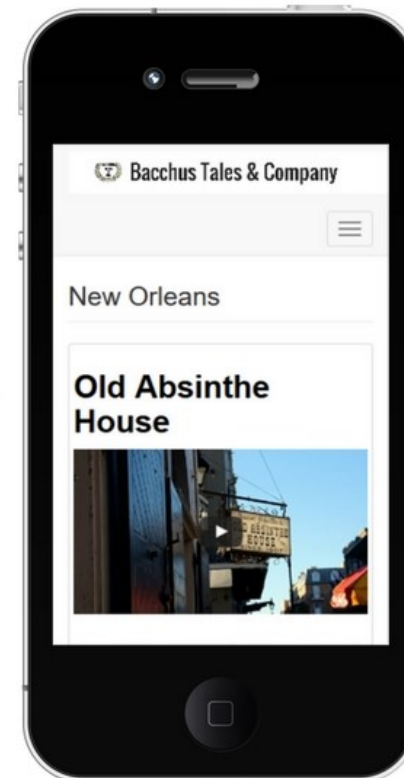
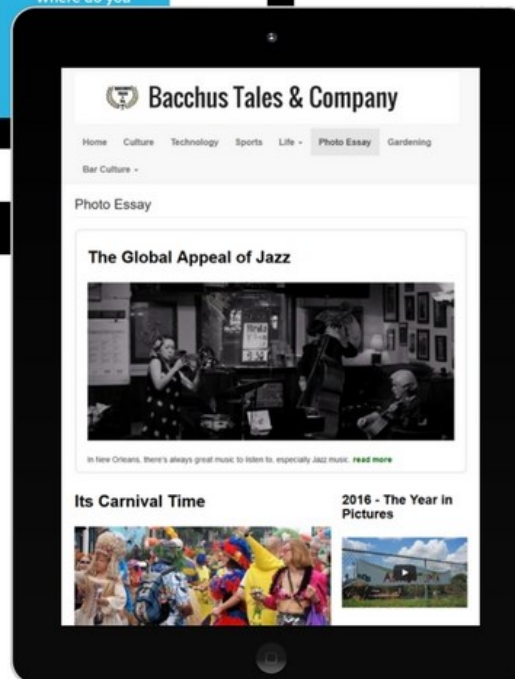
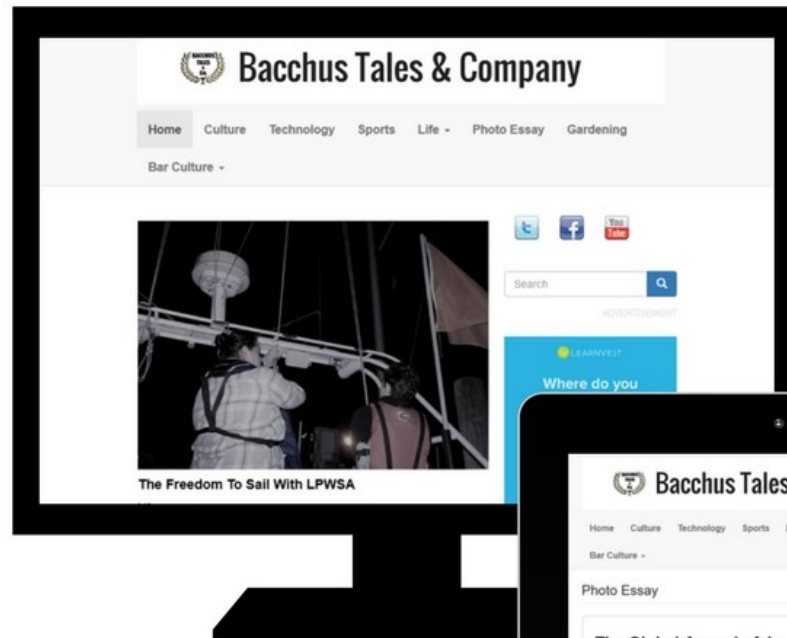




MEDIA KIT



Our Product and Mission

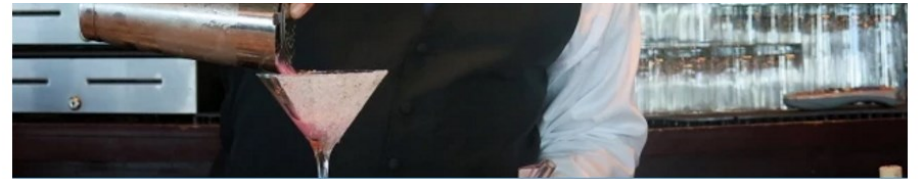
- ❖ We are an online publication dedicated to the **philosophy of promoting cultural diversity**.
- ❖ We strive to create content that is **diverse, inclusive and unique**.

