

San Diego Beer News (SDBN) has built an extensive, engaged audience made up of thousands of beer enthusiasts matching demographics brewing companies are looking to reach. We have developed a variety of ways to connect local breweries with our followers and help generate consumer awareness and sales through our website, newsletter, social media channels and innovative programs. We proudly offer the following benefits to the 60-plus breweries that support SDBN through crowdfunding site, Patreon. To sign-up at any of the levels detailed below, visit: [www.patreon.com/sandiegobeernews](http://www.patreon.com/sandiegobeernews)

**WEBSITE STATISTICS**  
**>500,000**  
Annual Page Views  
**10,000-15,000**  
Monthly Active Users  
**40,000-50,000**  
Monthly Page Views

**DEMOGRAPHICS**  
  
 8% 18-24  
 8% 25-34  
 15% 35-44  
 25% 45-54  
 29% 55-64  
 59% Male  
 40% Female

**NEWSLETTER**  
**>4,500**  
Subscribers  
**>50%**  
Open Rate  
**>10%**  
Click Rate

**SOCIAL MEDIA**  
**>12,600**  
**>6,200**  
**>5,000**

## WEBSITE BENEFITS

Through our news articles, features, informational resources and other compelling content, we draw readers to our website on a daily basis, equating to **over 500,000 unique visitors annually!**

- NEW!** – **Homepage Ads:** You can place selective one-week banner ads on the most-viewed page on SDBN's website.
- Free Brewery Guide Ads:** Get complimentary banner ads in SDBN's Sudscapes brewery guides for every neighborhood in which your company operates.
- Website Presence & Link-Backs:** Your brewery will be included (with links to your website) on SDBN's homepage and partners page, and we will link to your website when mentioning your company in SDBN articles.

## EMAIL NEWSLETTER BENEFITS

Each Friday, our *This Week in San Diego Beer* email newsletter goes out to thousands of subscribers. It is stocked with valuable info and entertaining content to keep readers scrolling to the end. Our newsletter's open rate is over 50% with an average click rate of more than 10%.

- INCREASED!** – **Newsletter Ads:** You can schedule banner ads to run in weekly editions of the newsletter, which, again, has a click rate of over 10%.
- Event Postings:** You can post events in the newsletter's *Upcoming Events* section and include links so readers can get more info, RSVP or purchase tickets.
- Job Postings:** You can advertise job openings (no fee per posting or limit to the number of postings) in the Career Opportunities section of SDBN's weekly email newsletter with links for interested parties to get more information or apply.

## SOCIAL MEDIA BENEFITS

SDBN has amassed a significant, engaged following across Instagram, Twitter and Facebook. Thanks to useful, informative, attractive content and strategic posting practices, our content garners consistent attention, particularly from motivated beer consumers.

- INCREASED!** – **Promotional Posts:** We will post your content to SDBN's Instagram, Facebook and Twitter accounts so you can easily reach our audience.
- NEW!** – **Unboxing Stories:** On request, we will share Instagram and Facebook stories unboxing your beers, merchandise and other items.

## NEW! – SELL YOUR BEER!

In addition to providing access to our engaged, motivated audience of beer consumers, we want to help you sell your beers to them by providing multiple vehicles for linking to your online sales portals.

- NEW!** – **Beer of the Week:** We will include an order/purchase link in your post.
- NEW!** – **Brewery Map & List:** In addition to sharing your company's website, we will include a link to your online store (if applicable).
- NEW!** – **FOX 5 Morning News Beer Segments:** We will include a link so readers can find, order or purchase any of the beers we feature on the segment.
- NEW!** – **What's Tapping Post & Email Newsletter Listing:** We will include an order/purchase link for each beer when listing new releases in our weekly *What's Tapping* posts (Thursday release) and weekly email newsletter (Friday release).

## ADDITIONAL BENEFITS

- Priority News:** We will send SDBN content (features, articles and breaking news) to you and your employees (no limit) ahead of the general public.
- Priority Consideration:** We look to spotlight and include Patreon partners as much as possible for SDBN features and initiatives (see below).
- INCREASED!** – **Advertising Discounts:** Patreon partners receive significant discounts on any additional SDBN advertising they utilize (see below).

LEVEL 1	LEVEL 2	LEVEL 3
2 ADS / YEAR	4 ADS / YEAR	8 ADS / YEAR
✓ ✓	✓ ✓	✓ ✓
BENEFITS INCREASED ACROSS ALL LEVELS FOR 2023!		
4 ADS / YEAR	8 ADS / YEAR	16 ADS / YEAR
✓ ✓	✓ ✓	✓ ✓
BENEFITS INCREASED ACROSS ALL LEVELS FOR 2023!		
3 f @ STORIES / QUARTER	6 f @ STORIES + 1 X POST / QUARTER	12 f @ STORIES + 3 X POSTS / QUARTER
✓	✓	✓
✓	✓ ✓ ✓	✓ ✓ ✓
10% DISCOUNT	25% DISCOUNT	40% DISCOUNT
\$25 PER MONTH	\$50 PER MONTH	\$70 PER MONTH

### VARIOUS SAN DIEGO BEER NEWS ADVERTISING OPTIONS

#### WEBSITE ADVERTISING

- Homepage Banner Ads
- Homepage Sidebar Ads
- In-Post Ads
- Sponsored Content

#### EMAIL ADVERTISING

- Email Newsletter Banner Ads
- Direct-Mail Messages
- Direct-Mail Campaigns
- Email Sweepstakes
- Email Giveaways

#### SOCIAL-MEDIA ADVERTISING

- Sponsored Posts
- Sponsored Stories
- Social-Media Sweepstakes
- Social-Media Giveaways
- Social-Media Ad Campaigns

### SAN DIEGO BEER NEWS FEATURES & INITIATIVES



When possible, Level 2 and 3 subscribers will be included in FOX 5 Morning News segments, highlighted in What's Tapping posts, and included in the SDBN Awards and Homebrew Summer. NOTE: SDBN Awards prioritization does not affect results, which are determined by public vote.

**TO SUBSCRIBE VISIT: [WWW.PATREON.COM/SANDIEGOBEERNEWS](http://WWW.PATREON.COM/SANDIEGOBEERNEWS)**