

2014 media kit

CrunchWear.com

"Wearable Tech News"

A vNine Network Property

About CrunchWear.com

Founded in 2006, CrunchWear is the oldest and most popular 'Wearable Tech' website on the internet. With a core focus to cover all aspects of the wearable technology industry, CrunchWear is dedicated to bringing readers the latest news on Wearable Computers & Electronics, Smart Clothes & Fabrics, e-Textiles, and anything related to Wearable Technology.

[Learn more at vNine.com](http://vNine.com)



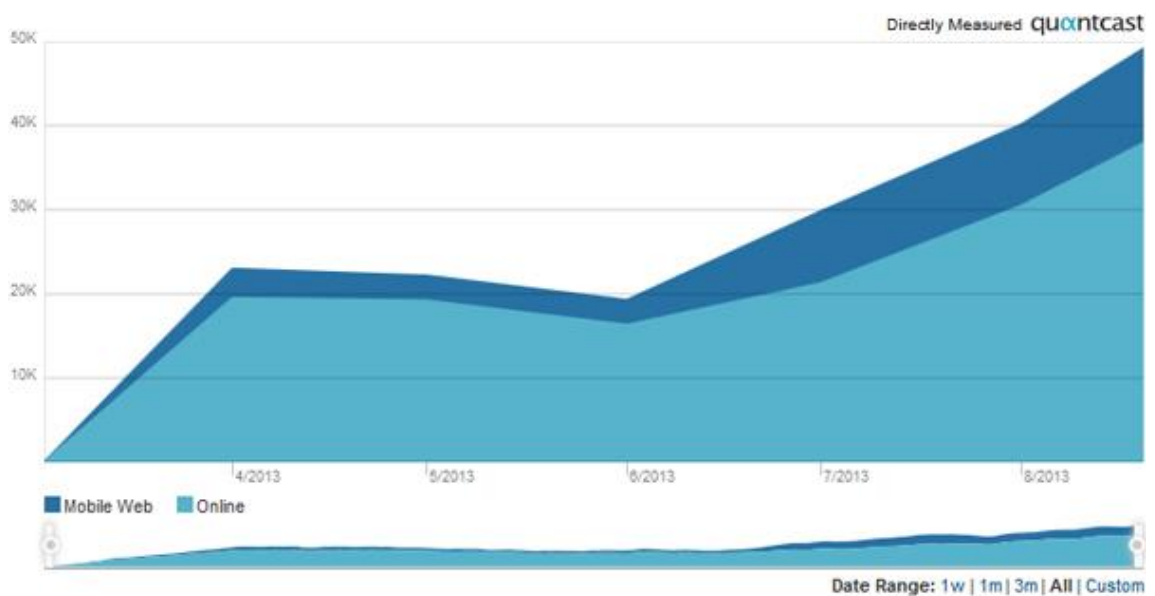
Website Traffic & Demographics

CrunchWear receives highly targeted traffic from wearable tech enthusiasts, and is frequently linked to from major websites such as, Forbes, Fast Company, Engadget, and TheVerge. We maintain prominent search engine positioning for many competitive keywords. The majority of our visitors are college educated, employed, and have a high percentage of disposable income.

[Learn more at vNine.com](#)

QUICK FACTS/STATS

- 46,629 unique monthly visitors
- 94,069 unique monthly pageviews
- 2.14 pages per visit
- 00:02:35 Avg. visit duration
- 65.61% bounce rate
- Google PR 4-6 majority of pages
- 68.18% US based traffic
- 75.86% English speaking traffic
- Site established in 2006
- Continued growth over past 7 years



TOP RANKED KEYWORDS

Keyword	Impressions	▼ Clicks	Avg. Position
mp3 player wristband	900	500	2.0
led glasses	900	200	1.9
wireless earbuds	1,300	150	5.0
wearable electronics	900	70	4.7
ipod backpack	150	70	1.0
bluetooth clothing	100	50	1.0

SOCIAL STATS

Facebook Fans: 2,481 – [Facebook.com/CrunchWear](https://www.facebook.com/CrunchWear)

