

FMH



F o c u s M e d i a H u b

M E D I A K I T

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GEARLIMITS

ACTIVE LIFESTYLE

Gearlimits is the no-nonsense platform for outdoor and action sports enthusiasts. We were born from a deep love for outdoor and action sports; an independent platform, where we publish high-quality, reliable, authentic and impartial editorial content.

MENQUIRY

NOT ONLY FOR MEN

Menquiry is an online inspiration magazine about lifestyle, action, health, business, culture, design, style, adventure, travel and gear. For men and women with a positive attitude, sporty lifestyle, love of quality, beautiful things in life, craftsmanship and sustainability. With a slightly tougher touch.

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GEARLIMITS


Factsheet


Visitor profile

Active women and men with a passion for gear, outdoor, action sports and travel.

Female/male: 40 / 60%
Target group: 25-45
Pageviews: 200.000

Website & newsletter

 90.000 visitors p/m

 10.000 subscribers

Average monthly reach per post: 8.000 – 15.000


Average number of posts per month: 10-15


Facebook groups

Gearlimits is active in various Facebook 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

 1965 followers

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

MENQUIRY

Factsheet

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: 90.000

Website & newsletter



30.000 visitors p/m



2.500 subscribers

Average monthly reach per post: 5.000 – 10.000

Average number of posts per month: 10-15

Facebook groups

Menquiry is active in several Facebook 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



2690 likes



2220 followers



313 followers

REACH & PARTNERS

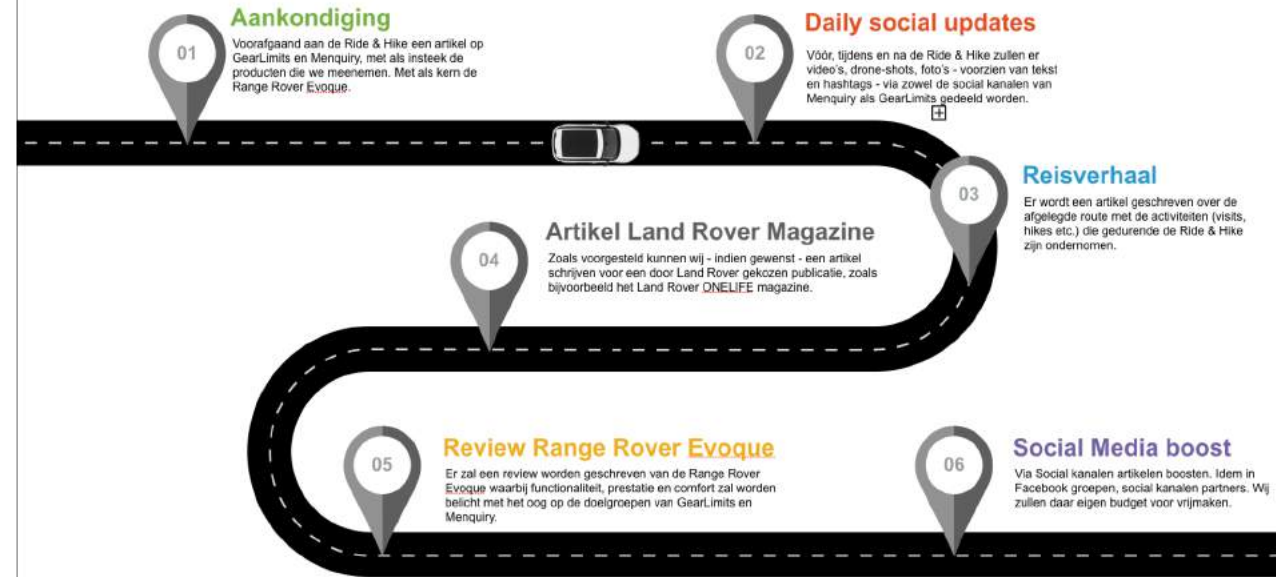
To increase our reach, we regularly work with partners. In this way, we can generate a range of between 100k and 120k with our content. In recent years we have mainly collaborated with online partners (with an average reach of 35,000 visitors per partner).

CONTENT ROLL-OUT

We produce unique content on a daily/weekly basis to promote the "brands" naturally; deliverables where the products and services frequently occur textually and visually.

We prepare a "content roadmap" for each campaign.

CONTENT ROADMAP



OPTIONS DIRECT BUY

THE EXTENDED CAR REVIEW INCLUDES:
An editorial of more than 300 words, at least 3 professional photos and a link to the manufacturer's site. If desired, these can be supplemented with banners for brand awareness (see also banner rates).

You can find an example of a [Car review](#) here.

SPONSORED ARTICLE*		Price
Sponsored article (by us written, 350-400 words)		€ 450,-
Delivered article		€ 325,-
Posting on social media (Facebook, Twitter)		€ 75,-
Instagram post		€ 95,-
REVIEW*		
Video review		€ 650,-
Product review		€ 400,-
Extended car review		€ 750,-
NEWSLETTER*		
1 news item in newsletter		€ 250,-
1 dedicated newsletter		€ 500,-
BANNERS*		
Billboard (970 x 250 px)	€ 600,-	Per month
Large rectangle (336 x 280 px)	€ 600,-	Per month
Leaderboard (728 x 90 px)	€ 300,-	Per month
Half page (300 x 600 px)	€ 300,-	Per month

*Prices ex. 21% VAT

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O P T I O N S

B R A N D E D

C O N T E N T

S P E C I A L S

STANDARD PACKAGE*	Price
2 editorial articles	€ 2650,-
2 newsletter items	
1 review item	
2 advertorials	
2 social posts	
LARGE PACKAGE*	
3 editorial articles	€ 3600,-
4 newsletter items	
2 review items	
3 advertorials	
2 social posts	
1 GearGiveAway action	
PRO PACKAGE*	
6 editorial articles	€ 5700,-
4 newsletter items	
4 review items	
4 social posts	
2 advertorials	
1 GearGiveAway action	

*Prices ex. 21% VAT

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O P T I O N S

B R A N D E D

C O N T E N T

S P E C I A L S

DIGITAL NOMAD*	Price
2 editorial articles	€ 1150,-
2 newsletter items	
1 review item	
2 advertorials	
2 social posts	
ROADTRIP*	
2 editorial articles	€ 1225,-
2 newsletter items	
2 review items	
2 advertorials	
2 social posts	

*Prices ex. 21% VAT

COLLA BORATE?

Feel free to contact us.

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