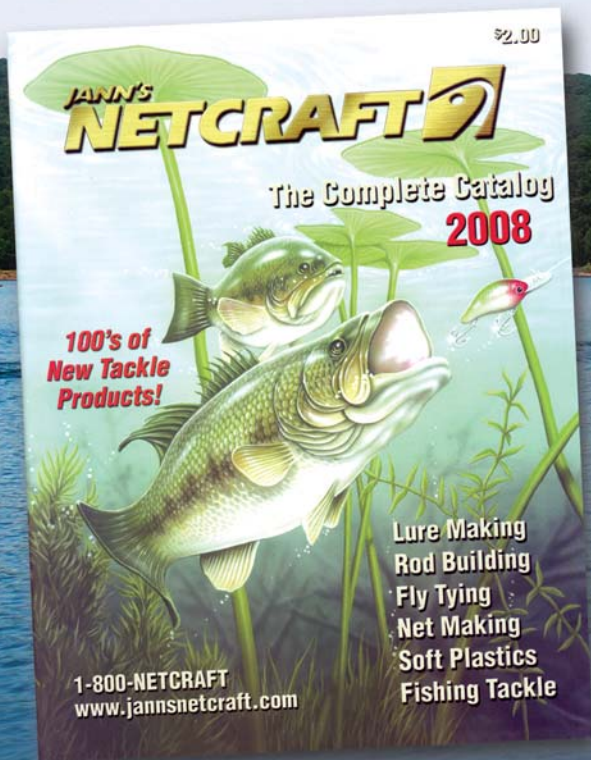


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Three generations of fishermen have come to Jann's Netcraft with their fishing tackle needs. With thousands of different components, materials, tools and accessories in stock, they are the largest source of fishing tackle components anywhere. Lure makers, fly tyers, rod builders and net makers worldwide know them as the source for hard-to-find parts.

Jann's Netcraft is the complete source for lure making, rod building, fish hooks, fly tying and fishing supplies. Net making and repairing supplies are also offered, along with ice fishing supplies and fishing related gifts. Serious fishermen know that they stock a wide selection of the newest, most innovative products in the sport fishing community.

Demographics: 95% Male **Average Unit of Sale:** \$50

Recommended Usage:

- Sport fishing, including magazine subscriptions, memberships, books, and gifts and collectibles
- Boating, travel and lodging, sport-specific events and tournaments
- Conservation and fundraising efforts

***For more information, contact Roxanne Hatfield at:
913-338-5055 ext. 241 or roxanne@listlocators.com***