

MEDIAKIT 2021



ABOUT FOCUS MEDIA HUB

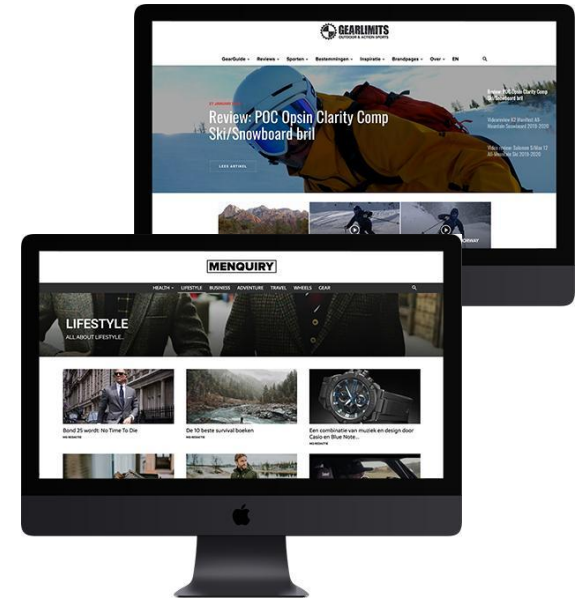
A content marketing agency and an online publisher. From strategy to concept. From production to distribution. We offer a wide range of creative concepts, data solutions, visuals, mailings, and multichannel marketing solutions from a content mindset. Below our online magazines.

Gearlimits

Gearlimits is a no-nonsense platform for outdoor and action sports enthusiasts. We are 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

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.



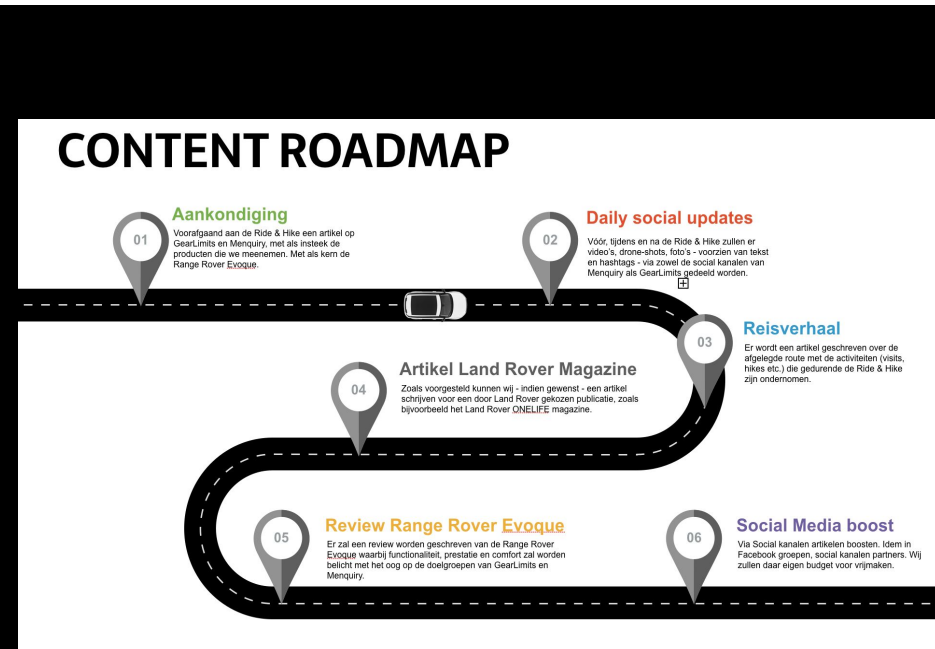
REACH & MEDIA PARTNERS

We regularly work with media partners to increase our reach and we generate a range of 100k and 120k views with our content. In recent years we have mainly collaborated with online partners (with an average reach of 35000 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.




GEARLIMITS FACTSHEET


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: 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

 1967 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

PARTNERSHIPS PACKAGES

STARTER

1 month partnership

- 1x Advertorial € 450,-
- 1x Backlink (do follow) € 350,-
- 1x Post on SM-channels € 100,-
- 1x Newsletter item € 250,-
- 1x Leaderboard Ad (2 weeks) € 400,-

Total value: € 1.550,- (-35.48 % discount)

**Package deal
€ 1000**

MEDIUM

3 months partnership

- 3x Advertorial € 1.350,-
- 3x Backlink (do follow) € 1.050,-
- 3x Post on SM-channels € 300,-
- 2x Newsletter item € 500,-
- 1x Dedicated newsletter € 500,-
- 3x Leaderboard Ad (2 weeks) € 1.200,-

Total value: € 4.900,- (-48.98 % discount)

**Package deal
€ 2500**

LARGE

6 months partnership

- 6x Advertorial € 2.700,-
- 6x Backlink (do follow) € 2.100,-
- 6x Post on SM-channels € 600,-
- 4x Newsletter item € 1.000,-
- 2x Dedicated newsletter € 1.000,-
- 4x Leaderboard Ad (2 weeks) € 1.600,-
- 2x Billboard Ad (2 weeks) € 1.200,-

Total value: € 10.200,- (-55.88 % discount)

**Package deal
€ 4500**

PARTNERSHIPS PACKAGES

EXTRA LARGE 12 months partnership

- 12x Advertorial € 5.400,-
- 12x Backlink (do follow) € 4.200,-
- 12x Post on SM-channels € 1.200,-
- 8x Newsletter item € 2.000,-
- 4x Dedicated newsletter € 2.000,-
- 8x Leaderboard Ad (2 weeks) € 3.200,-
- 4x Billboard Ad (2 weeks) € 2.400,-
- 4x Halfpage Ad (2 weeks) € 1.200,-
- 1x Professional film/photo production €1.500,-

Total value: € 23.100,- (-58.87 % discount)

Package deal
€ 9500



WE WOULD BE MORE THAN HAPPY TO CREATE A TAILOR-MADE PROPOSAL FOR YOU

STANDARD RATES

A selection of our services. Please contact your account manager for any questions.

For banner ad positions, please check:

- [Homepage Display Ads](#)
- [Articles Display Ads](#)

*Prices excl. 21% VAT/btw

SPONSORED ARTICLE*		Price
Sponsored article/advertorial <i>(written by us, 350-400 words)</i>	€ 450,-	
Article/press release <i>(provided by customer)</i>	€ 325,-	
Publishing on social media channels	€ 100,-	
REVIEWS*		
Video production: Product Review	€ 750,-	
Article: Product Review	€ 450,-	
Article: Extensive Car Review advertorial	€ 750,-	
NEWSLETTER* (10K subs)		
1x Dedicated newsletter	€ 500,-	
1x news item in newsletter	€ 250,-	
BANNERS*		
Billboard (970 x 250 px)	€ 600,-	Per 2 weeks
Leaderboard (728 x 90 px)	€ 400,-	Per 2 weeks
Half page (300 x 600 px)	€ 400,-	Per 2 weeks

LET'S WORK TOGETHER!

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

Looking forward to connect.

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