

MEDIA THAT MOVES YOU



allgeardigital









ACTIVE-LIFESTYLE PUBLISHER COVERING GEAR, PEOPLE AND ADVENTURE.

200M+
REACH ACROSS
CHANNELS



8 OWNED & OPERATED
MEDIA PROPERTIES

7 ADVERTISING
NETWORK PARTNERS

 Outdoor Adventure	 Surfing & Outdoors	 Cycling	 Gear & Adventure Travel
 Running	 Expeditions & Science	 Skiing	 Travel Gear


Field & Stream ESTD 1871

BIKEPACKING.COM
THE SIX-MINUTE MILE
RUNNING AND FITNESS NEWS IN UNDER 6 MINUTES

57HOURS
Adventures made easy

 TRIED, TESTED, TRUE.
MYGOLFSPY

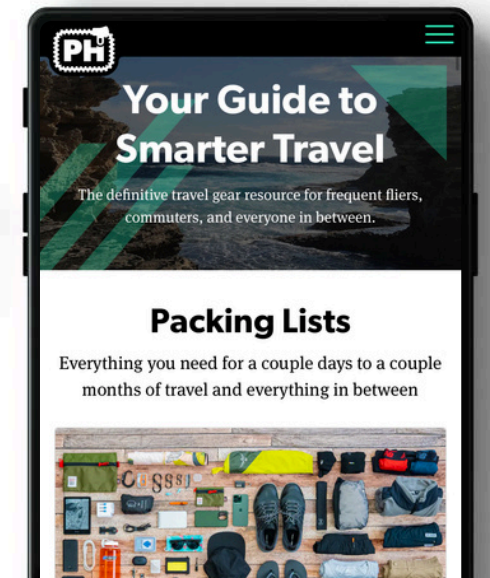
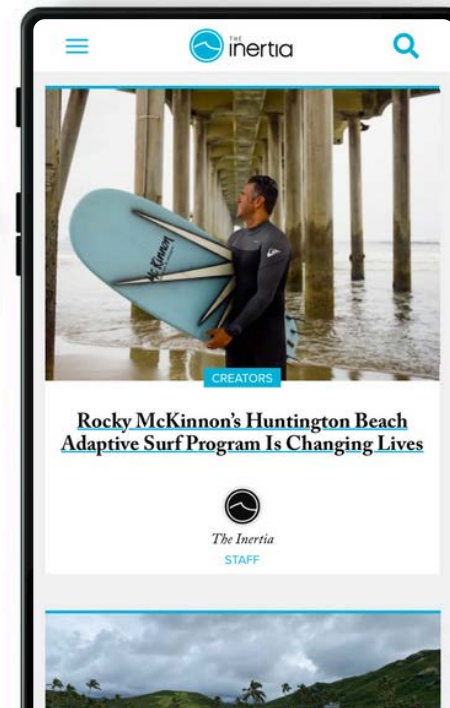
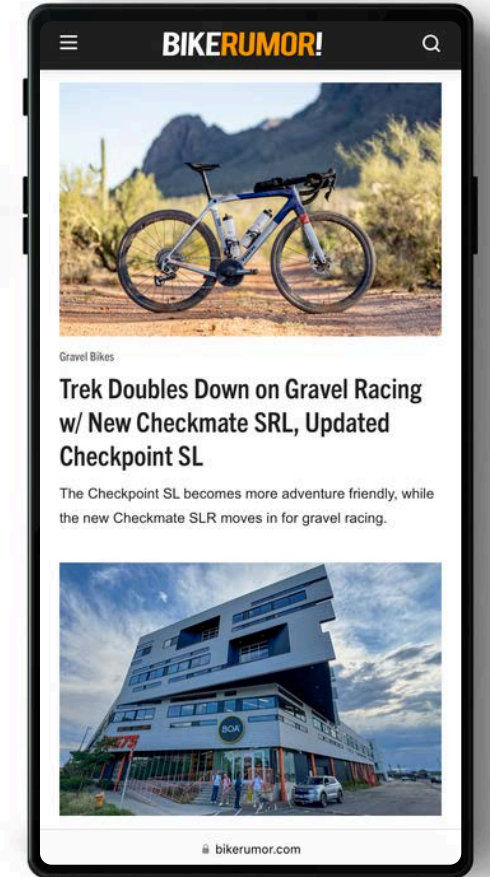
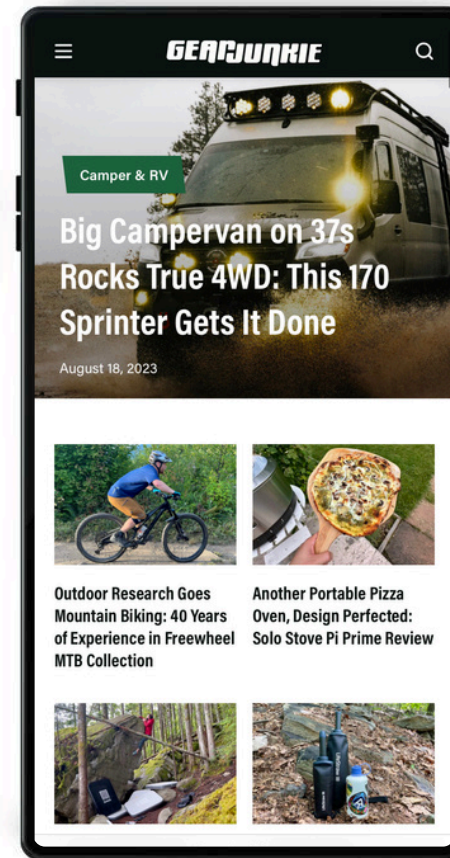
COVERAGE

DIVERSE ACTIVE-LIFESTYLE COVERAGE.

