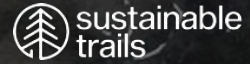


FOCUS
MEDIA
HUB

MEDIAKIT 2025



MENQUIRY



James
bond^{nl}

**YOUR BRAND AIN'T JUST A PRODUCT, IT'S A STORY WAITING TO BE TOLD -
LET US HEAR YOU TELL IT IN OUR ONLINE MAGAZINES**

ABOUT FOCUS MEDIA HUB

A content marketing agency and an online publisher. From strategy to concept. From production to distribution. We offer a wide range of creative concepts, data solutions, visuals, mailings, and multichannel marketing solutions from a content mindset. Below our online magazines.

Gearlimits

Gearlimits is an independent platform that publishes high-quality, reliable, authentic and impartial editorial content focused on outdoor gear, and has now grown into a vibrant community that inspires visitors to an active lifestyle. It also covers related topics such as travel, nutrition and training. By providing reliable and objective information, including reviews of outdoor products and destinations, the platform helps visitors make the right choices when it comes to their gear. In this way, it aims to motivate them to an active lifestyle.

Menquiry

Menquiry is an online inspiration magazine about lifestyle, health, business, culture, design, style, travel and gear. Men and women with a positive attitude, sporty lifestyle, love for quality, beautiful things in life, craft and sustainability. With just a slightly tougher touch.

Jamesbond.nl

James Bond Nederland (JBN) is the largest online platform for and by Bond enthusiasts. JBN's mission is to inform and inspire its visitors. They and their editors do this with news, reviews and special video projects. From the novels of Ian Fleming to the latest film, No Time To Die. On to Bond and Beyond!

Sustainable Trails (NEW)

Sustainable Trails is an inspiring new magazine for a sustainable lifestyle with an eye for nature. The 'trails' sometimes refer to the paths companies are taking towards sustainability. Green is the future, and readers of Sustainable Trails who see the planet as their 'natural playground' are aware of this. These pages feature initiatives and products that are actually making a difference.

CONTENT | APPROACH

We **take work away** and make **generating exposure for new products easy**, proactively publishing advertorials, posts, giveaways, etc.

Advantages

- **Content integration:** On basis of the brands roadmap/highlights, we integrate 'your' content into our editorial planning.
- **Report:** Quarterly reporting.
- **Flexibility:** should something have to be changed, e.g. 'delivery of products from the factory too late? No problem, we adjust the editorial planning in consultation.

What we need

- Access the database with product information (product images, lifestyle images, press releases, background information etc.).
- Annual brand/product roadmap with highlights when products are in store and running campaigns.

CONTENT | DELIVERABLES

Services

- Copywriting, photography, advertising, social media marketing, and email marketing.
- Substantive written advertorials (articles, branded content, product reviews, etc.).
- Giveaway contests and winner announcements.
- Interviews.
- Event visit reports.
- Display ads supporting advertorials and reviews.
- Email: Inclusion in a regular newsletter.
- Social: Social media campaigns (Facebook/Instagram).
- Email: Dedicated newsletters.
- Professional film and photo shoot production.

STRATEGIC COMPONENTS

Advertorials:

- Detailed and engaging articles highlighting the unique benefits of each product.
- Optimised for search engines to ensure maximum online visibility.

Social Media Activations:

- Aimed at encouraging interaction and engagement.
- Using visually appealing content to capture the attention of your target audience.

Newsletter Items:

- Aimed at our mailing list, consisting of an engaged and outdoor/sport-minded audience.
- High-quality content to increase interest and conversion.

(GiveAway) Contest:

- A strategically designed contest to increase brand awareness and engagement.
- Creates buzz and word-of-mouth around products.

Banner of Choice:

- Prominent placement of banners on our online magazines.
- Aimed at maximum visibility and click-through rate.

BRAND & PRODUCT EXPOSURE POSSIBILITIES

OTHER EXPOSURE OPTIONS

With so much to tell about extensive line of products, we're excited to tell stories throughout the year. We have some tailor-made concepts available. Like being there:

Inside-Out

The story behind brand and products. Because there always is one. Why do brands produce products in a certain way? How do they determine the choice of materials? How do they feel about durability or safety?

Ride & Hike Roadtrip

We regularly do Ride & Hike Road trips through Europe. We review the (outdoor) materials and often the car that we receive from car manufacturers during these trips. We drive to beautiful locations, report on the journey there, hike and spend the night there. In this way, we offer the target groups a complete story.

Active & Urban approach

Products today are more often judged by consumers – in addition to quality – for Multi-deployability. A backpack or jacket for outdoor activities is also regularly 'urban' used for commuting activities. An expensive hardshell for multi-day hikes should also be sufficient to spend the weekend with the family along with the sports fields.

A photograph of two mountain bikers riding away on a gravel trail through a forest. The biker in the foreground is wearing a blue helmet and a grey jacket with a large black Rab backpack. The biker in the background is wearing a blue jacket and a black helmet. The trail is surrounded by green foliage and trees.

FACTS, FIGURES & PACKAGES

GEARLIMITS FACTSHEET



GEARLIMITS

Visitor profile

Women and men with an active lifestyle and a passion for gear, outdoor, nature, sustainability and travel.

Female/male: 40 / 60%
Target group: 25-45
Pageviews: 380.000

Website & newsletter

Average monthly reach per post: 10.000 – 18.000


Average number of posts per month: 10-15

Visitors p/m: 140.000
Subscribers: 10.000

Social Media groups


Gearlimits is active in various social media groups that make it possible to maximize the reach and impact of messages. Sharing publications offers a unique opportunity to get in touch with group members.

