SUPPLIER & BRAND PARTNER MEDIA KIT

NextWave Tested™

Product Reviews & Lifestyle Showcase Program

Your Product. Our Experience. Our Audience.

PROGRAM LAUNCH

Friday, November 27, 2026

Black Friday. The first 30-day tests start that day.



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 all five NextWave Broadcasting Network stations. Listeners vote on what gets tested next.

We work directly with

- Manufacturers
- Consumer brands
- Public relations agencies
- Marketing firms
- Product launch teams
- Press fleet managers
- Dealers and retailers
- Apparel and accessory labels

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 listeners

302
U.S. radio markets

5
digital radio stations, 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 · Truck and off-road owners · Automotive consumers · Technology buyers · Music fans · Travel enthusiasts · Outdoor lifestyle consumers · Audio equipment buyers · Fashion and accessory shoppers · Lifestyle product shoppers

Google: Search Console, Sept 2026; U.S. rankings, Oct 26, 2026.

LAUNCHING BLACK FRIDAY · ALREADY LIVE ON EVERY STATION

Listeners are already voting.

NextWave Tested™ launches **November 27, 2026**. The voting, the brand directories and the live boards are running now, on the Tested site and on all five station websites.

LIVE

Live Gear Board

Claude's pre-test score next to live listener votes, shown on the Tested homepage and on every station's product showcase page.

LIVE

Pick the Bike

Listeners vote online and by text for the motorcycle we ride first. Running totals update live across the network.

LIVE

Featured sponsor cards

Sponsor products appear on the Tested homepage, on brand pages and on all five station sites. **Viking Bags** is our first featured sponsor.

LIVE

Brand directories

Motorcycle & gear brand pages, plus a new **Trucks & Off-Road** directory: 37 brand pages and a hub at /brands/trucks-off-road/. Listeners can request a test of any brand in one click.

NEW

Two new review areas

Clothing, Shoes, Jewelry & Watches (The Everyday Wear Test) and **Travel & Experiences** (The Getaway Test): hotels, cruises, trains, tours and more.

Shown on yachtrock.radio · newwave.radio · alternativeone.radio · wildcountrymusic.radio · rocknroll.radio · tested.nextwavebroadcasting.com

NETWORK DISTRIBUTION

Where your product can appear

PROPERTY	FORMAT	STATION TEST	AUDIENCE INTERESTS	WEBSITE
Rock 'n' Roll Radio	Classic rock, active lifestyle	The Long Haul Test	Motorcycles, helmets, comms, touring gear, guitars and amps	rocknroll.radio
Wild Country Radio	Country music and lifestyle	The Tailgate Test	Trucks, off-road, coolers, camping, portable power, boots	wildcountrymusic.radio
Yacht Rock Radio	Travel, leisure, premium lifestyle	The Sunset Test	Boats, beach gear, sunglasses, waterproof speakers	yachtrock.radio
New Wave Radio	80s alternative and new wave	The Retro-Future Test	Home audio, turntables, headphones, cameras	newwave.radio
The Alternative One	Modern rock and alternative	The City Grind Test	E-bikes, earbuds, action cams, music gear, commuter tech	alternativeone.radio
NextWave Tested™	Product review platform	All tests	Long-form reviews, photos, video, verdicts, brand pages, live votes	tested.nextwavebroadcasting.com
NextWave Broadcasting	Corporate network site	—	Advertising, reviews, lifestyle features, promotions	nextwavebroadcasting.com

Every station's product showcase page carries the Live Gear Board, Pick the Bike and featured sponsor cards.

PRODUCT CATEGORIES WE'RE TESTING

Eight review areas. One honest verdict.

THE LONG HAUL TEST

Motorcycles

Featured ride bikes, helmets, intercoms and rider comms, riding gear, luggage and touring, exhaust and performance, cameras, GPS and mounts

THE TAILGATE TEST

Trucks & Off-Road

Trucks and SUVs, overlanding, tires and wheels, truck accessories

THE RETRO-FUTURE TEST

Audio & Music Gear

Headphones and earbuds, speakers, car audio, guitars and amps, turntables and hi-fi

THE TAILGATE TEST

Outdoors & Tailgate

Coolers, camping, portable power, grills, boots and workwear

THE SUNSET TEST

Boats & Beach

Boats and watercraft, beach gear, sunglasses, waterproof speakers

THE CITY GRIND TEST

Tech & Cameras

Action cameras, phones and accessories, e-bikes, smart home

THE EVERYDAY WEAR TEST

NEW

Clothing, Shoes, Jewelry & Watches

Clothing and outerwear, shoes and boots, jewelry, watches, bags, hats and accessories. Every review lists the size we wore, our usual size, and whether it runs small, true to size or large.