Our media properties break industry news, test the latest gear, interview top personalities and lead conversations ahead of the trends. We live and breathe adventure and the equipment that enables people to get active in the the outdoors.



- WE COVER**
- ADVENTURE
- APPAREL
- AUTOMOTIVE
- BIKING
- CAMPER & RV
- CAMPING
- CLIMBING
- ENVIRONMENT
- EVENTS
- EXPEDITIONS
- FISHING
- FITNESS
- FOOD
- FOOTWEAR
- HEALTH
- HIKING
- HUNTING
- HYDRATION
- KIDS GEAR
- KNIVES
- LIFESTYLE
- NEWS
- OUTDOOR
- PACKS
- PADDLING
- RUNNING
- SNOWBOARDING
- SKIING
- SURFING
- TECHNOLOGY
- TRAVEL
- WATER
- WINTER



EACH MEDIA PROPERTY OPERATES A VARIETY OF HIGH-ENGAGEMENT DIGITAL CHANNELS.



100M+

REACH ACROSS
O&O CHANNELS



WEBSITE

150M Pageviews



PODCAST

3 Podcasts



E-NEWSLETTER

400k+ Subscribers



SOCIAL

2.5M+ Followers



VIDEO

6 Channels



LIVE EVENTS

Tentpole & Custom

WHY ALLGEAR

TAP INTO A GROWING MARKET.

→ **OUTDOOR RECREATION IS A \$1.1 TRILLION* INDUSTRY.**

AllGear Digital is at the forefront of this growth. We're a platform for brands to engage with a massive outdoor and active-lifestyle market.



150M

Annual Pageviews



\$100M

eCommerce Sales



PREMIUM

Content, Ad Tech & SEO



ENGAGED AUDIENCE

Adventurous & Active

*Source: <https://www.bea.gov/data/special-topics/outdoor-recreation>

ACCOLADES

AWARDS AND ACCOLADES



Forbes

THE INERTIA "THE HUFFINGTON POST OF THE SURF WORLD"

OUTDOOR MEDIA SUMMIT

EDITOR OF THE YEAR (2022, 2021)

SXSW

FEATURED CREATOR

MPCG MOTOR PRESS GUILD

BEST OF AUTO JOURNALISM



AFFILIATE PUBLISHER OF THE YEAR
(2023, 2022, 2019, 2017)

5POINT ADVENTURE FILM FESTIVAL

OFFICIAL FILM SELECTION

BANFF CENTRE MOUNTAIN FILM FESTIVAL WORLD TOUR

OFFICIAL FILM SELECTION

DIGIDAY

FUTURE LEADER, PUBLISHER

AUDIENCE DEMOGRAPHICS

INTENT-DRIVEN
OUTDOOR
ENTHUSIASTS,
INFLUENCERS AND
EARLY ADOPTERS.



150M
Uniques



75%
USA



54%
Male



\$100K+
Household Income

46%
Female



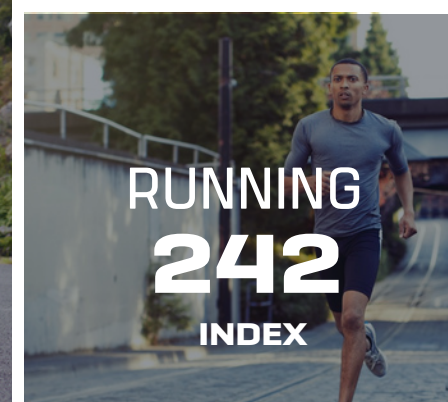
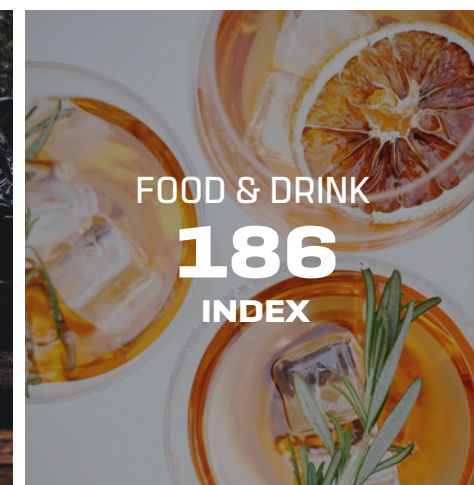
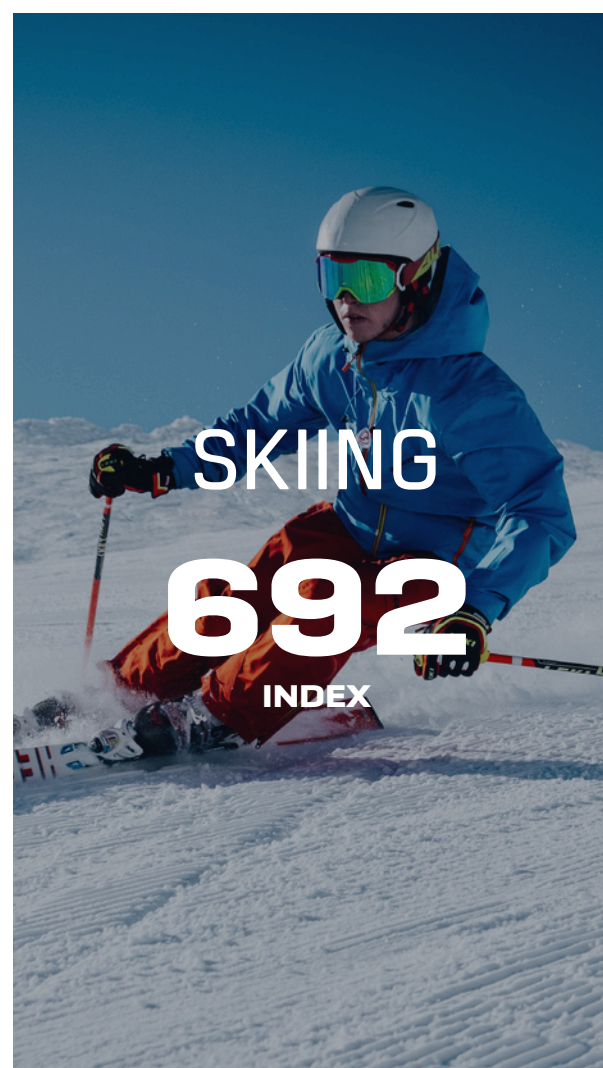
4:55
Average
Time-on-Page



