



BRAND KIT



Version 1.1 | June 2020

WHO WE ARE

“Gearadical.com is a gear and gadget review site that focuses on “radical” gear that is innovative and brand new. The site is split into categories for business products, gaming, lifestyle, fitness, smart home, etc.”



John Brandon

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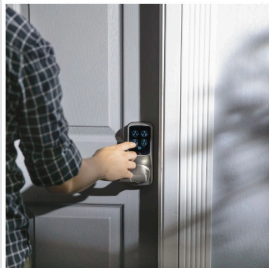


COVERAGE

At Gearadical.com, our editors review newly released, innovative gear and gadgets. We also feature applicable news stories and video reviews.

Feeling safe behind the Lockly Secure Pro

April 23, 2020 | Featured, Smart Home



Product Reviews

We cover a variety of topics related to gear and gadgets: business, entertainment, fitness, gaming and more.

John Krasinski from The Office has Some Good News for you

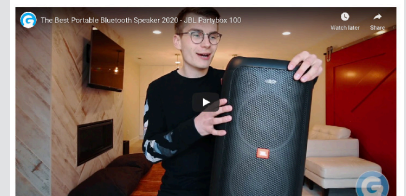
April 23, 2020 | Featured, News

By: Karee Joedeman, Senior Editor



News

We feature current news stories related to product releases, new technology and more.



The Best Portable Bluetooth Speaker 2020 - IBL Partybox 100

Video By Caleb Kozminowski

Video

Our Youtube channel is ramping up to feature video reviews on the latest gear and gadgets.



LOGOS AND COLOR

The first GEARADICAL is our primary logo. GEARADICAL horizontal is our alternative logo. The Gearadical logo should not be distorted in any way. Feel free to use what you need below.



Blue

Hex #00aeef

R: 0 B: 174 G: 239

VISUAL IDENTITY



ADVERTISEMENTS



Website Ads

We continuously run ads with reviews on Gearadical.com. With every new review, you have the option to pay for a single ad that supports it.



Sponsored Posts

On Gearadical.com, we host a sponsored section where you may pay for an article that runs in that section. We also offer campaigns to be an exclusive sponsor of the site for a month.



Youtube Ads

We plan to optimize our YouTube channel for product reviews as we continue to ramp up. Our video reviews will also host ads that support our site.



Collin Probst // collin@gearadical.com



ENGAGEMENT

Gearadical.com launched March 1, 2020. For the first six months of operation, Gearadical will not provide specific traffic data as we build up a reader following, on-board new writers and promote articles on social media.



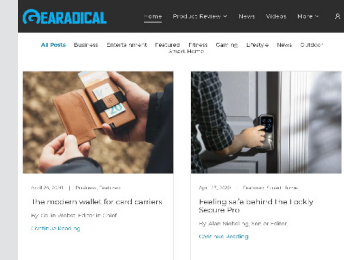
Team

The Gearadical team consists of six editors and twelve writers. We cover various gadget-related topics and products including business, entertainment, cars, gaming, fitness and more.



Social Media

We currently promote our posts on Facebook and Twitter. Since launching these platforms in March, we have over 500 Facebook likes/follows. We plan to reach 2000 likes and follows by August 2020.



Traffic

After launching Gearadical.com two months ago, many of our posts already see thousands of visitors. We plan to reach one million visitors per month in the first year.

