



Equipboard

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The Discovery Layer Of Music Gear

Reach musicians while they're deciding what to buy.

[Media Kit](#)

Musicians Don't Shop Like Other Consumers

Most consumers start with a product. Musicians start with inspiration.

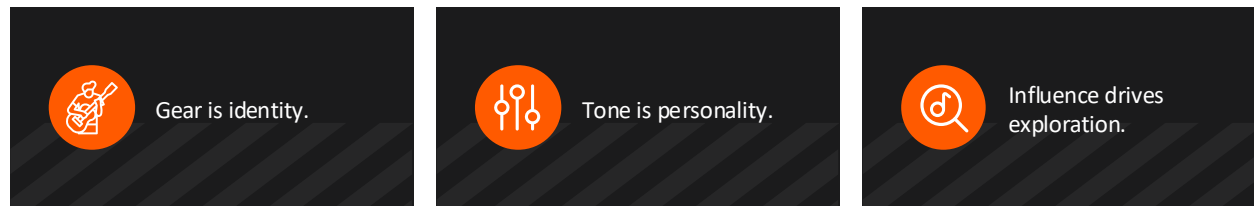
How players think:



The new journey:



Cultural truth:



Traditional e-commerce misses this inspiration window. Equipboard captures it.



Equipboard helps musicians discover, research, compare, and purchase music gear through artist influence, real-world usage, and community knowledge.

Equipboard is the system of record for who uses what gear.

- ✓ The **only** structured database mapping artists to gear, genres, and influence at scale
- ✓ Built over 12+ years of sourced, verified, and normalized usage data
- ✓ Continuously expanded and validated through millions of community interactions



Why it matters

- ✓ Musicians choose gear based on artists, genres, and sound, not spec sheets
- ✓ Observed, authentic usage is trusted more than paid promotion
- ✓ Discovery happens before a retailer ever sees the customer.



Result



Equipboard helps millions of musicians discover the gear used by the artists who inspire them.



Turns inspiration into confident gear decisions, and decisions into real purchases.

The modern musician's journey now starts online, even for in-store purchases.

83% of U.S. shoppers say they research products online before visiting a store.



Everything Leads To Commerce

Most consumers start with a product. Musicians start with inspiration.



Most websites contain commerce. Equipboard is built around it.

Every major experience on the platform contributes to a gear purchase decision.