THE GETAWAY TEST

NEW

Travel & Experiences

Hotels and boutique resorts, spa and wellness retreats, cruises, train journeys, road trips and scenic drives, tours and guided trips, sailing and yacht charters, family vacations. Every review leads with the real total price, fees and tips included.

Full category list: tested.nextwavebroadcasting.com · Don't see your category? Ask us: sales@nextwavebroadcasting.com

NEW SINCE OUR LAST KIT

Two new ways in for brands

NEW REVIEW AREA

Clothing, Shoes, Jewelry & Watches

“The tags come off on Day 1. Fit, fade and finish show up by Day 30.”

- Fit and sizing: the size we wore, our usual size, how it runs
- Shrink and fade after 10 washes
- Seams, zippers, soles and straps after 30 days of wear
- Shoes: comfort after a full day on your feet, real break-in time
- Verdict airs on the station whose listeners asked for it

/category/clothing-shoes-jewelry-watches/

LIVE

Trucks & Off-Road Brand Directory

“Trucks & Off-Road Brands. One Request Away.”

- 37 brand pages plus a hub, 38 brands in all
- Trucks & SUVs, Off-Road Gear, Overlanding, Tires & Wheels, Truck Accessories
- Logo, official links and a “Request a Test” button on every page
- Listener requests feed The Tailgate Test on Wild Country Radio
- Joins the existing Motorcycles & Gear brand directory

/brands/trucks-off-road/

Already listed? Send us your logo, product pages and dealer locator and we’ll update your brand page.

NEW REVIEW AREA · THE GETAWAY TEST

Travel & Experiences: booked, lived and judged.



"The brochure shows the best room on the best day."

Hotels & Boutique Resorts | Spa & Wellness Retreats | Cruises | Train Journeys | Road Trips & Scenic Drives | Tours & Guided Trips | Sailing & Yacht Charters | Family Vacations

1
The Booking
How easy it was, and what it really cost.

2
The Stay
The room, the service and the surprises.

3
The Verdict
Crank It, Keep It On or Skip It.

- ✔ **The real total price first:** rate, resort and service fees, taxes, tips and the extras we actually needed.
- ✔ **Full disclosure:** every review says whether we paid or the host covered the trip.
- ✔ **A travel beat on every station:**

Yacht Rock sailing, islands and sunset cruises
Wild Country national-park road trips and ranch stays
Rock 'n' Roll motorcycle tours and road trips
New Wave classic trains and retro boutique hotels
The Alternative One city boutique hotels and spa resets

For hotels, resorts, cruise lines, rail and tour operators, and charter companies. /category/travel-experiences/ · Verdict airs on the station whose listeners asked.

INCLUDED BRAND EXPOSURE

Every accepted review works for your brand

Brand logo placement

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

Permanent product links

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

Your brand page

A brand page in our Motorcycles & Gear or Trucks & Off-Road directory, with a listener “Request a Test” button.

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

Featured sponsor placement

Want more than a review? Featured sponsors get product cards on the Tested homepage, their brand page and all five station websites, next to the Live Gear Board. Viking Bags is our first featured sponsor. Ask us about open spots.

sales@nextwavebroadcasting.com

EXAMPLE · THE LIVE GEAR BOARD

Where listeners decide what gets tested



54	2,202	0
brands on the board	network votes	verdicts so far

1. **Claude's pre-test score.** A 0–10 research score from public news, made before any testing. It is not a product rating.
2. **Live listener votes.** Counted across all five NextWave stations, one vote per email per brand. The most-voted gear gets tested first.
3. **The verdict on Day 30.** Only a real 30-day test earns Crank It, Keep It On or Skip It.
4. **Category boards.** Helmets, comms, riding gear and more, each tied to a station test. Pick the Bike runs alongside for motorcycles.

