



GEARJUNKIE

2023 media kit



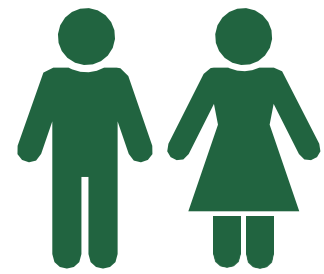
...
leading outdoors & active-lifestyle
publication since 2006

35 million

annual pageviews on gearjunkie.com



75% of readers say gearjunkie influences their purchasing decisions



65% **35%**
male female



25-44
core age



\$100k+
household
income



96%
consider themselves
outdoor enthusiasts



coverage

our editors break industry news, test the latest gear, and lead conversations ahead of the trends. we live and breathe adventure and the equipment that enables people to get active in the outdoors.

adventure

apparel

biking

camper & rv

camping

climbing

endurance

events

fitness

food

footwear

hiking

hunt & fish

hydration

kids gear

knives

motors

news

outdoor

packs

technology

travel

water

winter



**stephen
regenold**

founder



**sean
mccoy**

editorial director



**adam
ruggiero**

editor in chief



**mary
murphy**

managing editor



**rachelle
schrute**

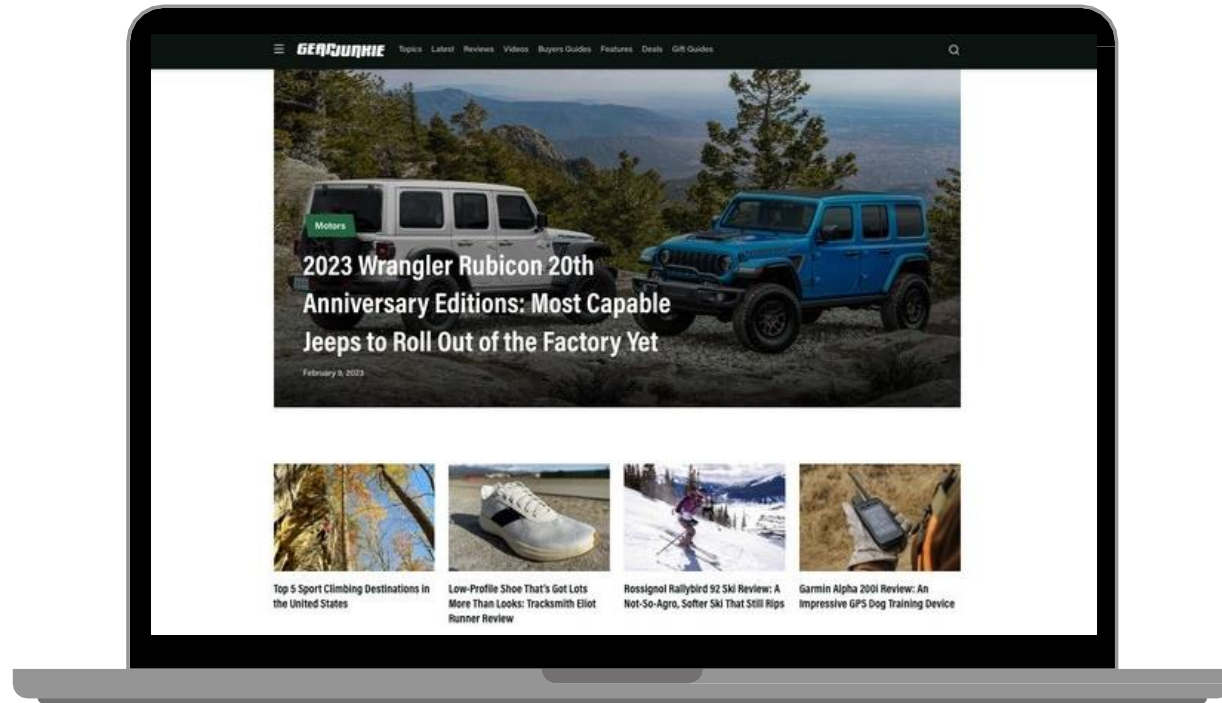
hunt/fish editor



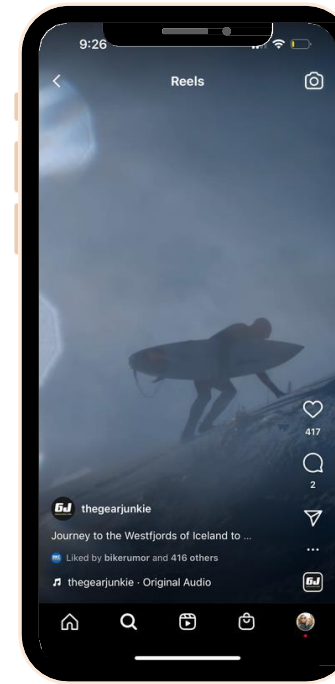
**bryon
dorr**

motors editor

channels



website

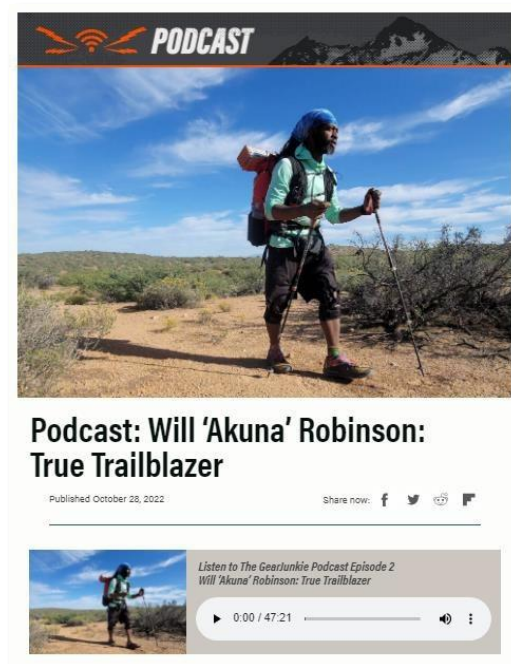


social

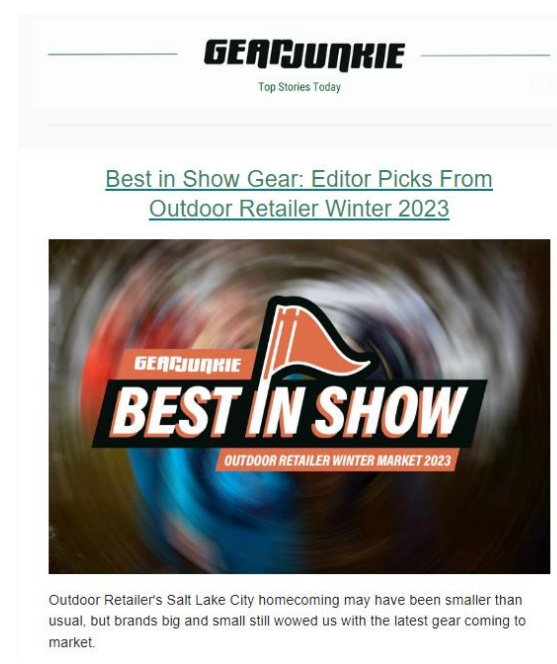
330k+
followers
facebook
instagram
twitter
pinterest
youtube



video



podcast



e-newsletter



live events

●●●
audience engagement



●●●
0.22%

average
display ad ctr

●●●
8.3k+

daily social
engagements

●●●
6:47

average
time on page

●●●
\$50k+

daily affiliate
sales generated



reach a growing market.

outdoor recreation is booming. gearjunkie is at the forefront of this trend as more people research gear, seek advice, and read adventure stories online. we're a platform for brands to engage with a growing outdoor and active-lifestyle market in unique & impactful ways.