VIDEO CONTENT

&

STORIES

Tako Tako King - Osaka



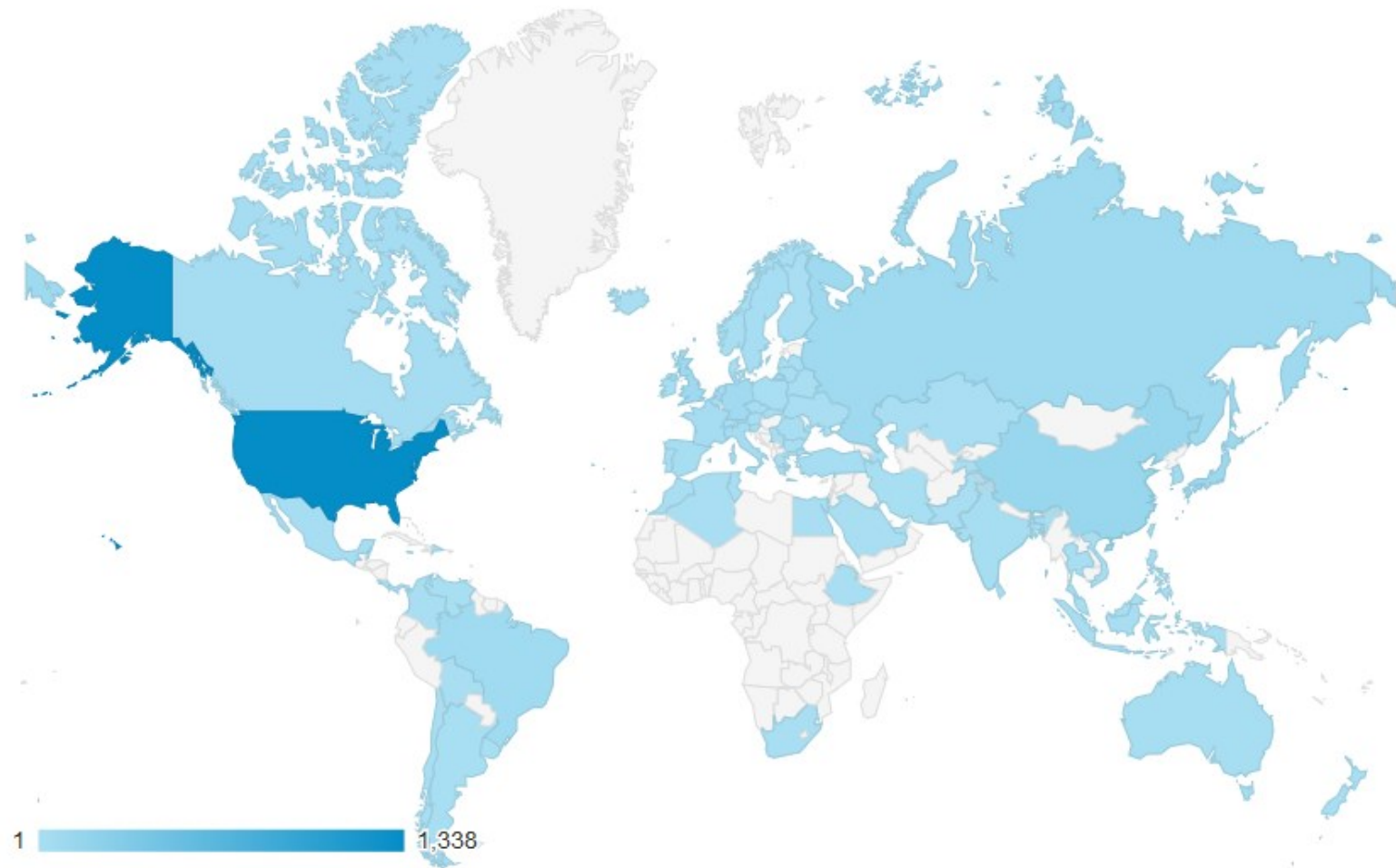
If you're in Oakland and making your way to **Jack London Square**, it would behoove you to go to **Kincaid's** and make yourself acquainted with 9 year bartender veteran **Mason Wickliffe**. Just have a seat and watch how this man uses banter and a good sense of humor to disarm the most stressed out customer; in other words, a true professional.

