REEL BUILT FISHING
I'll see you out there

Media kit · Northern Colorado

Fishing northern Colorado and rebuilding a beat-up Lund

I'm Mattis. I'm rebuilding a 1991 Lund Tyee with whatever's left after gas money, and I fish walleye and anything else that'll bite on Front Range water. In between, I make short videos about fish science, fishing history and the stuff anglers argue about at the ramp. New stuff goes up almost every day.

119.4K
video views in 30 days**

80.1K
Facebook impressions

8.6K
best single video

139
posts in 30 days

Reach by platform, last 30 days

PLATFORM	VIEWS	POSTS	BEST	FOLLOWERS
YouTube	54,077	53	8,618	63
Instagram	60,824	40	4,099	43
Facebook*	80,063	39	9,515	39
TikTok	4,489	7	2,475	14

Top videos on YouTube

A 30-Inch Atlantic Salmon... in Lake Erie?	8,618
Horsetooth Reservoir Flooded This Town: What's Left?	3,119
Can Fish See Fishing Line? What the Research Shows	2,848
Why Has This Muskie Record Stood Since 1949?	2,474

Why work with me

- I started from zero in late October. Every number on this page came from the first few weeks.
- People stick around. My best Shorts kept 61 to 81% of viewers past the swipe (YouTube Studio, Oct 14 to Nov 10, 2026).
- The Lund needs everything: electronics, batteries, wiring, a trolling motor. Your product gets installed and used on camera, not just held up and talked about.
- Every video goes out on all four platforms.
- I check my facts. Science and history videos cite their sources, and product specs come straight from you.

What I cover

- Horsetooth, Boyd, Carter and the ponds around them
- Walleye first, plus bass, trout, pike and lake trout
- Record fish and fishing history
- Fixing up an aluminum boat: wiring, electronics, rigging

The Lund so far



The day I got it


Stripped to the hull


New paint, rigging next

Ways to work together

A Short about your product
40 to 50 seconds, built around your product, posted on all four platforms.

A spot in a long video
30 to 60 seconds inside a YouTube video, with your link in the description.

Part of the boat build
I install it, wire it and use it on camera in the Lund series.

Photos and clips for you
Real photos and vertical clips of your product in use, for your own pages.

Want to work together?

reelbuiltfishing@gmail.com | @reelbuiltfishing everywhere

I'll see you out there

Numbers come from each platform's own analytics, pulled 2026-11-22, covering the 30 days before. *Facebook counts post impressions. **YouTube, Instagram and TikTok. Channel started late October 2026. Rates on request.