

## VIDEO SERIES: 'THE GEAR JUNKIE LIVE!'

See your brand and your latest products come to life on-screen on GearJunkie.com! In this exclusive video series, the Gear Junkie team will focus on cutting-edge outdoors equipment and apparel, reviewing the gear live and on location in wilderness venues around North America and the world.

Each episode of "*The Gear Junkie Live*" will hone in on a single piece of gear, from new trail-running shoes, to skis, to a mountain bike. The Gear Junkie editorial crew will test and evaluate the products in their "natural environment," be it a whitewater river or a high mountain peak.

The series, to be filmed in the winter and early spring of 2012, will balance an adventure narrative and epic scenery with a full technical brief on the featured gear. "*The Gear Junkie Live*" promises a fresh take on outdoor gear reviews. Journalistic as well as highly-produced and cinematic in style, this five-part video series will engage viewers and core consumers looking for the truth and the proof on some of the world's greatest outdoors gear.

- '*The Gear Junkie Live*' is an exclusive web show
- To be hosted on GearJunkie.com 'channel'
- Five-part editorial video series
- Promotion via GearJunkie's network
- Social media promotion
- Bonus: Sponsor gear covered on 'Daily Dose' blog
- Video footage rights-free to sponsor company
- Sponsor package includes site and video branding
- Five company sponsor spots only!
  
- Minimum cost, \$5,000 per episode



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