engage with our readers

from native articles and original videos to high-impact display and reader activations – gearjunkie offers custom media plans that drive awareness, engagements, and conversions

media

- run-of-site & run-of-network takeovers & high impact pre-roll video

content

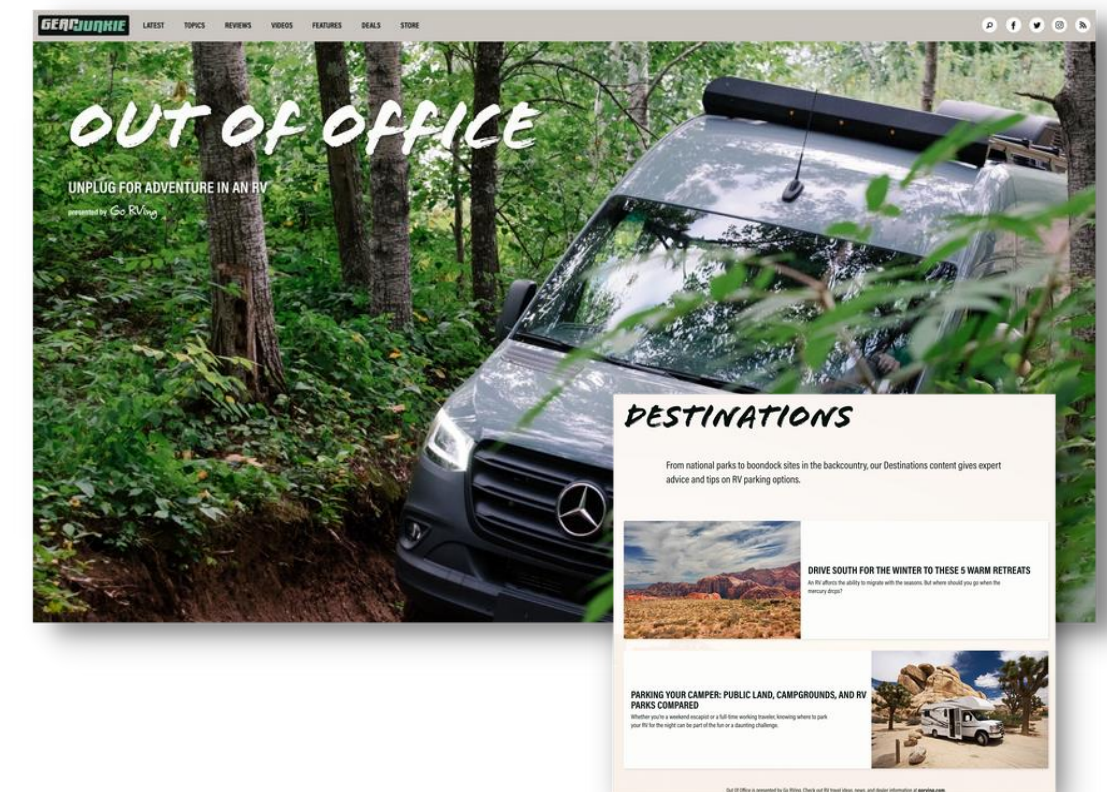
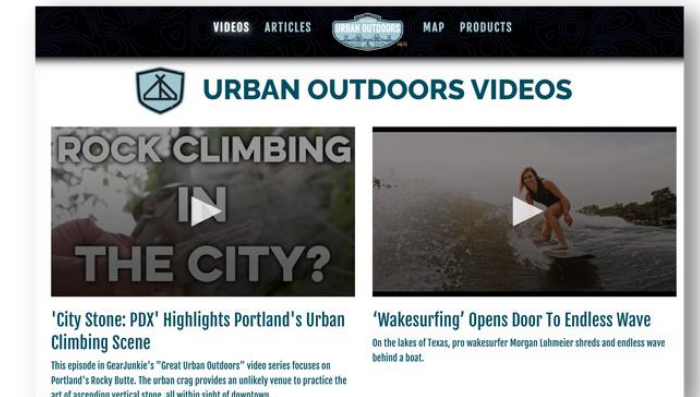
- articles
- produced videos
- podcasts
- content commerce/affiliate

