

Hardware Unboxed

Media Kit 2023



MEET

Hardware Unboxed is Australia's most influential PC technology YouTube channel offering a diverse range of content from in-depth CPU and GPU analysis to system builds and specialised monitor reviews. Like most YouTube channels, especially those geared towards PC tech, our audience is predominantly males aged between 25 and 34 years old. Geographically 30% of our audience is based in the United States, 7% in the United Kingdom, 6% in Australia and 5% in Canada with the rest spread across the globe.

STATS

Hardware Unboxed is a rapidly growing YouTube channel that frequently receives well over 4.5 million views per month. The following stats were collected for the month of January 2023. We suggest visiting the channel for up-to-date stats or contacting us directly for more information.

HIGHLIGHTS

RESPECTED WORK

DAILY CONTENT

INDUSTRY INFLUENCER

HIGHLY ENGAGED & SUPPORTIVE AUDIENCE

RAPIDLY GROWING YOUTUBE CHANNEL

HIGHLY TARGETED ADVERTISING



UPDATED: January 2023

SOCIALS

Hardware Unboxed has a strong, active and increasing presence on other social media platforms.



WHAT THEY ARE SAYING

“With over a decade of technical prowess, attention to detail and robust audience engagement - the team at Hardware Unboxed push the envelope of hardware and technology coverage. If you're looking to reach tech audiences both locally and abroad, Steve and Tim have you covered.

- Jeremy Tate [MSI]

ADVERTISING OPPORTUNITIES

Hardware Unboxed publishes content on a very regular basis, virtually daily in fact. Our content is diverse and as a result attracts a wide audience. Each month we generate over 4 million new views on the videos produced that month alone.

After speaking directly with our viewers along with our advertising partners, we have refined an advertising format that offers greatest results for all parties. We offer two advertising options for potential advertisers.

#1 SINGLE ADVERTISEMENTS

This is our simplest advertising option - one advertisement in one video.

WHAT YOU GET:

- 1 30 second ad spot shown within the first minute of the video
- Your choice of video in consultation with Hardware Unboxed
- Guaranteed 85,000 views

PRICE **\$3,500 US**

(cost per view = \$0.04)

#2 BULK VIEW PACKAGES

It is a fact across YouTube - not all of your subscribers are interested in all of your content. For advertisers, targeting just a single video or type of content can limit exposure. With this in mind we have developed Bulk View Packages, offering our advertising partners a more effective advertising campaign, with greater exposure, lower cost per view and better ROI.

WHAT YOU GET:

- Your choice of package as detailed below
- Flexible scheduling - ad can run in consecutive videos or scheduled over an agreed period of time until the amount of views is reached.

PACKAGE

A

150,000 VIEWS

1 unique 30 second ad spot run across a minimum of 2 videos

PRICE **\$4,000 US**

(cost per view = \$0.02)

PACKAGE

B

300,000 VIEWS

1 unique 30 second ad spot run across a minimum of 3 videos

PRICE **\$5,500 US**

(cost per view = \$0.02)

PACKAGE

C

500,000 VIEWS

2 unique 30 second ad spots run across a minimum of 4 videos

PRICE **\$7,500 US**

(cost per view = \$0.01)

MEDIA KIT #2022 - PRICES SUBJECT TO CHANGE WITHOUT NOTICE

CONTACT US

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