Why it matters to brands: the board shows real demand for your product before we test it, and your brand page shows your live vote count and ranking.

Runs on the Tested homepage and on the product showcase page of every station site. Live board as of November 17, 2026; counts update in real time.

EXAMPLE · YOUR BRAND PAGE

What your brand page looks like

tested.nextwavebroadcasting.com/brands/viking-bags/

Luggage & Touring · On the Rider Gear Vote

Viking Bags on NextWave Tested

LIVE ON THE GEAR BOARD

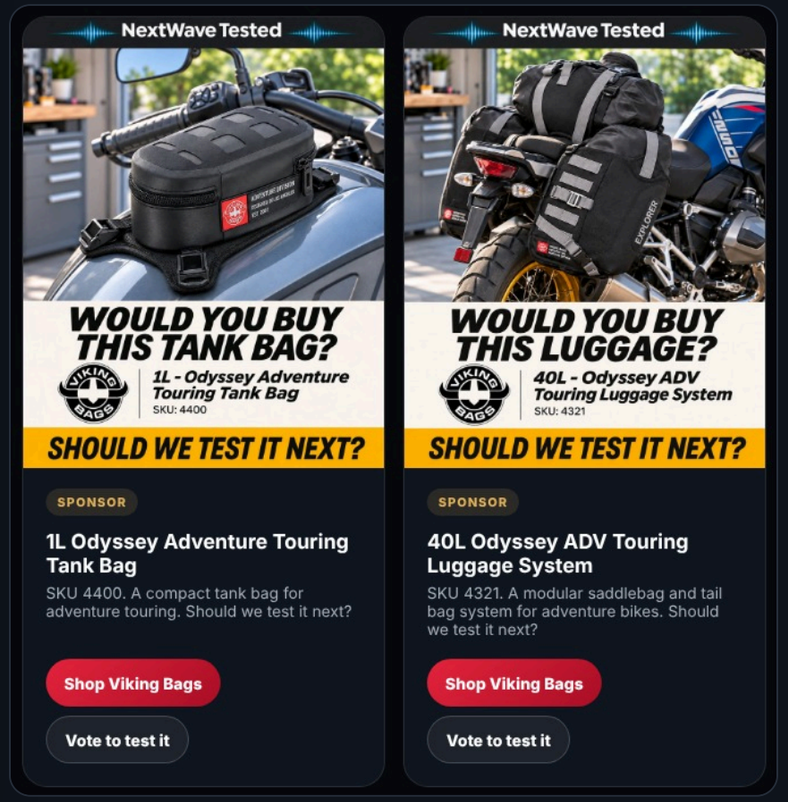
Motorcycle saddlebags, luggage and accessories, based in Los Angeles since 2007.

Vote for Viking Bags → | Visit Viking Bags

Viking Bags by the Numbers.

79	#10	#1	Not tested yet
listener votes	of 54 brands	of 11 in Luggage & Touring	status

Gear in the Spotlight (sponsored) | 3 upcoming test slots | Find Viking Bags Online | Viking Bags Reviews | Get Viking Bags Tested