distribution

- syndicated content
- social media
- influencers
- e-newsletters

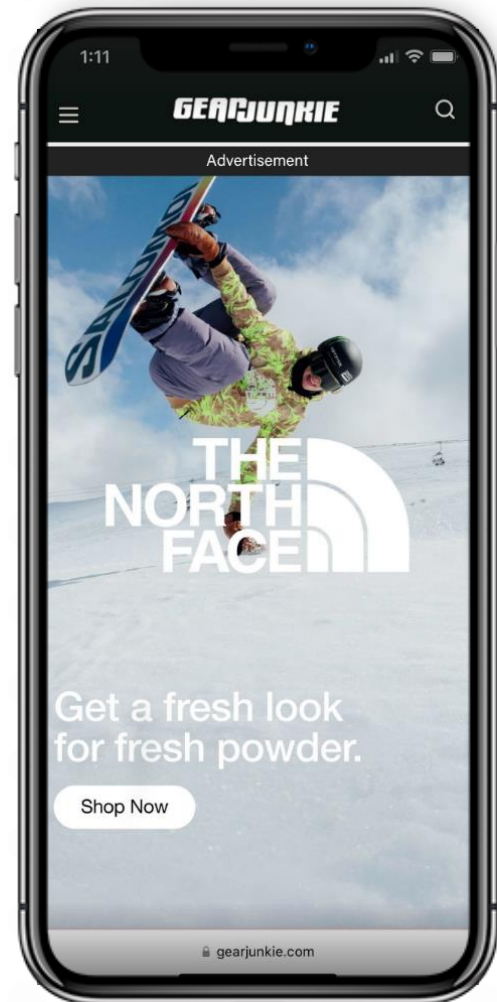
interaction

- sweepstakes & giveaways
- micro-sites