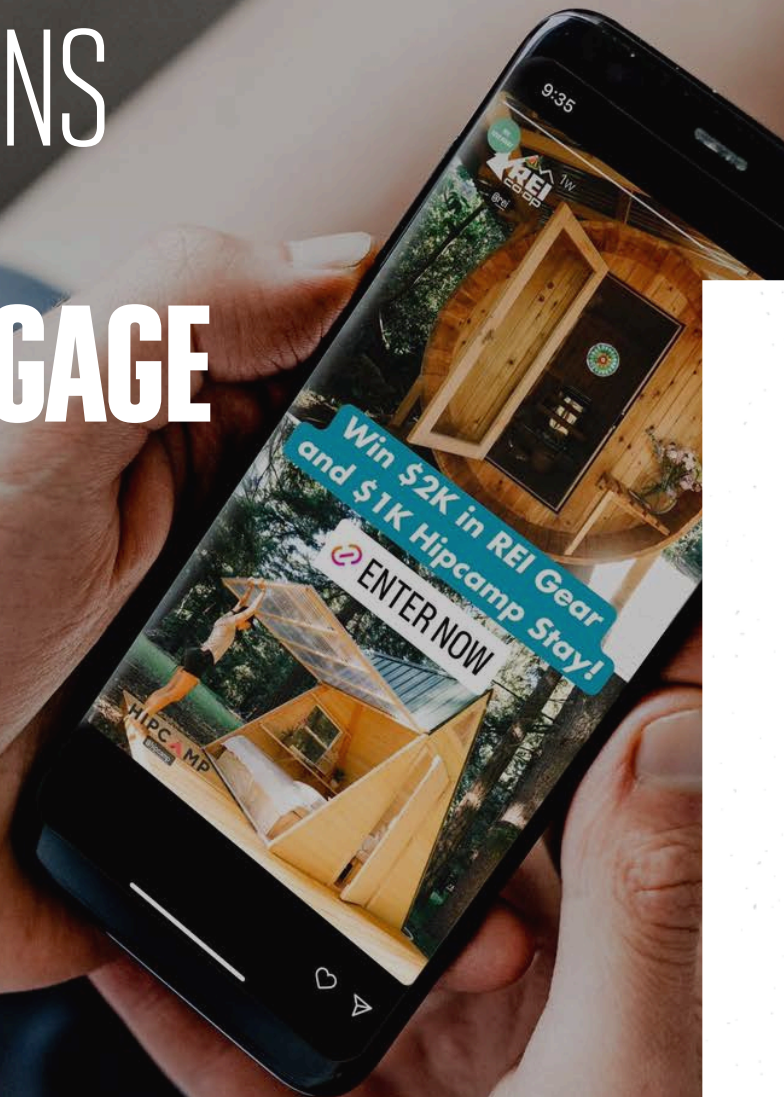
25-44
Core Age

AUDIENCE PSYCHOGRAPHICS

75%
OF READERS SAY
ALLGEAR DIGITAL
INFLUENCES THEIR
PURCHASING
DECISIONS.



MEDIA CAMPAIGNS THAT EDUCATE, ENTERTAIN, ENGAGE AND CONVERT.



FROM STANDARD DISPLAY BUYS TO FULL-FUNNEL INTEGRATED MEDIA CAMPAIGNS, WE OFFER A VARIETY OF WAYS TO REACH & ENGAGE WITH OUR AUDIENCE.