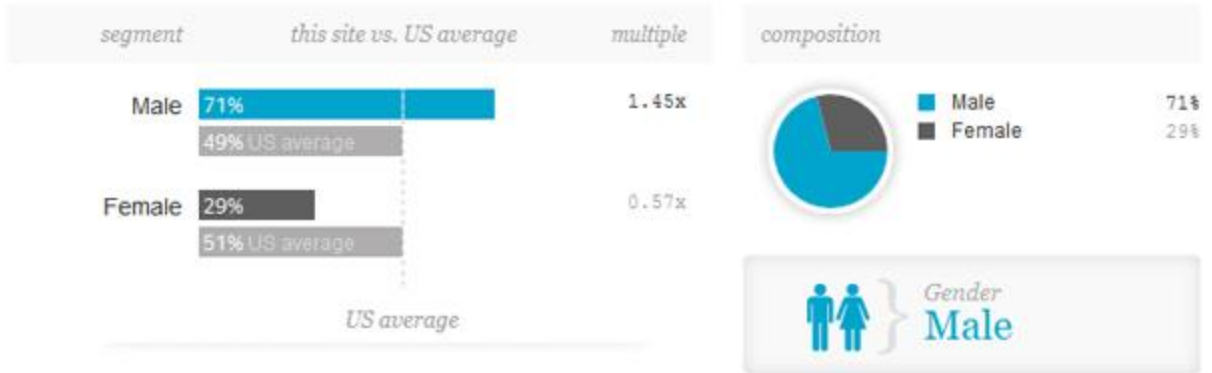
Twitter Followers: 1,162 – [Twitter.com/CrunchWear](https://twitter.com/CrunchWear)

Pinterest Followers: 260 – [Pinterest.com/ CrunchWear](https://www.pinterest.com/CrunchWear)

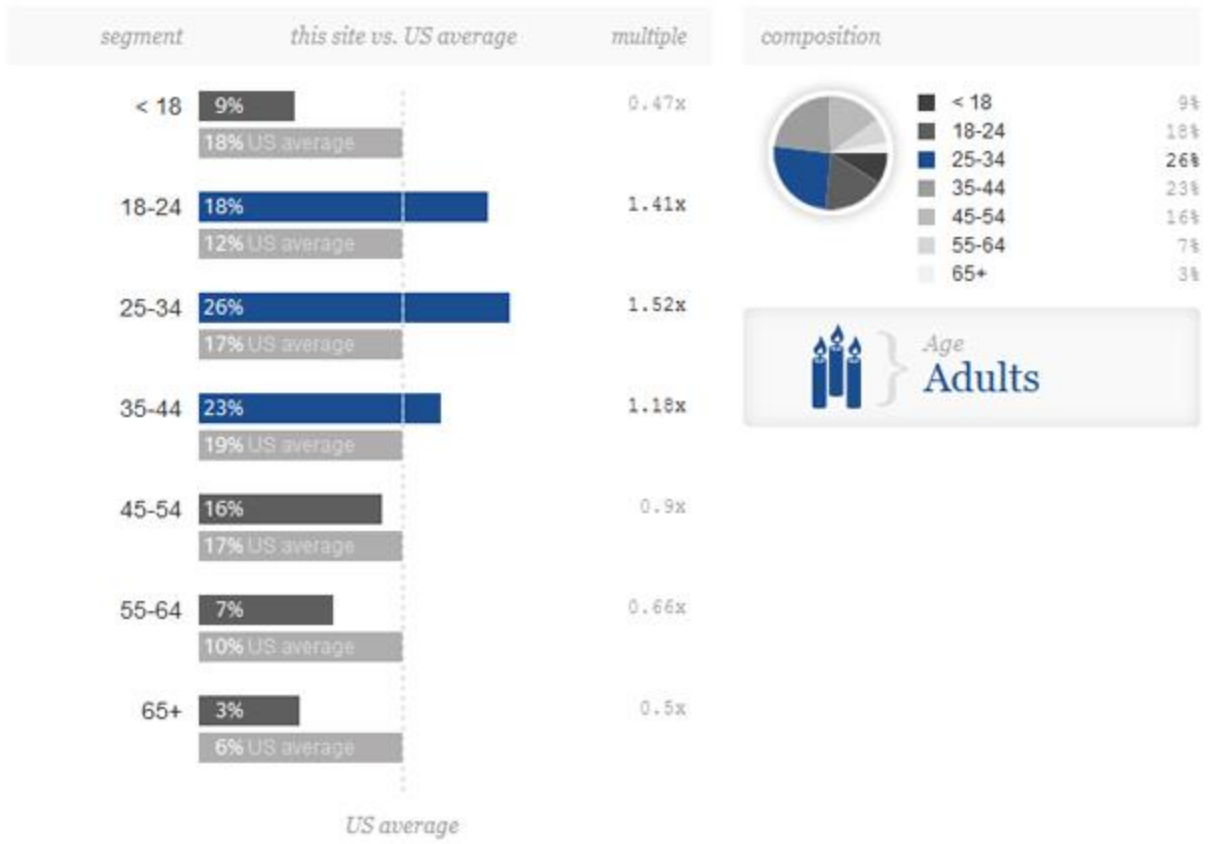
Google Plus Followers: 106 – plus.google.com/+Crunchwear