Social Media

 3509 likes

 6908 followers

 1967 followers

 15K plays p/m
10K minute p/m

MENQUIRY FACTSHEET

MENQUIRY

Visitor profile

Men and women with a positive attitude, sporty lifestyle, love for quality, craft and sustainability. With a slightly tougher touch.

Female/male: 45 / 55%
Target group: 25-55
Pageviews: 175.000

Website & newsletter

Average monthly reach per post: 7.000 – 12.000


Average number of posts per month: 10-15

Visitors p/m: 65.000
Subscribers: 3.000


Social Media groups

Menquiry is active in several social media groups that make it possible to maximize the reach and impact of posts. Sharing publications offers a unique opportunity to get in touch with group members.

Social Media

 3000 likes

 2200 followers

 1967 followers

SUSTAINABLE TRAILS FACTSHEET



Visitor profile

The target audience for Sustainable Trails is eco-conscious individuals and professionals seeking inspiration in sustainable lifestyles and nature-focused initiatives.

Female/male: 55 / 45%
Target group: 20-55
Pageviews: 20.000


Website & newsletter

Average monthly reach per post: 1.000 – 2.000

Average number of posts per month: 5-10

Visitors p/m: 8.000
Subscribers: 500

Social Media

 1650 followers

JAMESBOND.NL FACTSHEET



Visitor profile

Men and women with love for James Bond. Looking for movies, novels and the true James Bond lifestyle. People with a positive attitude, explorers and spies.

Female/male: 40/60%

Target group: 25-55

Pageviews: 105.000

Website & newsletter

Average monthly reach per post: 5.000 – 10.000

Average number of posts per month: 10-15


Visitors p/m: 45.000


Subscribers: 2.700


Social Media groups

Jamesbond.nl is active in several social media groups that make it possible to maximize the reach and impact of posts. Sharing publications offers a unique opportunity to get in touch with group members.

Social Media

 4500 likes

 1700 followers

 1000 followers

PARTNERSHIPS | 1 of 2

GOLD

Yearly you get

- 9 advertorials *
- 9 social media activations
- 9 newsletter items
- 2 dedicated newsletters
- 2 (GiveAway) contests
- 4 banners of choice (2 weeks) **

Total value: € 12.000,-

26% Package discount: € 9.500,-

SILVER

Yearly you get

- 6 advertorials *
- 6 social media activations
- 6 newsletter items
- 1 dedicated newsletter
- 2 (GiveAway) contests
- 3 banners of choice (2 weeks) **

Total value: € 7.950,-

22% Package discount: € 6.500,-

BRONS

Yearly you get

- 3 advertorials *
- 3 social media activations
- 3 newsletter items
- 1 dedicated newsletter
- 1 (GiveAway) contest
- 1 banners of choice (2 weeks) **

Total value: € 4.650,-

16% Package discount: € 4.000,-

* Incl. do-follow backlinks

** Billboard (970 x 250px) or Leaderboard (728 x 90px) or Halfpage (300 x 600px)

WE GLADLY MAKE YOU A TAILORED PROPOSAL

PARTNERSHIPS | 2 of 2

PLATINUM

Yearly you get

- 12 advertorials *
- 12 social media activations
- 12 newsletter items
- 2 dedicated newsletters
- 3 (GiveAway) contests
- 6 banners of choice (2 weeks) **
- Branded Podcast | GearTalk

Total value: € 17.650,-

47% Package discount: € 12.000,-

* Incl. do-follow backlinks

** Billboard (970 x 250px) or Leaderboard (728 x 90px) or Halfpage (300 x 600px)

WE GLADLY MAKE YOU A TAILORED PROPOSAL

EXTENDED EXPOSURE

A selection of our services. Please contact us for any questions.

**Prices excl. 21% VAT/btw*

SPONSORED ARTICLE*	Price
Article/press release <i>(provided by customer)</i>	€ 500,-
Article/press release <i>(provided by customer)</i>	€ 400,-
Publishing on social media channels	€ 100,-
REVIEWS*	
Video production: Product Review	From € 750,-
Article: Product Review	€ 450,-
Article: Extensive Car Review advertorial	€ 750,-
NEWSLETTER* (10K subs)	
1x Dedicated newsletter	€ 750,-
1x news item in newsletter	€ 300,-
DISPLAY ADS*	
Billboard (970 x 250 px)	€ 600,- Per 2 weeks
Leaderboard (728 x 90 px)	€ 600,- Per 2 weeks
Half page (300 x 600 px)	€ 600,- Per 2 weeks
VIDEO/PHOTO PRODUCTION*	
Professional video production	From € 1.500,-
Professional photo shoot	€ 500,- (per half-day session)
BRANDED PODCAST*	
Branded Podcast by GearTalk	€ 1.000,-

OTHER FMH SERVICES



OUTDOOR & SPORTS BRANDS PR

Since 2024, we also carry out PR activities for brands under the name FMH Agency, which further broadens our services.

With these PR activities, we can increase the visibility of product or service or strengthen the reputation of an organisation? We support companies in building strong relationships with all their stakeholders, from consumers to business partners.

WE GLADLY MAKE YOU A TAILORED PROPOSAL

CLIENTS WE WORK WITH

20 YEARS OF EXPERIENCE IN MARKETING OF HIGH END BRANDS



**YOUR BRAND AIN'T JUST A PRODUCT, IT'S A STORY WAITING TO BE TOLD -
LET US HEAR YOU TELL IT IN OUR ONLINE MAGAZINES**

LET'S WORK TOGETHER

Contact us and learn more about how we can promote your brands.

Looking forward to connect.

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