

GEARLIMITS MEDIA KIT

GearLimits is a digital platform with at its heart the [GearLimits.com](https://www.gearlimits.com) website supported by active and growing social media channels.

GearLimits wants to inspire people to lead an active lifestyle by giving trustworthy, independent information and reviews about outdoor and action sports equipment, apparel and footwear.



GEARLIMITS: A LABOR OF LOVE

GearLimits was born out of a deep love for outdoor and action sports. The joy, the calm, the inspiration, the thrill, the adrenaline and energy you get in nature is simply unlike anything else.

Good gear helps you in a number of ways: it helps your safety, it improves your performance and helps you enjoy whatever you are doing outdoors even more. That's how we look, analyse and write about gear.



YOUR CUSTOMERS ARE OUR READERS

GearLimits is an independent platform, where we publish high quality, reliable, authentic and unbiased editorial content. Outdoor and action sports enthusiasts come to our platform to help make up their minds as they look for the best gear to buy.

That puts GearLimits in the center of your customers' journey. With that GearLimits becomes an excellent platform for outdoor and action sports brands to show themselves and their products.



GearLimits Team

GearLimits is run by Hayco Volkers and Mark Stokmans, two Dutch guys who between the two have a combined 80 years of experience in many different outdoor sports.

And where our own experience is lacking, we have an amazing group of contributors from different sporting backgrounds: our **GearLimits Team**. We follow the newest developments on the market of outdoor and action sports gear and try to get our hands on as much gear as possible for personal and in-depth gear reviews.



Bas Rotgans
3 POSTS 0 REACTIES
<https://www.powderchase.com>



Bas Visscher
6 POSTS 0 REACTIES
<http://www.alpineadventures.nl>



Douwe Vermeulen
4 POSTS 0 REACTIES



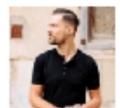
Eddo Kloosterman
6 POSTS 0 REACTIES
<http://www.eddokloosterman.com/>



Erwin de Haan
1 POSTS 0 REACTIES



Freek Holkers
2 POSTS 0 REACTIES



Jon Woodroof
0 POSTS 0 REACTIES
<http://www.trueoverdrive.com>



Jorrit Schade van Westrum
1 POSTS 0 REACTIES



Miha Cucek
1 POSTS 0 REACTIES
<http://www.bikebook.si>



Rik Burger
2 POSTS 0 REACTIES



Danny van Haften
1 POSTS 0 REACTIES
<http://www.dhbuitensport.nl>



Hayco Volkers
134 POSTS 1 REACTIES
<http://www.haycovolkers.com>



Jorian Kisjes
0 POSTS 0 REACTIES



Marc Janssen
19 POSTS 2 REACTIES
https://about.me/marc_janssen



Mark Stokmans
150 POSTS 22 REACTIES



Reinoud ten Cate
5 POSTS 0 REACTIES
<http://www.huishurenibiza.nl>



Rinske de Jong
5 POSTS 0 REACTIES



Ronald Treur
5 POSTS 0 REACTIES
<http://www.snowcletyapp.com>



Sam Rijver
2 POSTS 0 REACTIES
<http://www.tabletmagazine.nl>



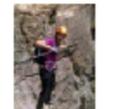
Suzanne Beunk
4 POSTS 0 REACTIES



Timan Rebel
1 POSTS 0 REACTIES



Bas de Wit
4 POSTS 0 REACTIES



Christianne Visser
4 POSTS 1 REACTIES
<http://www.christiannevisser.com>



Joest Hoekstra
5 POSTS 0 REACTIES



Petrick de Koning
1 POSTS 0 REACTIES
<http://www.dekoningschrift.nl>



Remco Timmermans
3 POSTS 0 REACTIES
<http://www.expeditionfactory.com>



Renz Koning
1 POSTS 0 REACTIES



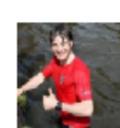
Sophie Cohen
2 POSTS 0 REACTIES



Sophie Dekker
3 POSTS 1 REACTIES



Stephan Wattimena
4 POSTS 0 REACTIES
<https://www.nononsensegym.com/>



Thijs Holkers
18 POSTS 1 REACTIES
<http://www.thijspersonaltraining.nl/>



To inform our audience we produce and publish:

- News: We aim to keep up with the latest developments and product releases on the market.
- Previews: As products are released we write preview of specific innovative or otherwise exciting products.
- Reviews: Of the products provided to us by brands, we produce written and/or video reviews.
- Product Guide: To help consumers make the best choice possible in products, we offer our GearGuide with in depth explanation of specific product groups.
- Brand stories: We believe that knowing a brand helps us provide better information about the products these brand produce.



