

MEDIAKIT 2023



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.

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.

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.

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 a new inspirational magazine for a sustainable lifestyle with an eye for nature. Sometimes, 'trails' are the 'trails' that companies take towards sustainability.

CONTENT RETAINER

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:** periodic reporting (to be agreed on which information and when).
- **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 ROLL-OUT | DELIVERABLES

Hereby all the activities for this activation:

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 - Item in regular newsletter
- Social - Social Media campaign (Facebook/Instagram)
- Email - Dedicated newsletter

For banner ad positions, please check:

- Homepage Display Ads
- Articles Display Ads

BRAND & PRODUCT EXPOSURE POSSIBILITIES

OTHER EXPOSURE OPTIONS WITHIN THE RETAINER

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.

RETAINER PACKAGES

SILVER Yearly you get

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

Total value: € 5.850,- (-48.72 % discount)

Monthly subscription
€ 250

GOLD Yearly you get

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

Total value: € 9.000,- (-50.00 % discount)

Monthly subscription
€ 375

PLATINUM Yearly you get

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

Total value: € 23.100,- (-58.49 % discount)

Monthly subscription
€ 799

* Incl. do-follow backlinks

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

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

FACTS & FIGURES



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: 300.000

Website & newsletter

 120.000 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: 100.000

Website & newsletter

 45.000 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

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: 95.000

Website & newsletter

 35.000 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

Jamesbond.nl 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

 4500 likes

 1600 followers

 1000 followers

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		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,-
BANNERS*		
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
FILM/PHOTO SHOOT*		
Professional film/photo shoot production		From € 1.500,-

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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