

Advertising Opportunities on Equipboard



Reach Musicians While They're Deciding What Gear to Buy.

Equipboard helps brands reach musicians, producers, and gear buyers while they're actively researching the tools behind the sounds they love. Unlike broad music or lifestyle media, Equipboard sits in the decision phase - where artist influence, tone, and real-world usage shape what musicians buy next.

At a Glance

Email



125,000+ verified email subscribers



30% average open rate



5% average click-through rate



A direct, high-engagement channel for launches, announcements, and promotions.



Website



1,000,000+ monthly visitors



5+ average pageviews per visitor



Support for ad sizes 300x250, 300x600 & 728x90



Visibility in a trusted research environment where musicians compare, evaluate, and choose gear.

Why Brands Advertise on Equipboard

Equipboard is built around how musicians actually discover gear: through artists, genres, tone, and use case. That makes it especially effective for product launches, retail promotions, artist-led campaigns, and product education.

Equipboard's audience includes guitarists, producers, bassists, drummers, DJs, and other serious music creators, with especially strong representation among adults ages 18 to 44.

In 2025, the Equipboard community purchased over \$10M in gear through the platform.

Advertising Opportunities

01. Dedicated Sponsored Email

A focused email send built for attention and action.

- Dedicated send to 125,000 verified subscribers
- Premium hero placement
- Multiple call-to-action opportunities
- Link tracking and post-campaign reporting

From: **\$3,000**

02. Launch Package

Inbox reach plus added onsite visibility timed to a key launch or promotion.

- Everything in Dedicated Sponsored Email
- 7-day featured homepage placement
- Featured placement on relevant product and artist pages

From: **\$4,500**

03. Integrated Campaign

A broader partnership designed for larger launches and multi-touch campaigns.

- Everything in Launch Package
- Additional sponsored email or follow-up send
- Extended 30-day onsite promotion
- Sponsored article developed in collaboration with your team and published on Equipboard

From: **\$7,500**

**Custom pricing available for larger launches, seasonal campaigns, and integrated partnerships.*

Contact Us:



michael@equipboard.com



512-400-0223



equipboard.com