CONTENT & CREATIVE

- Videos
- Articles
- Podcasts
- Content Commerce/Affiliate
- Photography
- Design



DISTRIBUTION

- Syndication
- Social Media
- Influencers
- E-Newsletter
- CTV



INTERACTION

- Sweepstakes & Giveaways
- Microsites
- Surveys & Studies
- Live Activations



MEDIA PLACEMENT

- Run-of-Site
- Run-of-Network
- Takeovers & High-Impact
- Pre-Roll Video
- Rich Media

A FULL-SERVICE PRODUCTION HOUSE FOR ALL OF YOUR CONTENT NEEDS.

allgearstudios

We're storytellers, creatives, and producers that can bring your vision to life across a variety of mediums - video, editorial, audio, and photo.



IN-HOUSE TEAM

World-class branded content directors & producers led by
→ Emmy-Award Winning Luke House [formerly at Red Bull Media].



CREATIVE DIRECTION

We think big and offer up original, impactful ideas.



GLOBAL NETWORK

We've built relationships with a network of writers, dp's, editors & photographers.



COLLABORATIVE APPROACH

Goal to produce the best possible content, together.



BUILT-IN AUDIENCE

Leverage our built-in audience of millions across multiple channels.

DISTRIBUTION

MULTI-CHANNEL DISTRIBUTION OF CONTENT.

We distribute video, written, audio, and social content to tens of millions of our followers across website, social, e-news, CTV, and more.

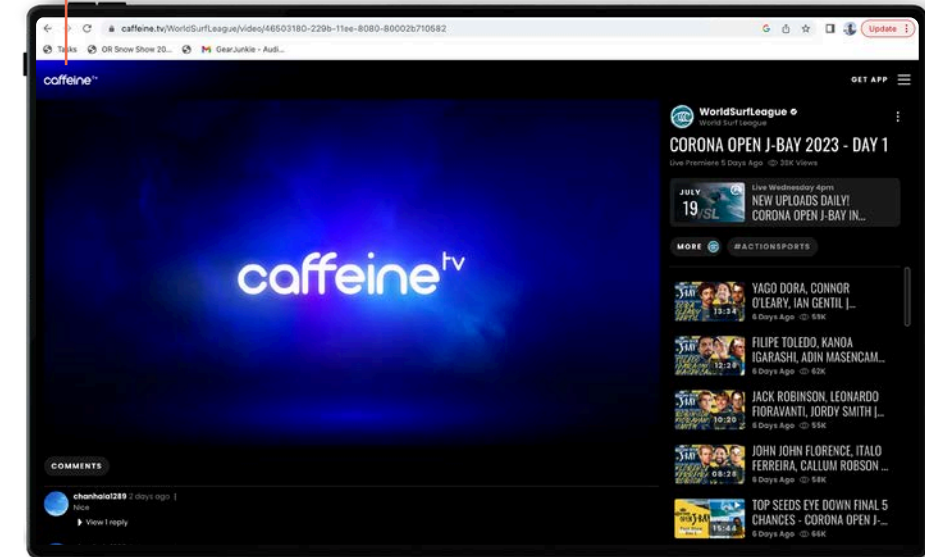
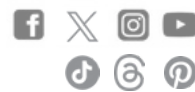
INFLUENCERS