QUANTCAST DEMOGRAPHICS

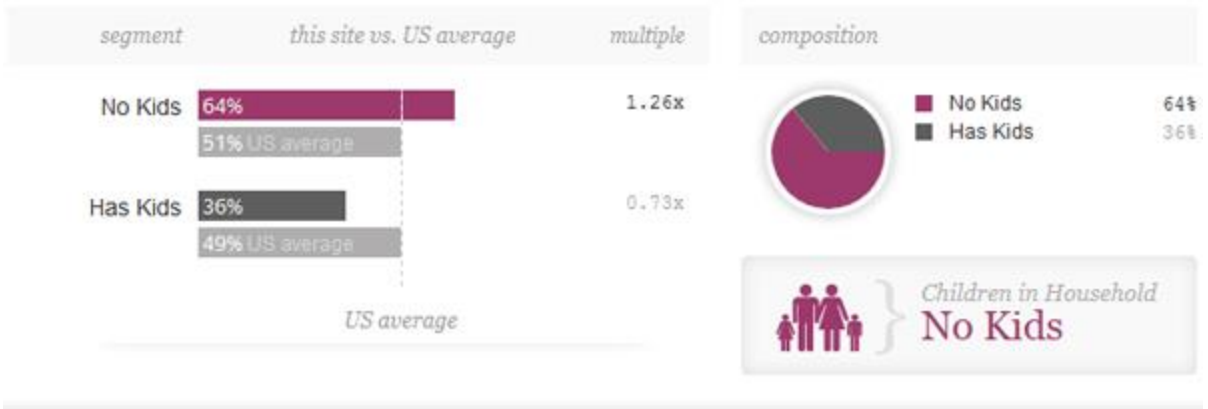
Gender



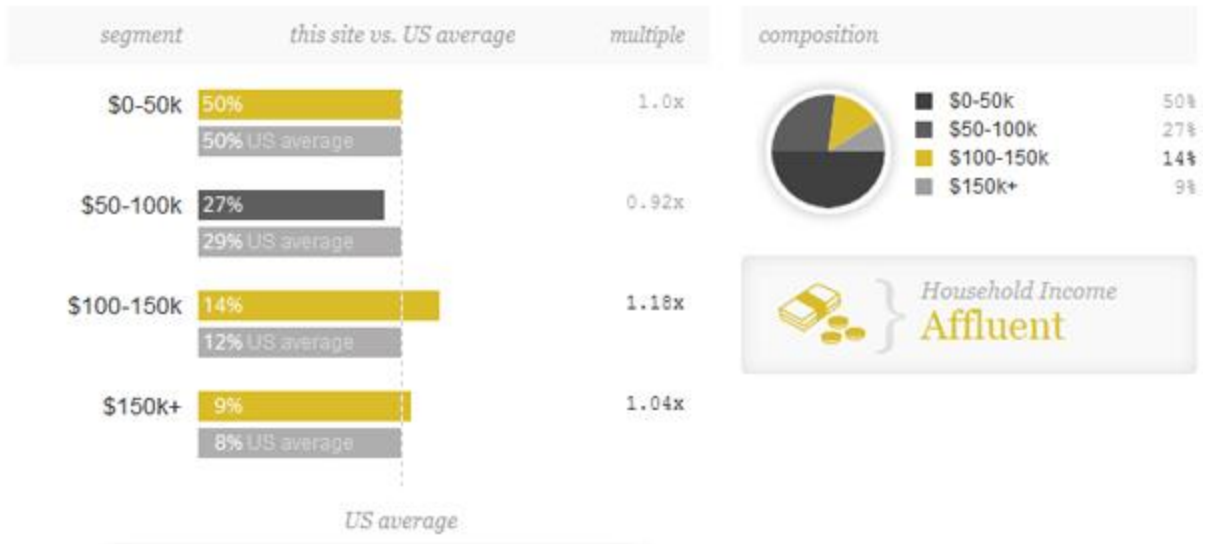
Age Combined | Male | Female



Children in Household



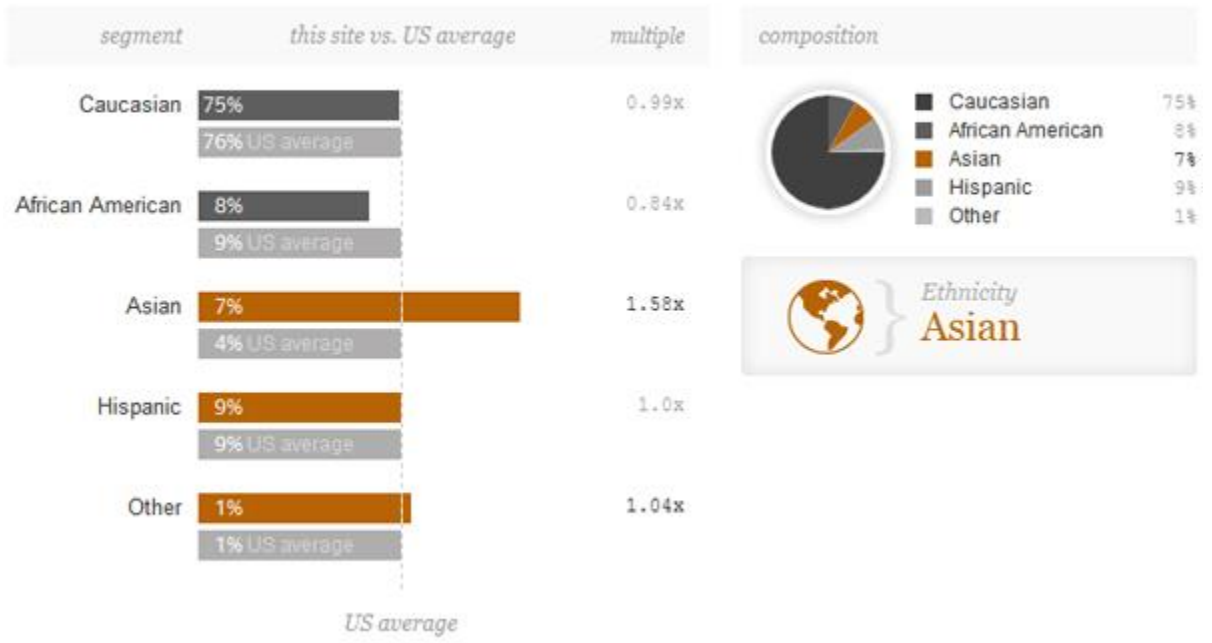
Household Income



Education Level



Ethnicity



Advertising Opportunities

Our advertising opportunities enable companies to save money and gain visibility in this highly competitive marketplace. We offer a wide variety of advertising options which includes: banner ads, text links, audio ads, sponsored posts, and sponsored social media ads. A 3 month minimum commitment is required on most ads. 10% & 25% discounts on 6 & 12 month buys, respectively. Please find a full listing of advertisements below.

SITEWIDE PLACEMENTS

These placements appear on all pages except the homepage (sold separately). Estimated monthly impressions of 84.9K, and currently increasing every month. Impressions are rotated evenly between three ads per location.

Ad Location	Ad Size	3 Months	6 Months	12 Months
Top Leaderboard	728x90	\$480	\$864	\$1440
Top-Right Sidebar (Large)	300x250	\$450	\$810	\$1350
Top-Right Sidebar (Small)	150x150	\$360	\$648	\$1080
Bottom-Right Sidebar	300x250	\$380	\$684	\$1140
Bottom Leaderboard	728x90	\$410	\$738	\$1230

HOMEPAGE PLACEMENTS

These placements are exclusive and visible only on the homepage. Estimated monthly impressions of 10.1K, and currently increasing every month. Only one ad per location will be sold.

Ad Location	Ad Size	3 Months	6 Months	12 Months
Top Leaderboard	728x90	\$240	\$432	\$720
Top-Right Sidebar (Large)	300x250	\$210	\$378	\$630
Top-Right Sidebar (Small)	150x150	\$120	\$216	\$360
Bottom-Right Sidebar	300x250	\$140	\$252	\$420