Oblique Impact's a bitch: SPIN is POC's approach

EDITOR'S SQUAD - 25 AUGUSTUS 2017



Nieuwe fietsen: Specialized EPIC en CHISEL – Preview

EDITOR'S SQUAD - 17 JULI 2017



Review: DJI Mavic Pro Drone

★★★★☆

GEARLIMITS MEDIA OFFERING

We think that brands showing themselves and telling their stories through our platform is a great way to provide even more information to our visitors. Because of that we like to work together with brands, with the independence of our content and reviews always highest on our list of priorities. "Sponsored" items are always clearly identifiable as such (for example, by the text "Advertorial" or "Sponsored").

There are several ways to bring your product, events or actions to our collective audience:

- Display advertising
- Advertorials
- Reviews
- Co-branded content concepts
- Social media campaigns



DISPLAY ADVERTISING

Really converting on online ads has become increasingly difficult: it is crucial that your add is not ignored in the “noise” you will find on many websites and social media. Research shows that "contextual advertising" is the most successful way of advertising. This means that the ad must match as much as possible to the reason and purpose of a visitor to a website or a social media channel.

At GearLimits, visitors come explicitly to inform themselves about the best gear on the market, simply because that is the content we provide. Often they are in the process of making a purchase. The perfect place and moment to highlight your brand or product effectively. With GearLimits, you are smack in the middle of the decision making progress, and you will be able to make the most of your marketing budget. We have different sizes and shapes of display advertising.

- Leaderboard (728 x 90) - € 225,- per two weeks
- Large rectangle (336 x 280) - € 200,- per two weeks
- Half page (300 x 600) - € 250,- per two week
- Homepage takeover (1920 x 1200) - € 750 per week

All prices are excl. 21% VAT

Seeing as there are many different options and opportunities, from Run of the Site campaigns to bannering specific pages for specific time periodes to enhance communication power, we are happy to work out a “made to fit” proposal for your brand and budget.



ADVERTORIALS

Often an ad just doesn't say enough, and you want more time and space to tell the story about your product. GearLimits can work with you and with what story you would like to tell: Together we can find a nice and authentic form that fits your brand, but also fits what our readers expect on GearLimits. That's when advertorials are also the most effective.

We will write an advertorial based on information (links, press release, press images, etc.) as provided to us by the brand. The advertorial is first placed in our regular content publication. That means it will remain as the header post for at least a day, to then proceed to a lower place on the page as new posts are done. As it drops out of the editorial feed, the advertorial is placed half way on the homepage and remains there for at least two weeks.

Prices are as follows:

- Advertorial SMALL (+- 150 words): € 150,-
- Advertorial MEDIUM (+- 250 words): € 225,-
- Advertorial LARGE (+- 350 words): € 275,-

Additional

- Placement of video/vlog: € 100,-
- Placement of fotoserie van max 4 foto's € 50,-
- Distribution via Facebook, Twitter + Instagram: € 30,-

All prices are excl. 21% VAT

ADVERTORIALS



**GEARTALK REVIEW:
HAGLÖFS OXO GT HIKING
BOOTS**

★★★★☆

**MAAK KANS OP EEN
CANYON SENDER T.W.V. €
3999,-!!**

EDITOR'S SQUAD - 11 AUGUSTUS 2017

SPONSORED CONTENT

When producing sponsored content a separate page is created for content that is made based on the information we are provided with by your brand. A sponsored content page offers your brand the opportunity to have more in-depth coverage of a product, line of products or story you would want to communicate about.