SYNDICATION

CTV

E-NEWSLETTER

SOCIAL MEDIA



INTERACTIVE EXPERIENCES

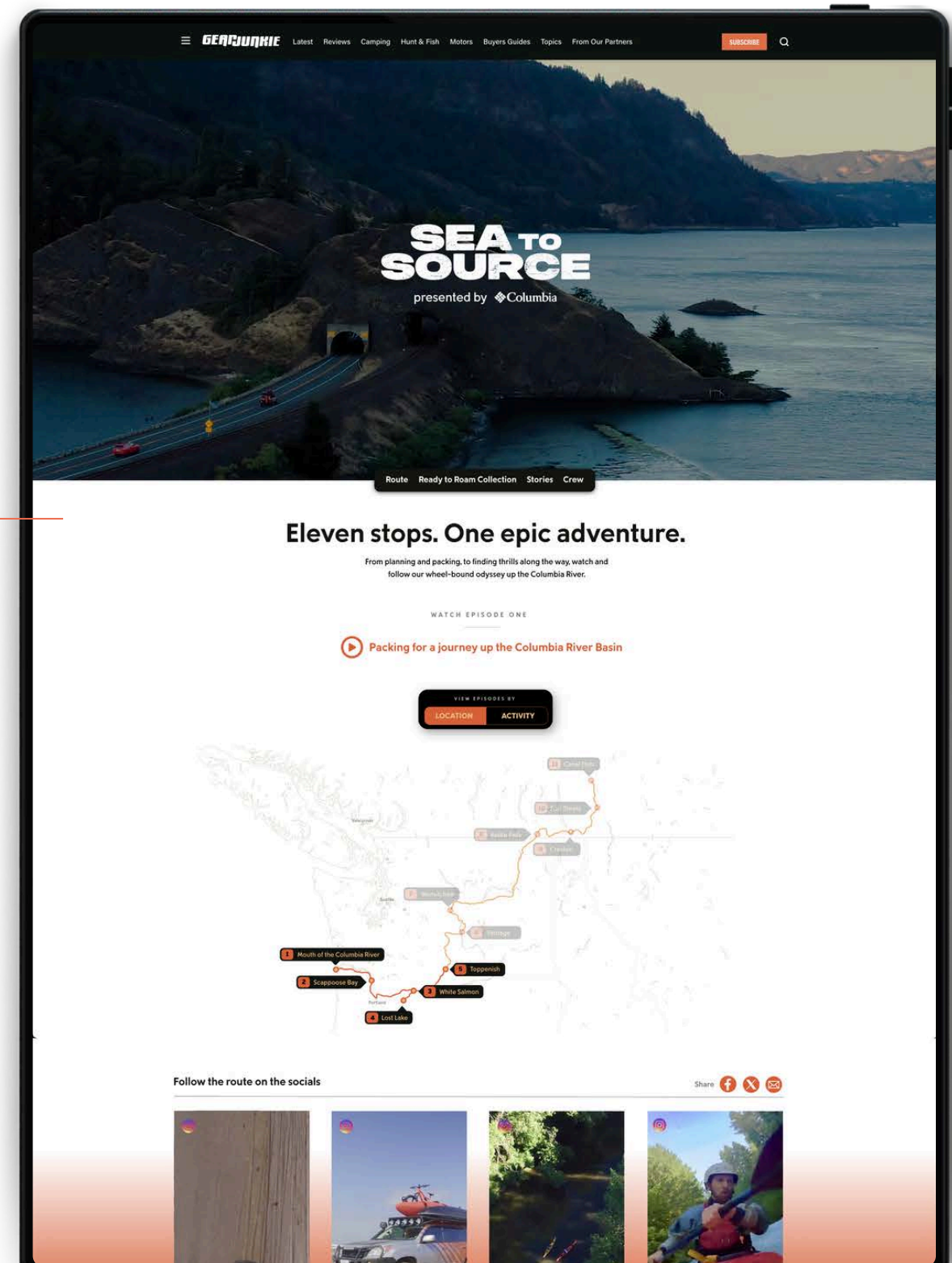
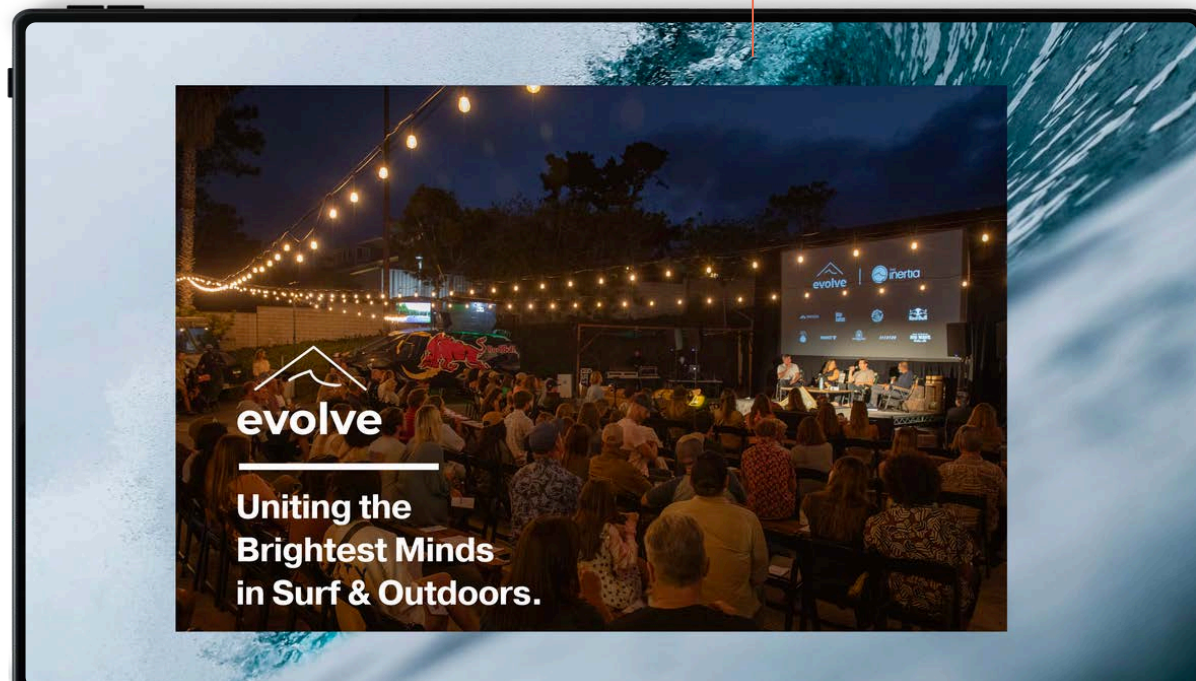
We get our readers to interact with brands in creative and impactful ways.