- live activations

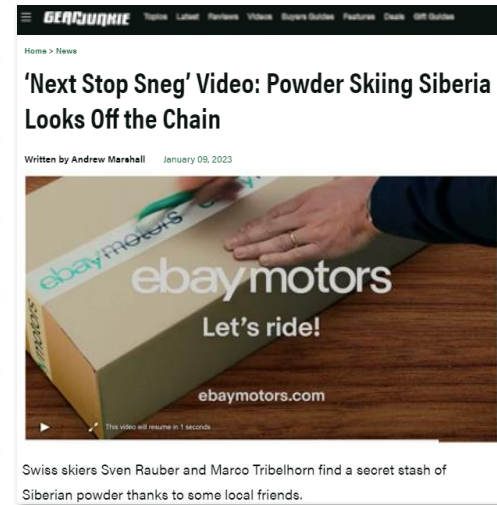


display media

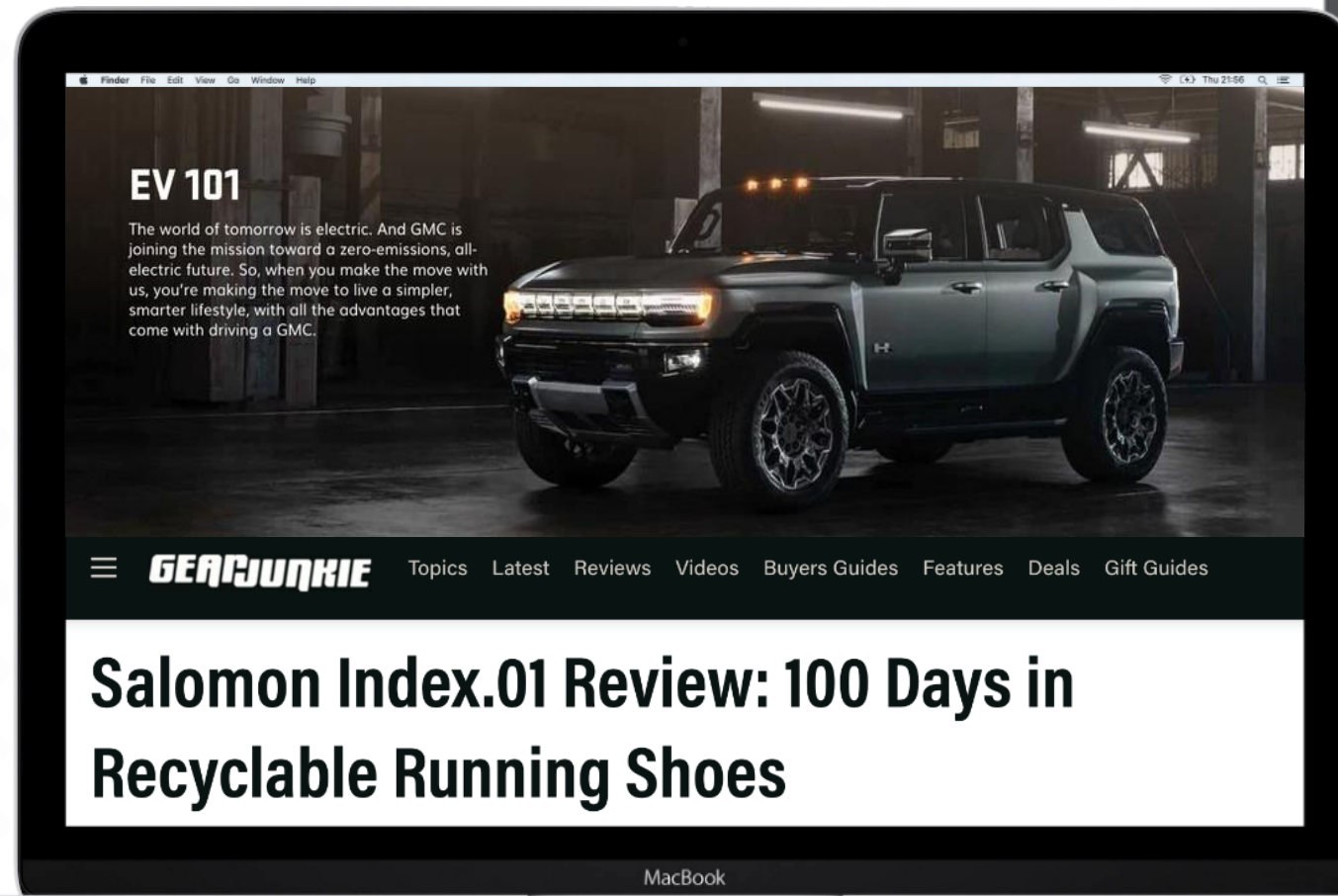
run-of-site, high-impact, takeovers, pre-roll video, e-newsletter



