

MEDIA THAT MOVES YOU



2024 MEDIA KIT

LEADING TRAVEL MEDIA PROPERTY



TRAVEL IS A \$1.2T INDUSTRY IN THE U.S.*

Pack Hacker is at the forefront of the travel resurgence as more people research gear, seek knowledge, and read travel stories online. We're a platform for brands to engage with smart & efficient travelers.

*Source: businesstravelerusa.com/news/us-travel-industry-falling-behind/



WEBSITE

15.4M+ Pageviews



YOUTUBE

19.2M+ Annual Views
(2 channels)



SOCIAL

427k+ Followers



E-NEWSLETTER

33k+ Subscribers



PACK HACKER PRO

1.1k+ Members



Pack Hacker is reader-supported. When you buy through links on our site, we may earn an affiliate commission. [Learn more](#)

Your Guide to Smarter Travel

The definitive travel gear resource for frequent fliers, commuters, and everyone in between.

Packing Lists

Everything you need for a couple days to a couple months of travel and everything in between



PACKING LIST

Hostel Packing List

This Hostel Essentials Packing List includes all the travel essentials you need to get the most out of your next hostel stay.

[View Packing List](#)

YOUTUBE CHANNELS

INFORMATIVE & ENGAGING YOUTUBE CHANNELS FOR SMART TRAVELERS.

Pack Hacker produces 6+ YouTube videos per week, from gear roundups to travel tips. Video sponsorship & integration opportunities are available to brand partners.