Artist Pages



Product Pages



Editorial Guides



Community Photos



Deals

Equipboard by the Numbers



7M+

annual users discovering and deciding on gear



3M+

Monthly Pageviews



700K+

Monthly Active Users



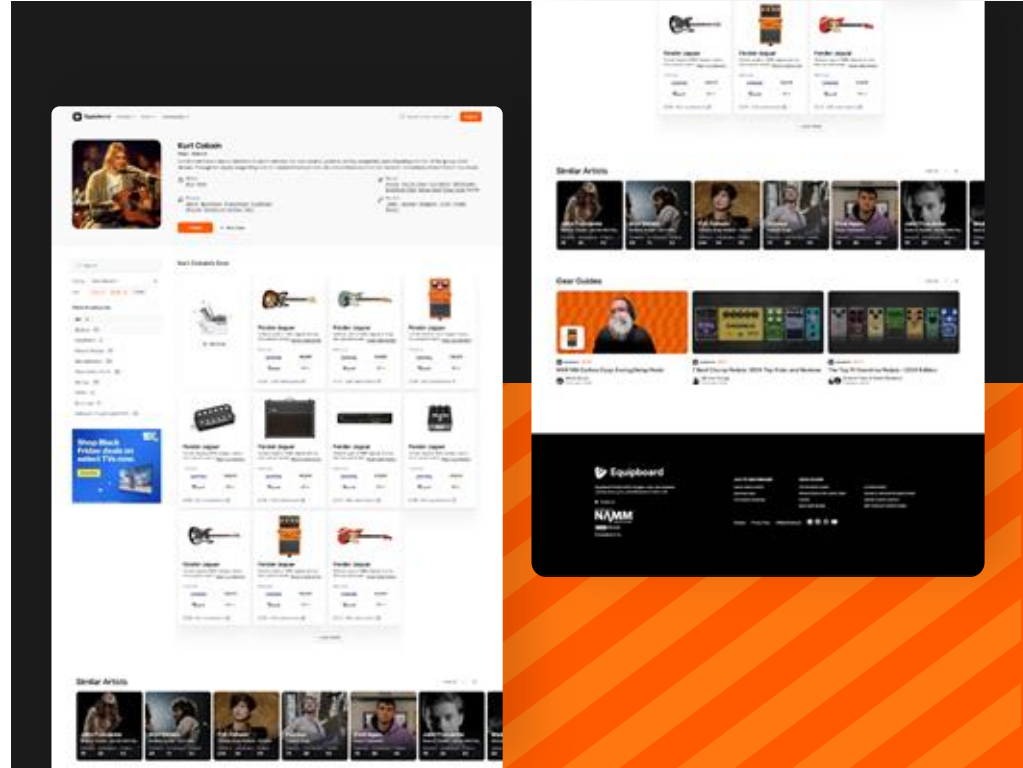
\$11M+

in annual sales influenced



300K+

Registered users



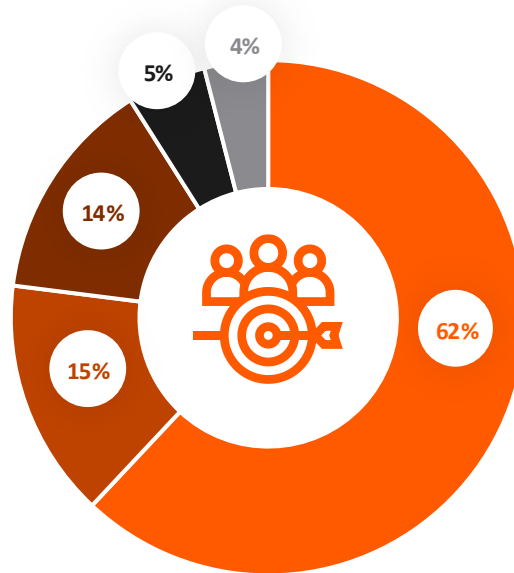
The Equipboard Audience

High-Intent Musicians



Equipboard attracts musicians actively researching gear purchases.

Audience segments include:



Guitarists



Producers and Audio Engineers



Bassists



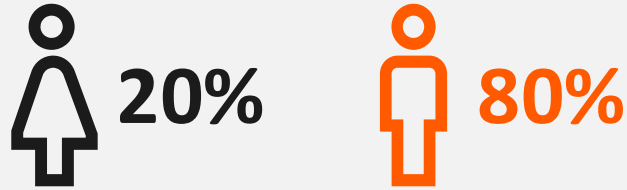
Drummers



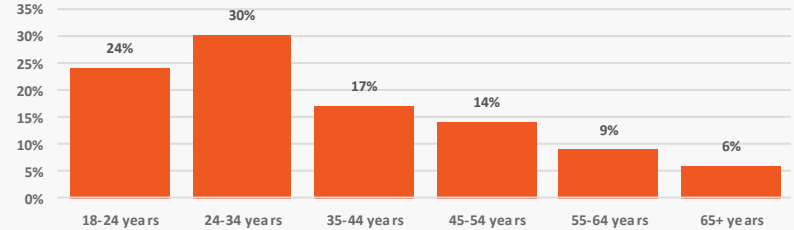
DJs

The Equipboard Audience

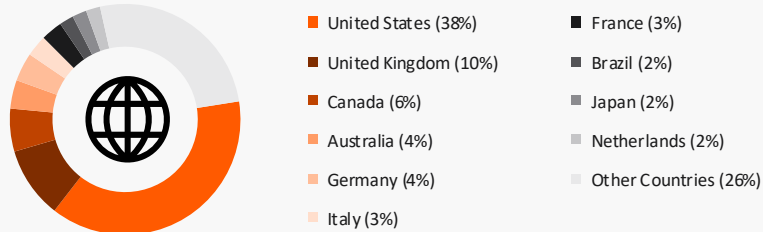
Audience Gender



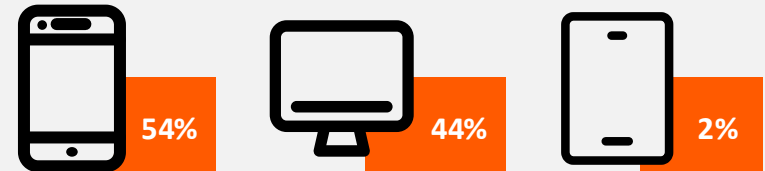
Audience Age



Top Countries



Audience Devices



The Equipboard Ecosystem

Artist Pages

Discover the gear used by the world's most influential musicians.