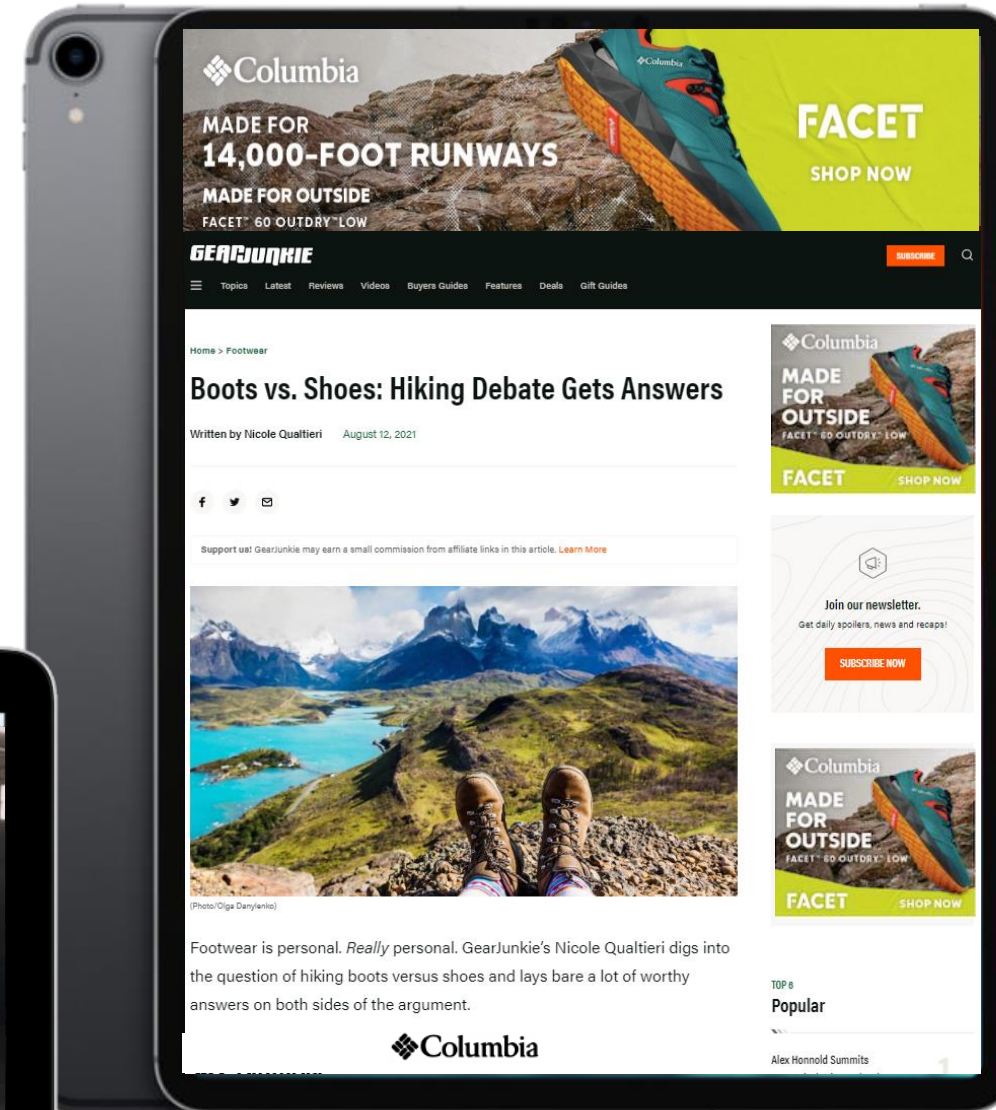
mobile interroller



pre-roll video

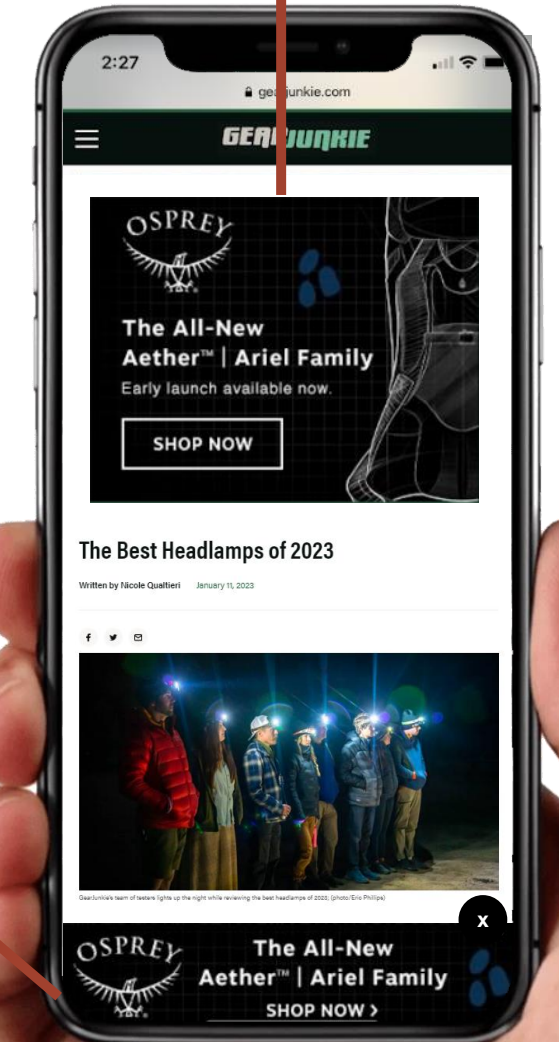


super leaderboard



high-impact billboard

box



mobile adhesion



ad specs

- Accepted file formats: JPEG, PNG, GIF, Rich Media & Third Party Served ads.
- Rich Media ads require the use of "clickTAG" in place of URLs, embedded in the code itself. All Rich Media should follow Google specifications.
- GearJunkie.com uses DoubleClick for Publishers for ad serving. Internal redirects are preferred for Third Party Served ads housed in DoubleClick for Advertisers or other DFP instances.
- Full specifications for accepted DFP media types are available online.
- Ads in GearJunkie email newsletters cannot use Rich Media or Third Party Tags.

box

300x250 pixels, 1MB max file size
.jpg, .png, .gif, or 3rd Party Ad Tags
15 second animation, 3 loops (.gif)

mobile adhesion

360x90 pixels, 1MB max file size
.jpg, .png, .gif, or 3rd Party Ad Tags
15 second animation, 3 loops (.gif)

billboard

970x250 pixels, 1MB max file size
.jpg, .png, .gif, or 3rd Party Ad Tags
15 second animation, 3 loops (.gif)

mobile interscroller

1080x1920 pixels, 1MB max file size
.jpg, .png, .gif, or 3rd Party Ad Tags
15 second animation, 3 loops (.gif)



super leaderboard

1200x600 pixels, 1MB max file size
.jpg, .png, .gif, or 3rd Party Ad Tags
15 second animation, 3 loops (.gif)



pre-roll video

640x480 (4:3 ratio), 30MB max file size, :15 and :30 lengths
.mov, .mp4, or 3rd Party Video Tags (i.e. VAST)



e-newsletter ads & takeovers