Mason started bartending just to have a 'job' but now he's pursuing it as a career. His ambition is not just to become the best bartender but to one day have his own establishment. He described the place he want to have as, "a *place to hang out ...a place like "Cheers"*". He wants to open the place in the Oakland area because this is the place where Mr. Wickliffe grew up and so wants to establish a local spot where people in the service industry and the community can just hang out.

With every joke and with every smile you know that you are being entertained while having a great cocktail. He makes the atmosphere whimsical and a welcoming place to be after a hard day. So do yourself a favor and check out Mr. Wickliffe and you will see that he's not only making the job fun for himself but also inviting you to join in the fun.

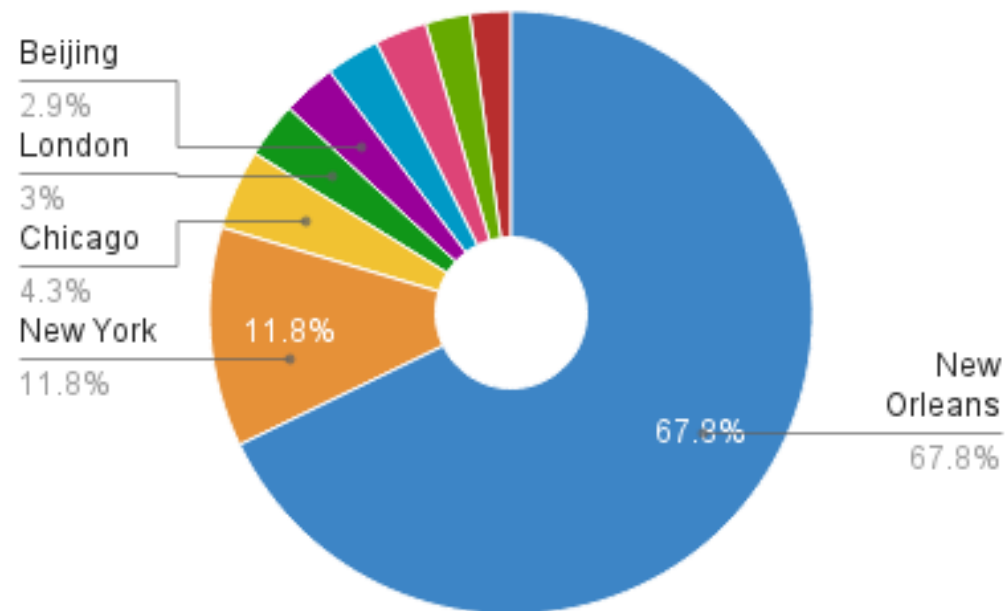


We reach a worldwide audience with our unique written and multi-media content.



We are however, delighted to garner the most views with our home base - **New Orleans**

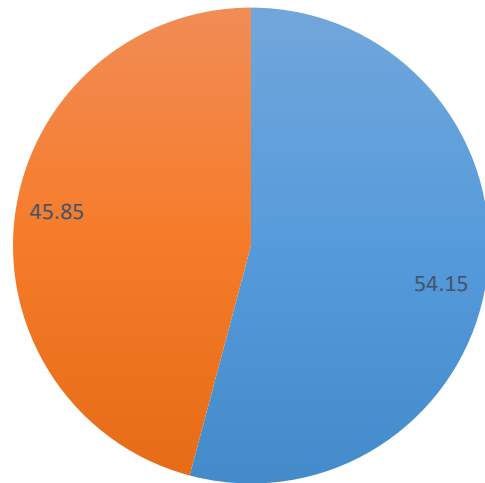
Views by City



The audience we reach are

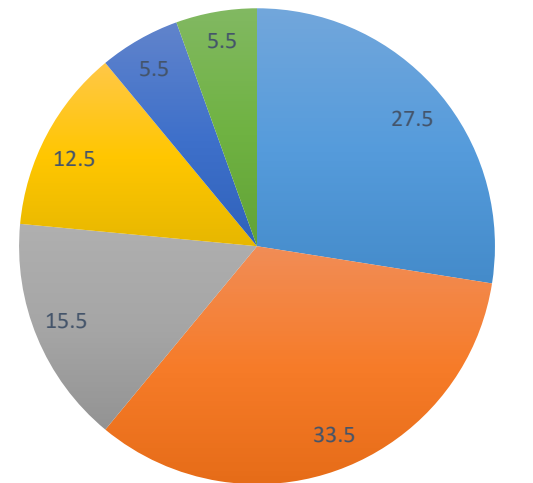
- ❖ Multi-Cultural
- ❖ Adventurous
- ❖ Curious
- ❖ Creative

Engaged Users



■ Males ■ Females

Age Demographics



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

We Are Growing

We started out as a Travel blog dedicated to inform and educate travelers and cocktail lovers about unique bars and DIY drinks. To align our content with our current user's interests and increase our audience size, we are now expanding our content to include the following genres and sub-genres.

