

GEARJUNKIE

2011 Media Kit: GearJunkie.com / Monopoint Media



About GearJunkie.com

Since its launch in 2006, GearJunkie.com has been frequently cited as the No. 1 source for outdoors/adventure and gear content online. The publication sees up to 250,000 readers per month and hundreds of thousands of pageviews. Monopoint Media LLC, parent of GearJunkie.com, operates an online advertising network, runs GJ-branded events throughout the country, and works with outdoors-industry companies on custom content, social-media marketing projects, and micro-site "channels" on GearJunkie.com.

Media Opportunities

WEBSITE ADVERTISING

Stake your claim! Have a presence on GearJunkie.com, a top blog and publication in the outdoors world. Banner advertisements, site sponsorships, and custom campaigns available.

SOCIAL MEDIA MARKETING

Get your Tweet on! Gear Junkie social-media projects include creative, authentic programs that build buzz and move readers to action. Programs: Facebook projects, Twitter contests, video submissions, live "gatherings" and Tweet-Ups.

MICRO-SITE CHANNELS

From Sponsored Mount Everest Expeditions to festivals like the Teva Mountain Games, Monopoint Media and GearJunkie.com have built and hosted micro-site channels since 2008. Program includes full custom content package + hosted presence on GearJunkie.com.

EVENTS: GEAR JUNKIE 'LIVE'

Monopoint Media, parent of GearJunkie.com, creates and hosts multiple live events, including adventure races, outdoors treasure hunts, and unique endurance events. We offer complete event planning coordination + marketing and social-media support.

SWEEPSTAKES

Gear Junkie's "Choose-Your-Adventure" sweepstakes has sent readers to climb peaks in Sequoia National Park, kayak mountain lakes, and bike singletrack in the Alleghenies Mountain Range. Past sponsors include REI Adventures and Alleghenies Tourism Board. Seeking headline sponsor for 3rd annual sweepstakes event in 2011.

WEBSITE



CUSTOM MICRO-SITES





Additional Opportunities: Monopoint Media

MONOPOINT ADVERTISING NETWORK

Our advertising network offers industry's best affiliation of outdoors/adventure publications. Advertisers reach highly-targeted audience via multi-site network ad buys. (Network publications: GearJunkie.com, Trailspace.com, SuperTopo, Wend magazine, Feed The Habit, and Gear.com.)

CUSTOM CONTENT

Engage your audience with custom content developed (and distributed by) Monopoint Media. Services: Web content, photographic, video, and writing.

GEAR LAB: PRODUCT CONSULTING SERVICES

Real-world gear testing, industry research, and product development and design services from Gear Junkie founder Stephen Regenold and affiliated partners. Choose from A-list of industry experts and outdoors adventurers to help maximize your company's product development goals.



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NEWSLETTER

facebook
twitter

Join the conversation. Sign up for contests and giveaways. Check it out: [Facebook.com/TheGearJunkie](https://www.facebook.com/TheGearJunkie)
[Twitter.com/TheGearJunkie](https://www.twitter.com/TheGearJunkie)

Best in Show: Outdoor Retailer Awards
GEARJUNKIE 2011

'Best in Show' Awards
The Outdoor Retailer trade show, held in Salt Lake City, is an exhibition of the best outdoor equipment in the world. Gear Junkie awards 20 top pieces of gear as "Best in Show" from Utah last week.
[Click!](#)
[Click!](#)

Wenger Swiss Army Knife
What weighs only 3.6 oz, has 11 tools, measures 3.25" and can handle anything you throw at it? Why a Wenger Swiss Army Knife (of course). We think you'd agree that there isn't a piece of gear that's more versatile, useful and reliable - no matter where you are. www.wengerusa.com

Get One

FEETBINGERS 'CASUAL SHOES'
Can you say "casual kangaroo slip boots with articulated toes." That's just one of the out there offerings in a new line of casual footwear from Vibram. [FeetBingers in stock.](#)
[Read More...](#)

One Week to Go! Wenger Patagonian Expedition Race
Team GearJunkie.com heads to Chile and the Wenger Patagonian Expedition Race next week. Follow the action with daily updates, photos and videos at our dedicated web channel on the epic event.
<http://gearjunkie.com/patagonian-race>

THE GUR EXPERIENCE
The Outdoor Retailer trade show (called "OR" for short) is more than just an exhibition of new products and rows of booths. GearJunkie provides a peek inside the full experience of OR.
[Read More...](#)

Ultimate AR Backpack
Mike Kiser, a god in the sport of adventure racing, has founded a new company and designed a backpack. Gear Junkie got an exclusive first look.
<http://gearjunkie.com/mike-kiser-adventure-racing-backpack>

GEAR JUNKIE: LIVE EVENTS