Community

See real-world gear setups, reviews, and recommendations.

Product Pages

Research products, compare alternatives, and find retailers.

Email Newsletter

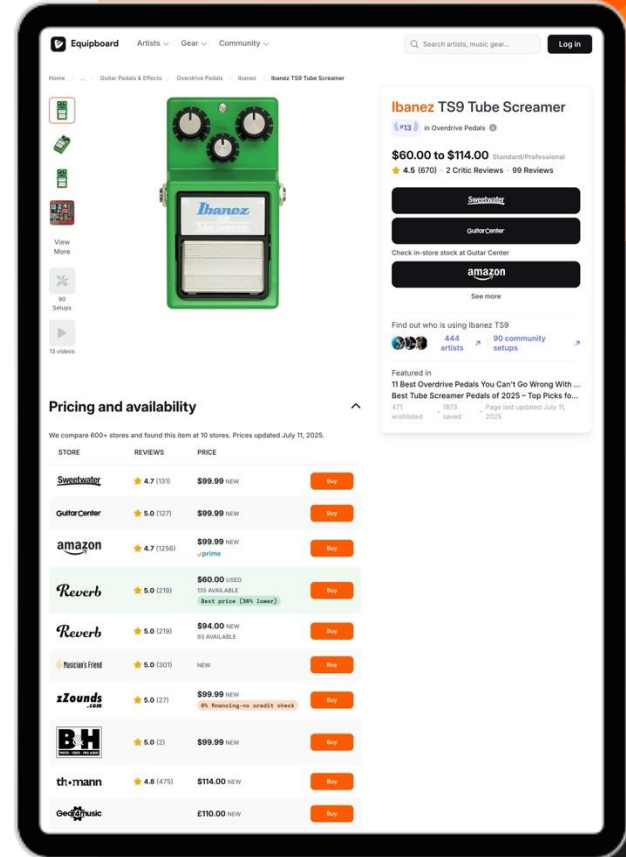
Weekly gear discovery, deal promotion with a 30% open rate

Editorial Content

Learn through expert buying guides and recommendations.

Social Media

Audience amplification through YouTube, Instagram, Facebook, and X



Trusted By Leading Music Brands

The Fender logo, featuring the word "Fender" in a black, cursive script font with a registered trademark symbol (®) to the upper right.The Roland logo, consisting of a stylized orange "R" icon followed by the word "Roland" in a bold, orange, sans-serif font.The BOSS logo, featuring a blue square icon with a white "B" inside, followed by the word "BOSS" in a bold, blue, sans-serif font.The splice logo, featuring a black icon of two overlapping shapes followed by the word "splice" in a bold, black, sans-serif font.The GUITARTRICKS logo, featuring a red circular icon with a white "G" inside, followed by the word "GUITARTRICKS" in a bold, red, sans-serif font with a registered trademark symbol (®) to the upper right.The Sweetwater logo, featuring the word "Sweetwater" in a blue, sans-serif font with a red brushstroke underline.

Advertising & Partnership Opportunities

One platform. Multiple ways to influence the purchase journey.

Reach Musicians While They're Deciding What To Buy

Equipboard helps brands connect with musicians at the moment of gear discovery, research, and purchase consideration.



Product Launches

Introduce new products to highly engaged musicians.



Category Sponsorships

Own high-intent categories with 100% Share-of-Voice Native Banner & Search Placements within target categories.



Sponsored Content

Tell your story through educational content, buying guides, and product features.



Video Content

Create product-focused video content for Equipboard, YouTube, and Amazon.



Newsletter Sponsorships

Reach subscribers actively exploring new gear.



Retail Promotions

Drive awareness and traffic during launches, sales, and seasonal campaigns.



Custom Partnerships

Integrated programs tailored to your goals.





**Let's Build Something
Together**



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