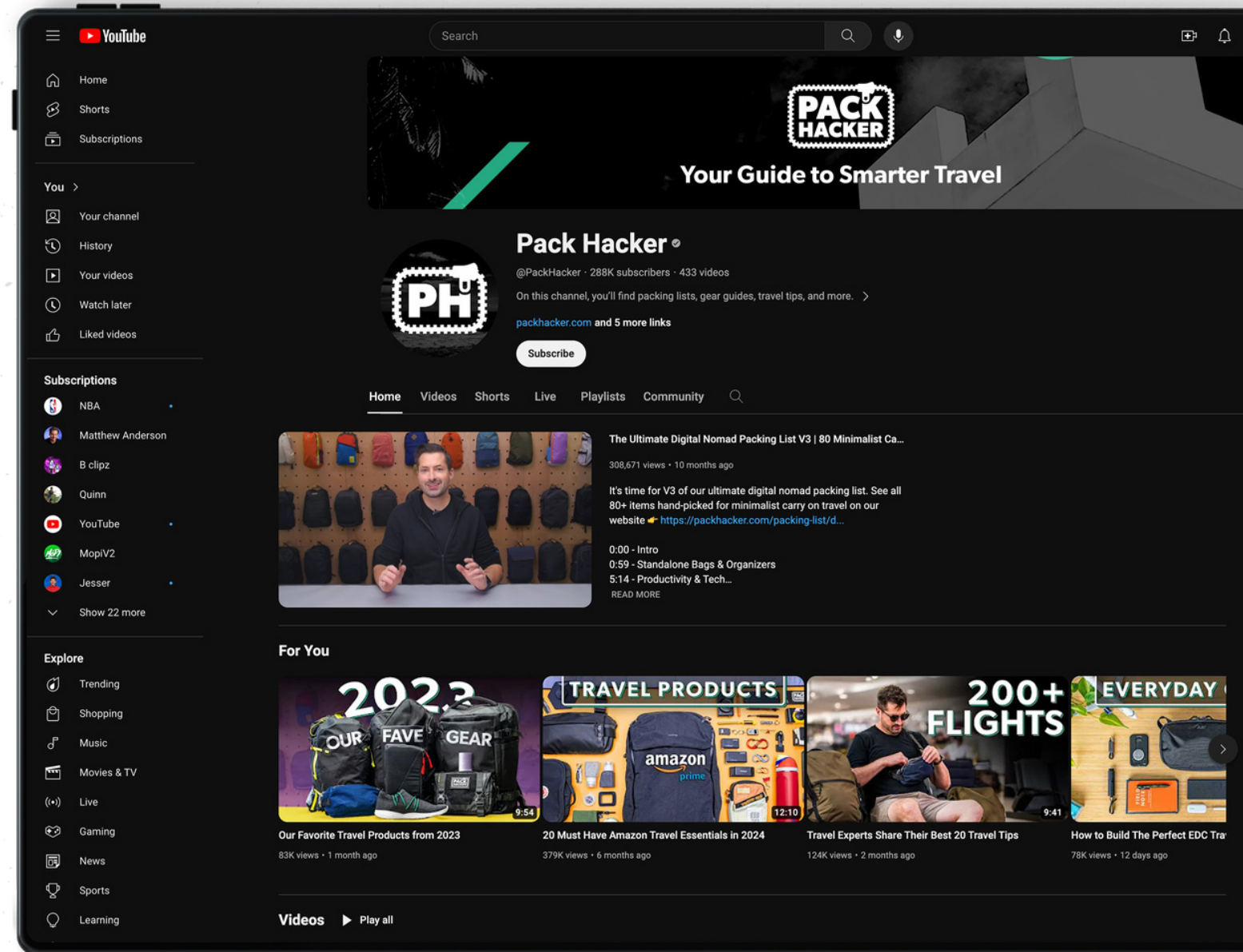
2 CHANNELS



368K
SUBSCRIBERS

1.6M
MONTHLY VIDEO VIEWS

50K+
AVG VIDEO VIEWS



COVERAGE

WE ARE THE LEADING SOURCE FOR **TRAVEL GEAR, GUIDES, TIPS, AND NEWS.**

Our editors use expertise and real-world experience to provide practical resources and honest opinions, guiding folks towards smarter travel. We're the definitive travel gear resource for frequent fliers, commuters, and everyone in between.



WE COVER

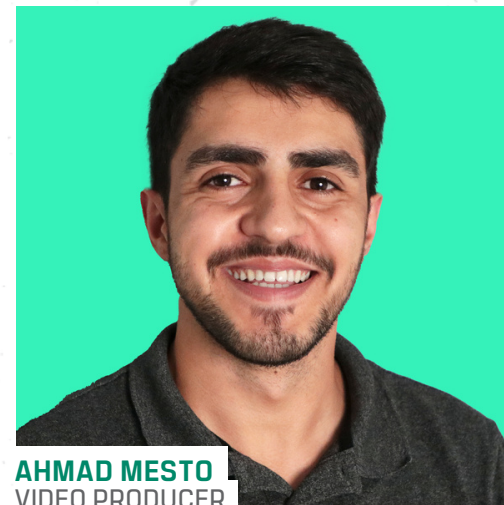
- TRAVEL
- GEAR
- PACKING LISTS
- DEALS
- GUIDES
- TECHNOLOGY
- MINIMALISM
- SUSTAINABILITY
- REMOTE WORK
- TRAVEL TIPS



TOM WAHLIN
EDITOR IN CHIEF



LAUREN MATERNOWSKI
MANAGING EDITOR



AHMAD MESTO
VIDEO PRODUCER



ERIC HERGENREDER
STAFF WRITER



KRISTYNE DEFEVER
STAFF WRITER

AUDIENCE DEMOGRAPHICS

INTENT-DRIVEN TRAVEL ENTHUSIASTS, INFLUENCERS AND EARLY ADOPTERS.