Bottom Leaderboard	728x90	\$170	\$306	\$510

EXCLUSIVE SPONSORSHIPS

Sponsorships are exclusive and only one of each type is sold. Unlike banner ads, sponsorships are sold in one and two month buys. 15% discount for two month sponsorships.

Sponsorship	Description	1 Month	2 Months
Site Sponsorship	'Sponsored by' text next to logo	\$400	\$680
Podcast Sponsorship	Voice ad at the beg. & end of each weekly podcast	\$600	\$1020
Newsletter Sponsorship	Banner & text ad in our bi-weekly newsletter (each month purchased includes two newsletter ads)	\$200	\$340
Company Index Sponsorship	Banner & text ad at the top of the company index and individual company profile pages	\$240	\$408
Category Sponsorship	Sponsor any category page, includes banner & text ad	\$80	\$136
Article Sponsorship	Sponsored post on CrunchWear	\$600	-N/A-

OTHER PLACEMENTS

In addition to the above advertising opportunities we also have the following ads available.

Ad Type	Description	Cost
Sponsored Tweet	Twitter message posted to @CrunchWear	\$40
Sponsored Facebook Post	Facebook message posted to the CrunchWear fan page	\$60
Single Article Banner Ad	Lifetime banner ad inside the content of a single article of your choice, one avail. per article, never removed.	\$80
Single Article Text Ad	Lifetime text ad inside the content of a single article of your choice, one avail. per article, never removed.	\$120

Ready to advertise or want to learn more?

View CrunchWear's extended profile and purchase ads online at our [vNine Network Site Profile](#).

You may also contact the vNine Ads Team at (212) 300-6418 or via email, ads@vnine.com

Thanks for your interest in CrunchWear!