- ❖ Bars & Recipes

- ❖ Art/Fashion

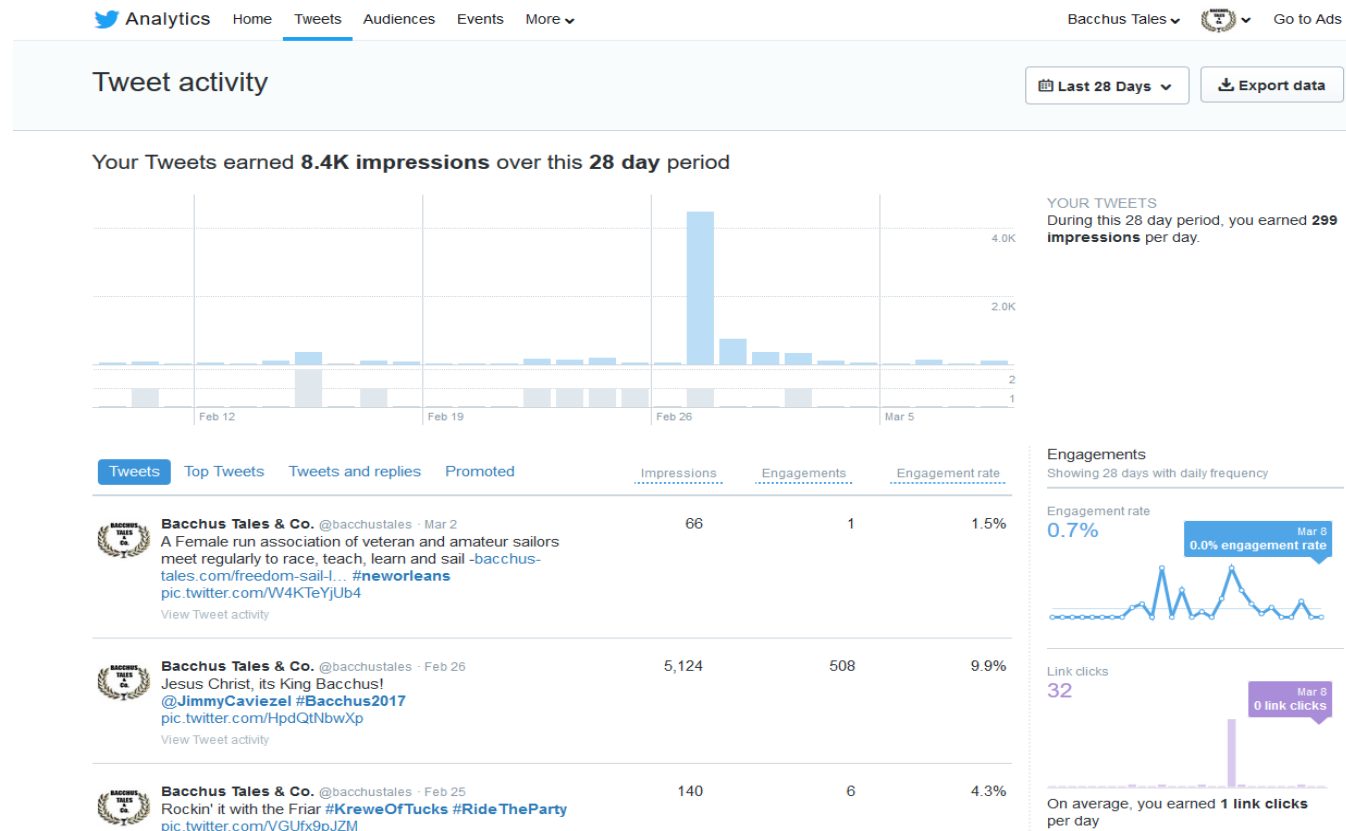
- ❖ Technology

- ❖ Sports


- ❖ Opinion

- ❖ Life

To maintain membership and expand growth, we promote, and will continue to promote our content via our powerful **Social Media Platforms**.



We also monitor web analytics to measure campaign engagement and reach.

A black and white photograph of a bar scene. In the foreground, a martini glass filled with ice and a lemon twist sits on a dark, reflective surface. Next to it lies a cigar. In the background, a vinyl record is visible. The lighting is dramatic, with bright highlights on the glass and the record, and a dark, blurred background.

We look forward to working with you

advertise@bacchustales.com