4.5M+

Unique Visitors



\$75K+

Household Income



60%

Male

40%

Female



48%

USA



25-34

Core Age



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

MEDIA PLACEMENT

IMPACTFUL MEDIA BUYS

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

VERTICAL PORTRAIT

LEADERBOARD

BILLBOARD

MOBILE INTERSCROLLER

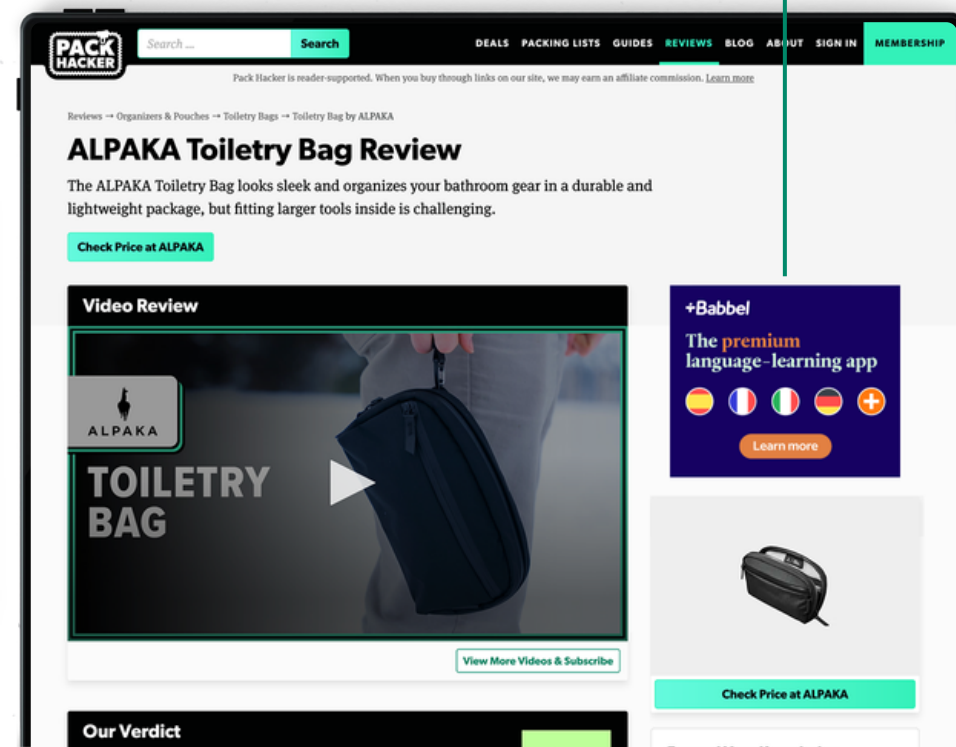
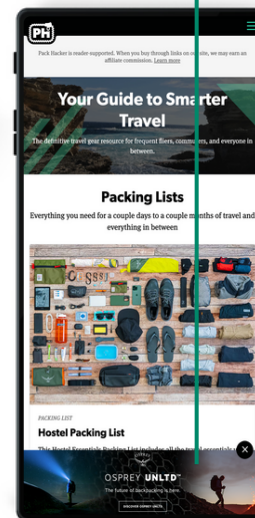
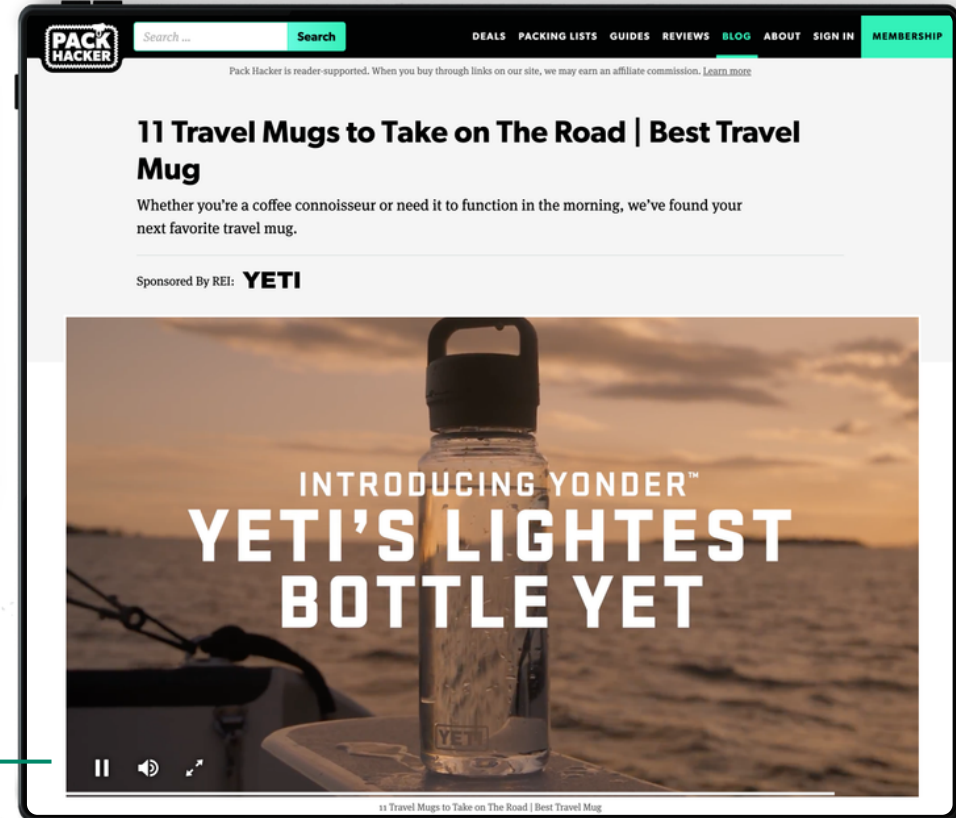
FULL BLEED BILLBOARD