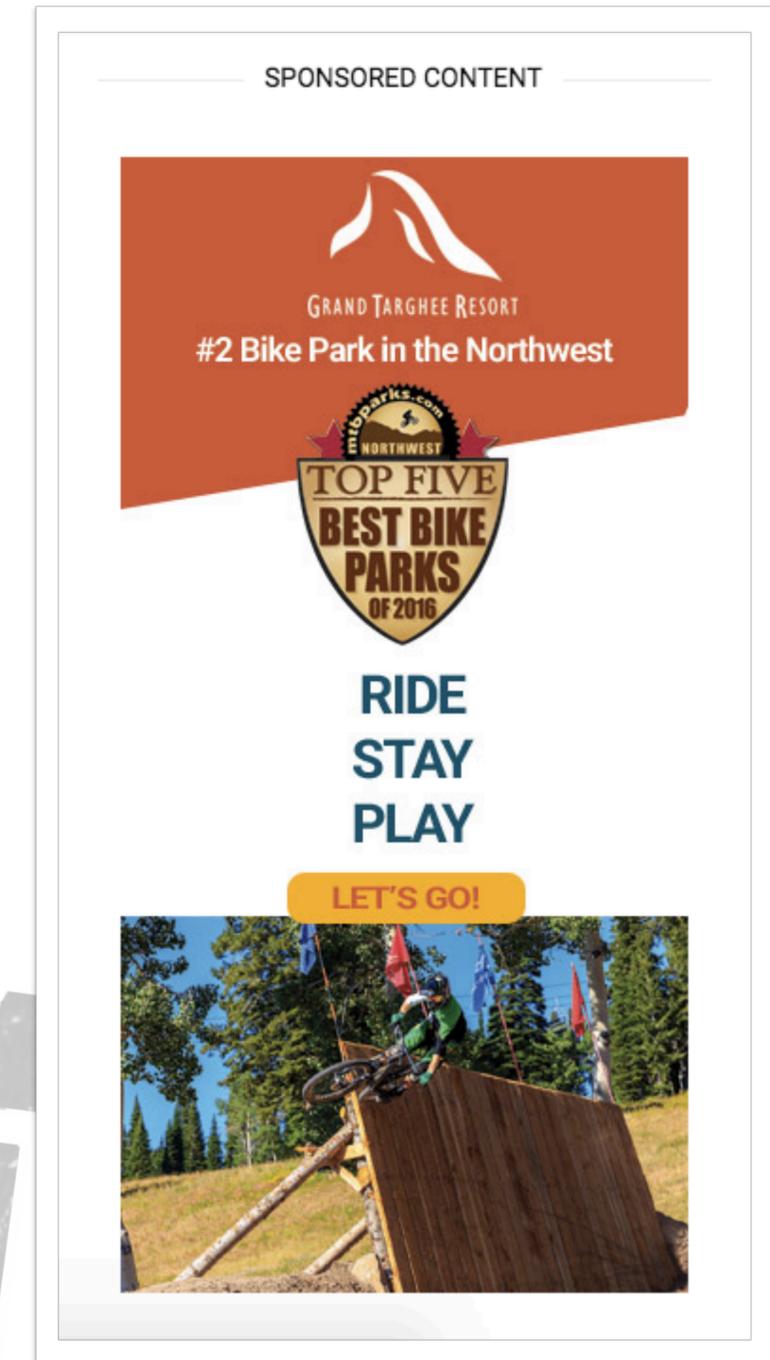
The page will be profiled on the GearLimits.com homepage content feed and we will place a (300 x 600 px). banner at the top of the homepage during one week as the page is published.

The price for a sponsored content page is € 750,- euro's and includes application through our social media and €25 euro's social media budget.

Additional

- Placement of video/vlog: € 100,-
- Placement of fotoserie van max 4 foto's € 50,-

All prices are excl. 21% VAT



CONTENT CONCEPTS

GearLimits produces original content on a daily basis: news stories, blogs, reviews, social campaigns, newsletters and video productions. All possibilities to bring your brand or product to attention. Together with you, we come to a "tailor-made" concept that we can all get excited about. Examples of co-produced content concepts are:

Bergans of Norway: Video Series: The story of Bergans

Berghaus: Adventure review + Social campaign

Haglöfs: Short film and Video geartalk sessions with Haglöfs



The Bergans Freeride Experience – Vlog

EDITOR'S SQUAD - 22 FEBRUARI 2017



Video Review: Berghaus Hyper and Hyper 100 jackets | Part 1

EDITOR'S SQUAD - 10 APRIL 2017



Walking the Dogs with Jeffry Oonk – Friend of Haglöfs

EDITOR'S SQUAD - 17 JUNI 2017

PARTNERSHIP

GearLimits is a year round platform, and with most brands we like to work on a year round basis in which we work together on the various kinds of content we produce and publish. A partnership with GearLimits provides your brand with your round coverage in the way you prefer. We have put together three standard partnership packages as a starting point to discuss your partnership with GearLimits. We are happy to tailor the contents of packages to suit your purposes and goals.

“Easy Does It” - partnership

€ 1450,- per year

- 2 news items
- 2 newsletter items
- 3 review items
- 2 advertorials
- Brandpage on GearLimits.com
- € 50,- euro social media advertising budget

“Velvet Throttle” - partnership

€ 3650,- per year

- 4 news items
- 4 newsletter items
- 4 review items
- 1 video review
- 2 advertorials
- Brandpage on GearLimits.com
- 8 weeks large rectangle homepage and placed on item pages.
- #GearGiveAway joint promotion
- € 200,- euro social media advertising budget

“Full Gear Samurai” - partnership

€ 6450,- per year

- 4 news items
- 4 newsletter items
- 4 review items
- 2 video reviews
- 2 advertorials
- Brandpage on GearLimits.com
- 1 co-produced content concept such as a max 5-minute brand video or social campaign. (Production costs such as travel, accommodation or costs for materials are not included.) Examples in slide 11 of this mediakit.
- € 350,- euro social media advertising budget
- #GearGiveAway joint promotion
- 8 weeks Run of the Site banners

GEARLIMITS GOES GLOBAL

Before we inform you of the distribution numbers of GearLimits, it is good to know that as of oktober 2017 the GearLimits website has become a bilingual site, catering to the base of our Dutch audience (through GearLimits.nl) , but also extending the reach of our content to any more millions of english speaking people around the world through GearLimits.com.