SWEEPSTAKES & GIVEAWAYS

MICROSITES

SURVEYS & STUDIES

LIVE ACTIVATIONS

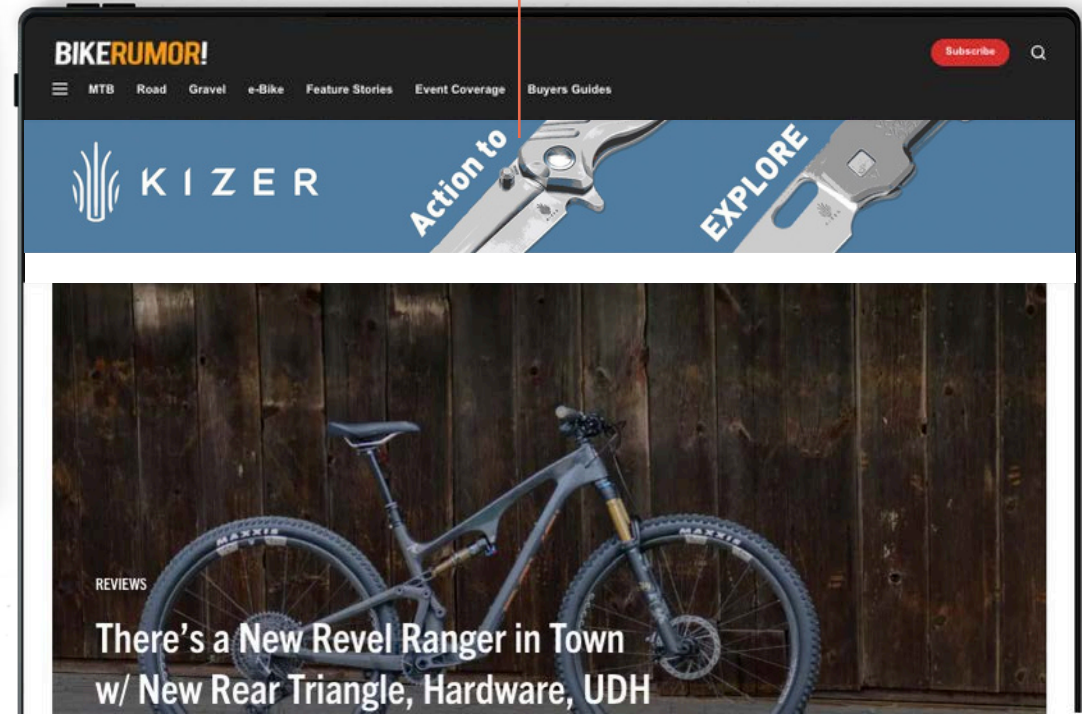
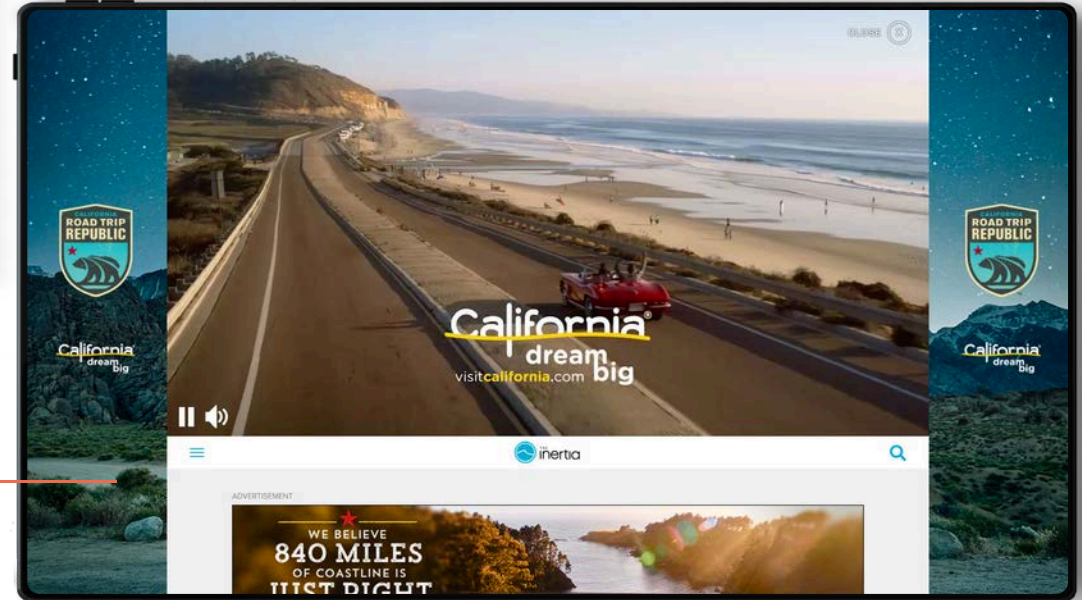


MEDIA PLACEMENT

IMPACTFUL MEDIA BUYS

We deliver standard & high-impact media buys that break through the noise and perform.

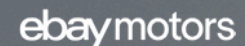
- BOX
- MOBILE ADHESION
- LEADERBOARD
- VERTICAL PORTRAIT
- BILLBOARD
- MOBILE INTERSCROLLER**
- HOMEPAGE TAKEOVER
- RICH MEDIA**
- SITE SKINS
- PRE-ROLL VIDEO
- FULL BLEED BILLBOARD**
- CATEGORY TAKEOVER



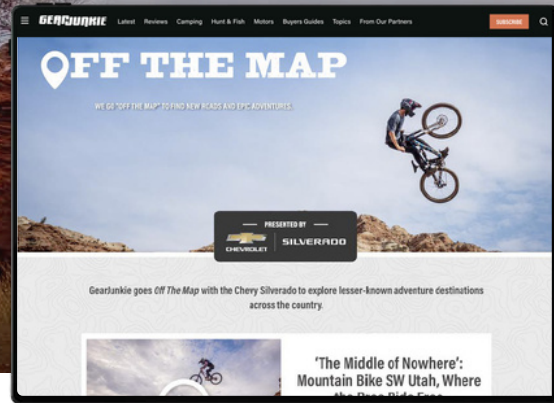
CLIENTS

RECENT PARTNERSHIPS

We've worked with a variety of partners to launch products, increase awareness, tell stories, generate leads, drive sales, and stay top-of-mind.