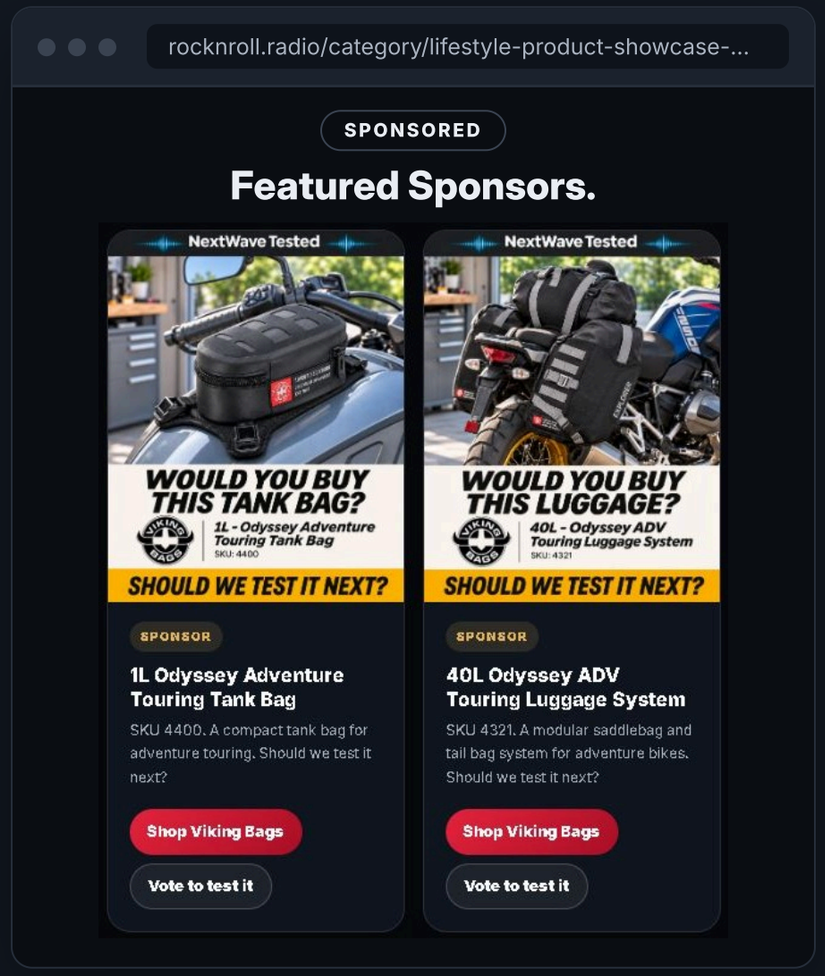
"Viking Bags Gear in the Spotlight." Sponsored section on the brand page

1. **Listeners vote** for your brand. A live count and ranking show where you stand.
2. **Sponsor products** sit right on your page with "Shop" and "Vote to test it" buttons.
3. **Your links**: website, Facebook, Instagram, YouTube and TikTok, plus a slot for every product we test.

Live example: tested.nextwavebroadcasting.com/brands/viking-bags/ · Vote counts as of November 17, 2026 and update live.

EXAMPLE · FEATURED SPONSOR ON ALL FIVE STATIONS

Your product on every station website



The same sponsor cards run on the product showcase page of all five NextWave stations, right next to the Live Gear Board and Pick the Bike, plus the Tested homepage and your brand page.



Rock ’n’ Roll Radio rocknroll.radio

Wild Country Radio wildcountrymusic.radio

Yacht Rock Radio yachtrock.radio

New Wave Radio newwave.radio

The Alternative One alternativeone.radio

Each card carries your product photo, name, SKU, a **Shop** button to your store and a **Vote to test it** button. One update reaches all five sites at once.

Sponsors are always labeled. Brands can send products. They can’t buy verdicts. Shown: Viking Bags, our first featured sponsor. Page: /category/lifestyle-product-showcase-reviews/ on each station site.



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
- Coverage report and Listener Insight Report
- 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. Specs get a 48-hour fact check, and embargoes are honored to the minute.

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 YouTube, and tag NextWave. Suggested posts are on the next page.

Send us your links for the review page and your brand 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 tested by NextWave Tested, launching November 27.

Their 30-day review will reach listeners across the NextWave Broadcasting Network: New Wave Radio, Yacht Rock Radio, Rock ’n’ Roll Radio, Wild Country Radio and The Alternative One.

Follow the review:
tested.nextwavebroadcasting.com
Tag: Facebook NextWave Radio Group · LinkedIn NextWave Broadcasting Network
#NextWaveTested #ProductReview #NewProduct

Instagram

We’re working with @nextwaveradiogroup on a 30-day NextWave Tested review of our [Product Name].

Real-world testing, photos and a final verdict on Day 30. Link in bio.

#NextWaveTested #ProductReview #BrandPartner

X

[Product Name] is being tested for 30 days by NextWave Tested from @nextwaveradios.

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

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 · launches November 27, 2026
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

YouTube youtube.com/@NextWaveBroadcasting · **Instagram** instagram.com/nextwaveradiogroup
LinkedIn linkedin.com/company/nextwave-broadcasting-network
Facebook facebook.com/NextWaveRadioGroup · **X** x.com/nextwaveradios

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



Your Product. Our Experience. Our Audience.

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