It goes without saying this will enhance the reach of your marketing budget many times over. In working together with you, we can decided which of the two languages the content should be produced in and where we will target our distribution.

Since our soft launch we have seen a marked increase of traffic to our sites and a growth of our social media reach.

GEARLIMITS FACTSHEET

website + newsletter

-  25.000 visitors p/m on [GearLimits.com](https://www.gearlimits.com)
7.500 visitors p/m on [GearLimits.nl](https://www.gearlimits.nl)
-  12.000 subscribers

social media

-  2724 fans <https://www.facebook.com/gearlimits>
-  4105 followers <https://www.instagram.com/gearlimits>
-  1989 followers <https://www.twitter.com/gearlimits>
-  12K plays p/m
10K minutes p/m <https://www.youtube.com/gearlimits>

Visitors Profile

GEARLIMITS.COM

FEMALE/MALE: 23/77%

AVERAGE AGE: 28% 25-34 years, 32% 35-44 years, 23% 45-54 years

LOCATION: 36% USA, 19% NED, 10% UK, 2% GER, 2%

GEARLIMITS.NL

FEMALE/MALE: 26/74%

AVERAGE AGE: 32% 25-34 years, 30% 35-44 years, 21% 45-54 years

LOCATION: 67% NED, 10% BEL, 4,5% GER, 3% USA, 2% UK

Facebook groups

GearLimits is active in various Facebook groups that make it possible to maximize the reach and impact of posts. Sharing reviews give a unique opportunity for engaging with group members.

Partners



and more



GearLimits Outdoor & Action Video Productions

In the course of making our video reviews and video productions for various brands, we have gained important experience on how to make not only a visually great video, but a compelling story for outdoor & action sports enthusiasts to watch and enjoy.

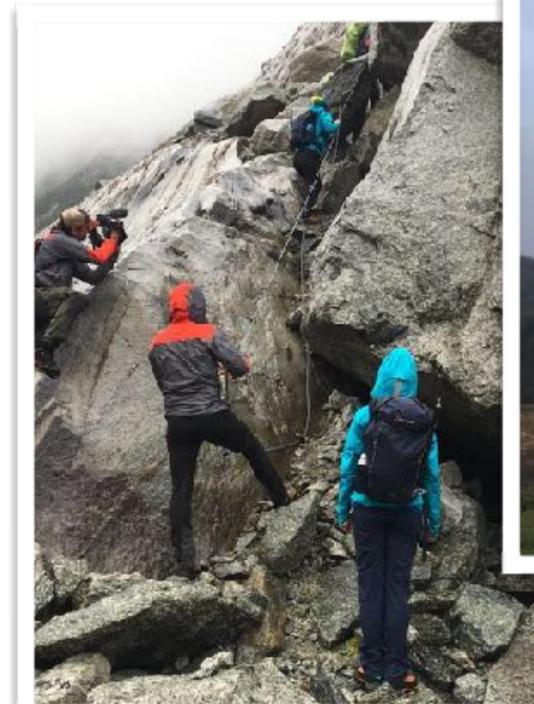
It's not only about spectacular action, sending, dropping, shredding spines: action is what we are in awe of, but people, and their stories, that is what inspires us. Your brand content needs to be relatable to your audience, an audience we know intimately through GearLimits.com and GearLimits.nl



GearLimits Outdoor & Action Video Productions

GearLimits has a very in depth knowledge of and experience with of outdoor & actions sports. We are active practitioners of a wide variety of sports ourselves. We know the sports, we feel the outdoors, have experience with working in circumstances (i.e. weather, terrain) which you cannot control. We adapt to these circumstances, are light on our feet and can follow the subjects of your video anywhere (though wing suit flying is where we draw the line ;-).

GearLimits Outdoor & Action Video productions is read to help you produce beautiful and compelling visual stories for your brand.



A wide-angle landscape photograph featuring a vibrant rainbow arching across a clear blue sky. The foreground is dominated by a lush green field. In the middle ground, a dense forest of tall, dark green trees stretches across the valley. Beyond the forest, rolling hills and valleys are visible, with some areas appearing hazy or misty. The overall scene is bright and serene, with the rainbow serving as a central focal point.

SEE YOU OUT THERE!