CASE STUDIES



EPIC ADVENTURES IN REMOTE REACHES OF THE U.S.

85M+

Impressions

DISPLAY MEDIA

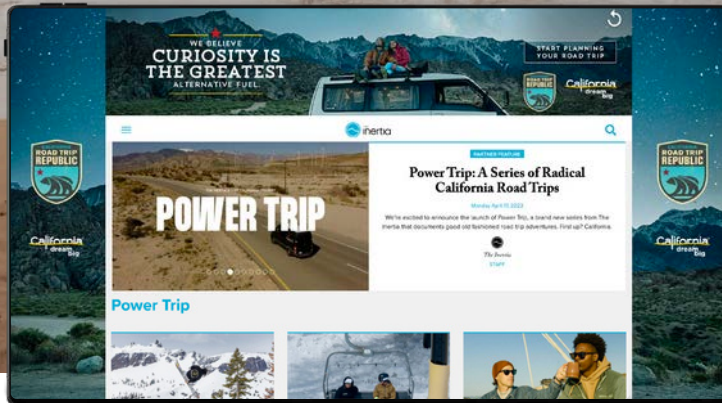
ROS & High-Impact Takeovers

CUSTOM CONTENT

- 4 Videos
- 5 Custom Articles
- Social Media + more

[Watch Videos](#)

visit **California**



ADVENTURE-FILLED TRIPS THAT SHOWCASE THE BEST OF CALIFORNIA.

30M+

Impressions

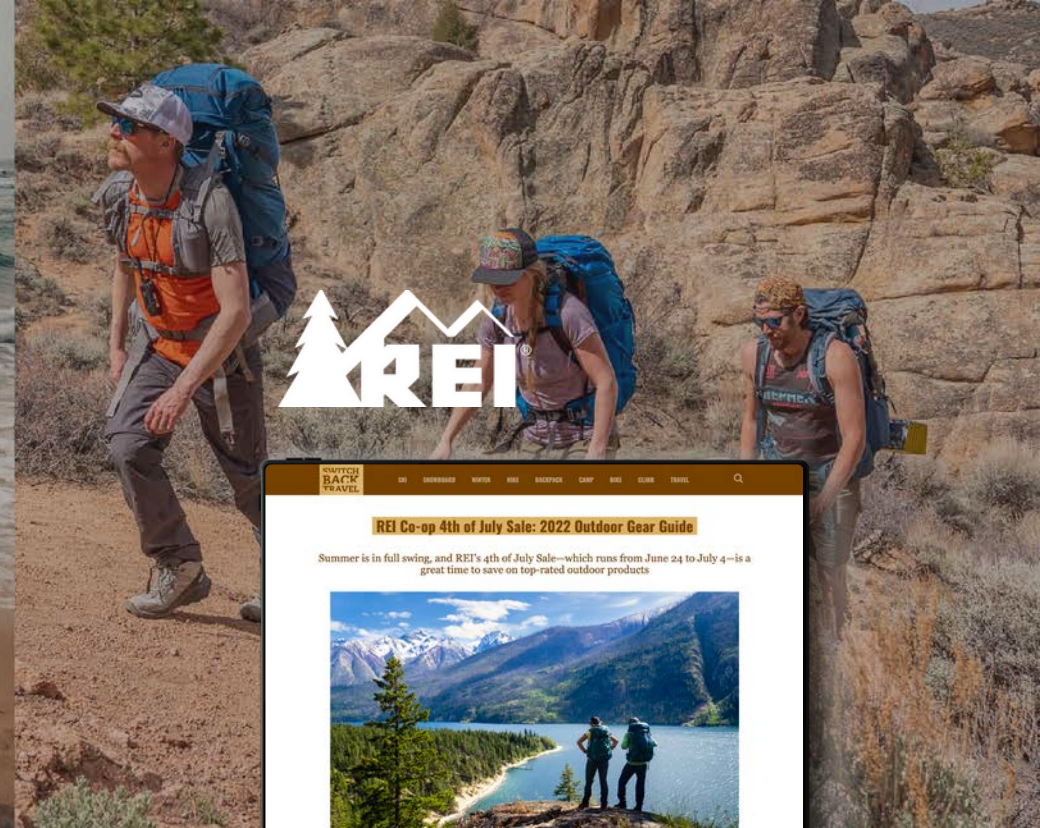
DISPLAY MEDIA

ROS, Rich Media, Site Skins

CUSTOM CONTENT

- 5 Videos
- 5 Articles
- 4 IG Reels
- 2 Dedicated Emails

[Watch Videos](#)



AFFILIATE CAMPAIGNS THROUGHOUT 2022 DESIGNED TO **DRIVE ONLINE RETAIL SALES.**

\$21.5M+

E-Commerce Sales

AFFILIATE LINKS

Gear Reviews and Best Of's

CUSTOM CONTENT

- 11 Custom Articles
- 4 Syndications
- 3 Product Placements
- 1 Gift Guide
- Social Media

[View Article](#)

DIVERSITY, EQUITY & INCLUSION IS AT OUR CORE.

