questions	sales@nextwavebroadcasting.com
Contact	Jonathan Barash, President · 516-900-2255
Ship products to	NextWave Tested, 24 Dolphin Green, H2C, Port Washington, NY 11050

Reviews are free. We reply to every submission within 5 business days. Please don't ship until we confirm.



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NextWave Tested™ is a program of the NextWave Broadcasting Network. *Brands can send products. They can't buy verdicts.*