PRE-ROLL VIDEO

HOMEPAGE TAKEOVER

BOX

MOBILE ADHESION



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.

The Pack Hacker studio in our Detroit, Michigan office is optimized for on-the-fly video and photo shoots, ensuring quick content turnarounds with quality results.



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.



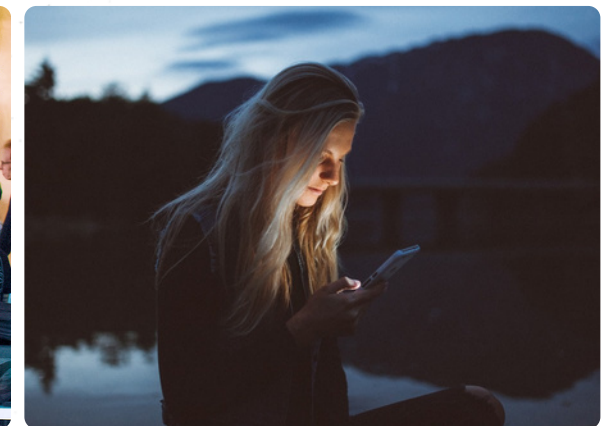
GLOBAL NETWORK

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



COLLABORATIVE APPROACH

Goal to produce the best possible content, together.



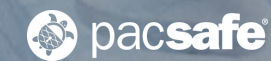
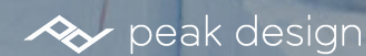
BUILT-IN AUDIENCE

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

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

 Backcountry



IMPACTFUL SPONSORSHIP OF 12 ENGAGING TRAVEL TIPS VIDEOS.

1.9M+
VIDEO VIEWS

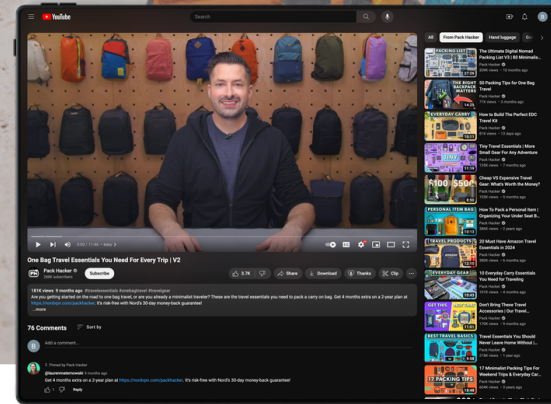
CAMPAIGN DETAILS

- 12 YouTube video integrations
- Video posts on PackHacker.com
- Social Media & E-News distribution

[Watch Video](#)



 NordVPN



HELPING SECURE **MILLIONS OF TRAVELERS'** PERSONAL ONLINE INFORMATION.

1.1M+
TOTAL VIEWS

CAMPAIGN DETAILS

- 14 Videos to-date in ongoing production
- Social Media
- E-News distribution

[Watch Video](#)

DIVERSITY, EQUITY & INCLUSION IS AT OUR CORE.