ALLGEAR DIGITAL IS A MINORITY-OWNED MEDIA COMPANY.

BIPOC community members make up a majority of our owners, board and C-suite. A third of our organic hires are BIPOC and over half are women. Together, diverse teammates comprise 50% of our management staff and earn over 50% of our internal promotions. Partnering with us means you are working with a growing group that is making a meaningful impact in this industry.

Our industry is becoming more inclusive and our readership more diverse. We are looking for partners who are aligned with our mission - the best gear reviews, the best media, the best campaigns, and promoting the voices of underrepresented communities in our daily work. We are looking forward to working with you!

BIPOC
INDIVIDUALS OWN
58%
OF ALLGEAR DIGITAL

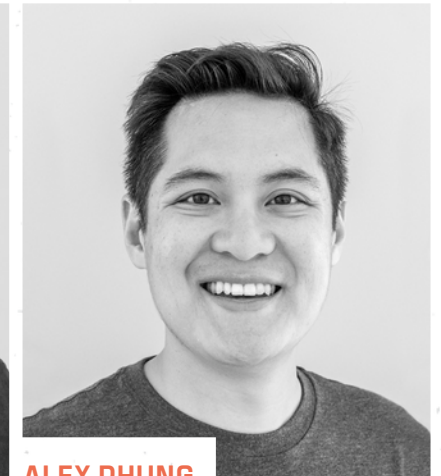
DIVERSE TEAMMATES
MAKE UP
50%
OF MANAGEMENT AND
INTERNAL PROMOTIONS



ERIC PHUNG
CHIEF EXECUTIVE OFFICER



CRYSTAL PARK
INVESTOR



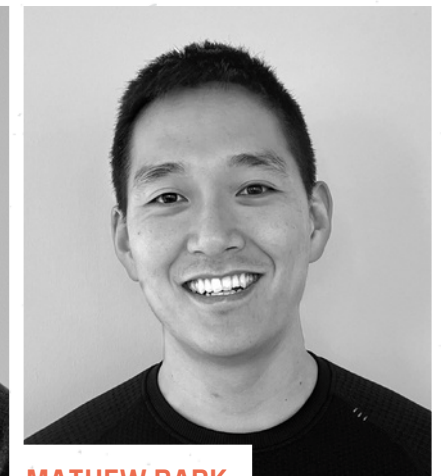
ALEX PHUNG
CHIEF LEGAL OFFICER



SONI OBINGER
INVESTOR



VIPUL PATEL
BOARD CHAIR



MATHEW PARK
BOARD MEMBER

CONTACT US

LET'S CROSS PATHS

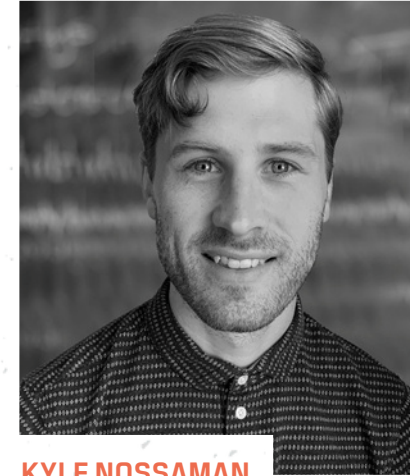
AllGear Digital offers integrated media plans that run network-wide to reach our entire audience or on select media properties to focus on specific interest communities. We craft custom partnerships for specific goals/KPIs, target audiences, and budgets [\$15k-\$1MM+].

Our team of creators includes writers, video and audio producers, designers, campaign managers, and more - together we deliver custom campaigns that authentically engage with our outdoor & active-lifestyle audiences. Contact us to get started!

advertising@allgeardigital.com



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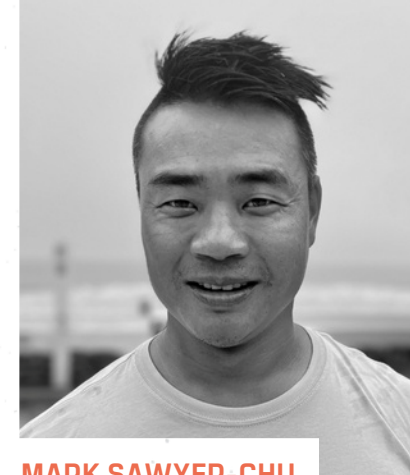
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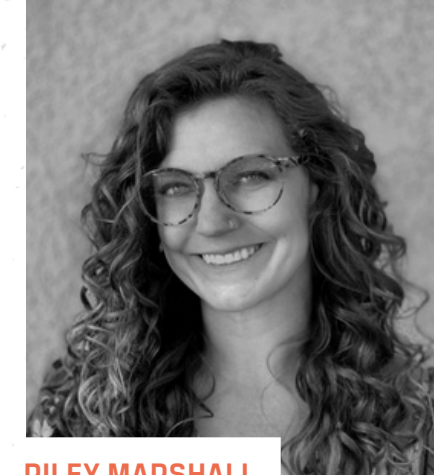
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