E-Newsletter is sent 3 times a week. There are 2 different ad placements:
728x90 ad - image only, 1MB max file size (no animation/video/JavaScript)
970x250 ad - image only, 1MB max file size (no animation/video/JavaScript)
Exclusive Takeover: logo plus both ad units



editorial calendar

daily outdoor & active-lifestyle content, weekly columns, seasonal gift guides, buyers guides, and more



Q1

fitness, cold weather apparel, skiing, snowboarding, winter activities, hiking, camping



Q2

hiking, backpacking, running, camping, climbing, biking, fishing, hunting, travel, auto/rv



Q3

hiking, camping, auto/rv, knives, running, hunting, paddling, photography, shoulder season



Q4

cool weather apparel, skiing, snowboarding, winter activities, holiday



...
**let's
cross
paths**

...
**integrated
media plans.**

we offer integrated media plans on gearjunkie and across our allgear digital media group. our sales team crafts custom proposals for specific campaign budgets (\$15k to \$1mm+), KPIs, and target audiences. contact us for more information.

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allgeardigital

influential active-lifestyle coverage focused on gear, guides, news, and storytelling.

GEARJUNKIE

outdoor gear, news & adventure

 **THE Inertia**

surf & mountain sports

BIKERUMOR!COM

bike gear & tech

 **I·RUN·FAR**
MUD, MOUNTAINS, MILES, AND MORE

trail & ultrarunning

 **EXPLORERSWEB**

expeditions & science

WILDSNOW

skiing & mountaineering

**SWITCH
BACK
TRAVEL**

gear guides & travel

7

digital publications

60m

readers

150m

pageviews

\$100m

affiliate sales