WE'RE A MINORITY-OWNED COMPANY

BIPOC community members make up a majority of our owners, board and C-suite. Prior to joining AllGear Digital, our brands had no teammates from the BIPOC community and only a third were women. Today, 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

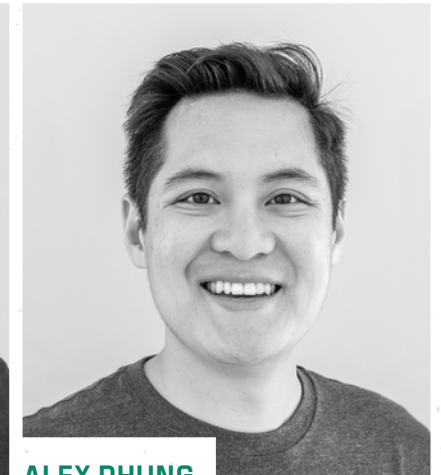
DIVERSE TEAMMATES
MAKE UP
50%
OF MANAGEMENT AND
INTERNAL PROMOTIONS



ERIC PHUNG
CHIEF EXECUTIVE OFFICER



CRYSTAL PARK
INVESTOR



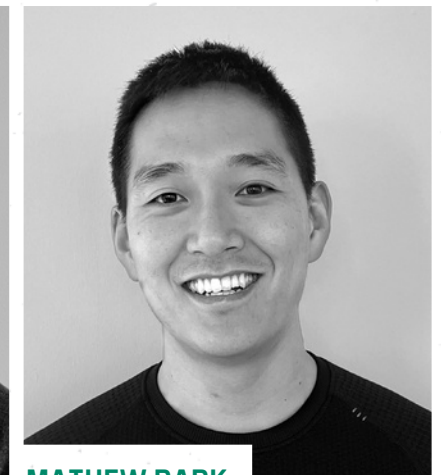
ALEX PHUNG
CHIEF LEGAL OFFICER



SONI OBINGER
INVESTOR



VIPUL PATEL
BOARD CHAIR



MATHEW PARK
BOARD MEMBER

CONTACT US

LET'S CROSS PATHS

We offer integrated media plans on Pack Hacker and across our AllGear Digital media group. Our sales team crafts custom proposals for specific campaign budgets [\$10k-\$500k+], KPIs, and target audiences.

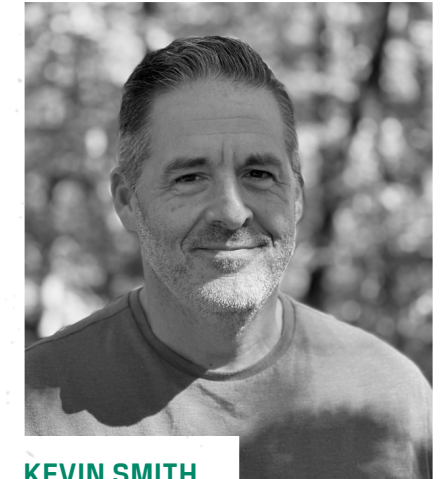
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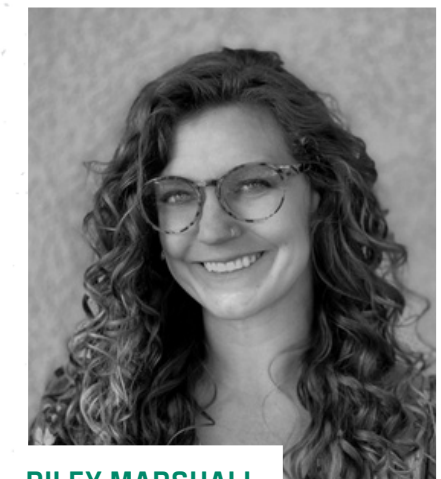
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allgeardigital

PACK HACKER IS PART OF THE ALLGEAR DIGITAL FAMILY OF MEDIA PROPERTIES.

8 OWNED & OPERATED MEDIA PROPERTIES

GEARJUNKIE

Outdoor Adventure

THE inertia

Surfing & Outdoors

BIKERUMOR

Cycling

SWITCH BACK TRAVEL

Gear & Adventure Travel

I · RUN · FAR

Running

EXPLORERSWEB

Expeditions & Science

WILDSNOW

Skiing

PACK HACKER

Travel Gear