

MCMLXX



GOOD BEER HUNTING



IN THIRST RETURNUM

2016 MEDIA KIT



WE SERVE BEER

Good Beer Hunting is a strategic design studio and an editorial site with a critical, creative, and curious voice in the world of beer. We write about and partner with breweries of all shapes and sizes in order to create a better future for the craft.

We have spent
9 YEARS
serving the beer
community

MISSION + FOUNDER

Good Beer Hunting serves beer. We do that in variety of ways — through partnerships and collaborations, strategic and creative work — but our most visible, and arguably most important service, is through the stories we tell.

The articles, interviews, photo essays, and experiences that Good Beer Hunting creates were once the singular view of its founder, Michael Kiser, who now works deep within the industry as a brand, portfolio, and marketing strategist. Michael was an innovation strategist in Chicago, working for companies like Samsung, Nike, HP, and a host of technology, CPG, and social + cultural institutions. When he started building this platform back in 2008, the focus was cultural. But just around the corner was an opportunity for these risk-takers to build strong, compelling, and progressive businesses. Michael began to apply his experience where it mattered most for start-ups and maturing craft brewers alike — building strategically-sound brands that support passionate brewers of all sorts.

The perspective of Good Beer Hunting naturally evolved over time. GBH is not a voice speaking only from the outside looking in, but rather, from the middle of some of the most rapidly changing dynamics that any U.S. industry has ever seen. The interviews go deeper and the articles work harder to balance the culture of craft beer with the businesses it supports, shifting the conversation with our readers toward the future of the industry we love and the tenacity of its ideals.

Since then, Michael has opened the platform to other compelling writers — some that are dedicated to the objective, journalistic profession of beer writing, and some that are industry voices in their own right, attempting to shed light on stories and issues in ways that no other outlet ever could. Both of these perspectives constitute our worldview, and both perspectives seek to educate and challenge the other.



MICHAEL KISER

Recent industry engagements

“Sour on Sour?” — leading a panel discussion and open forum at the Craft Brewers Conference 2016

“Wholesalers as Brand Builders” — presented to the Wholesalers Symposium, CBC 2016

“The Cold Brew Problem” — presented to the Re:co Coffee Symposium in Atlanta, 2016

Awarded Imbibe Magazine’s “75 people to watch in 2016”

“Brand and Storytelling in Beer” — presented to the 2016 Copa Cerveza de Americas in 2016

“How Stories Build Brands” — presented to 2015 Brewbound in Chicago

GLOBAL TEAM

Our network of collaborators—writers, designers, photographers, event planners and musicians—gets larger and more interesting every year. As American brewers begin to export their beer, our goal is to export our culture right alongside.



STUDIO

Located in Chicago's Logan Square neighborhood, the GBH Studio is a space devoted to the future of craft. It is home to our strategy + design practice, as well as being a hub for our critical storytelling and unique events.

CHICAGO

MICHAEL KISER
Founder, storyteller, strategist

MIKE DUESENBERG
Designer, art director

HILLARY SCHUSTER
Designer, event planner

SAM ALCAREZ
Illustrator

MIKEY LITCHFIELD
Videographer

SERGIO SELGADO
Videographer

KATHARINE UHRICH
Content manager

ANTHONY BRUNO
Developer

JORDAN STALLING
Sound engineer, podcast

MIDWEST

KYLE KASTRANEC
Storyteller, designer

STEPHANIE BYCE
Storyteller

MARK SPENCE
Storyteller

NORTHEAST

CORY SMITH
Storyteller

ANDREW THIBOLDEAUX
Composer, musician

DAVE EISENBERG
Business writer

OLIVER GRAY
Storyteller

SOUTH ATLANTIC

AUSTIN L. RAY
Editor, storyteller

BRYAN ROTH
Business writer

BLAKE TYERS
Photographer

UNITED KINGDOM

MATTHEW CURTIS
Storyteller

CZECH REPUBLIC

EVAN RAIL
Storyteller

BELGIUM

BREANDÁN KEARNEY
Storyteller

PACIFIC NORTHWEST

JEFF ALWORTH
Storyteller

WEST COAST

MIKE SARDINA
Storyteller

MATTHEW ROGERS
Photographer

GBH is a group of people with a diverse set of opinions, skill sets, and a common goal — to serve beer.

AUSTRALIA
LUKE ROBERTSON
Storyteller

PRESS + HONORS

Here are just a few of the magazines, sites, and organizations that hat-tip to GBH for its exceptional performance in a noisy media landscape.



TNW
THE NEXT WEB

GBH named one of the "50 email newsletters you need to know about."

THE WEBBY AWARDS

Honored as one of "The Best of the Internet" in the "Culture" category from the 19th annual Webby Awards.

COOL MATERIAL

Named one of "15 Podcasts Every Guy Should Know" along with WTF by Marc Maron, This American Life, and Radiolab.

BUSINESS INSIDER

Featured as one of "Four Beer Blogs You Should Read" by author Patrick Ryan.

imbibe LIQUID CULTURE

ZAGAT

Profiled as "one of 75 people to watch" in 2016 by the industry's largest drinks magazine.

Named "10 Chicago Power Players You Need to Know Right Now" in the Zagat Chicago guide.

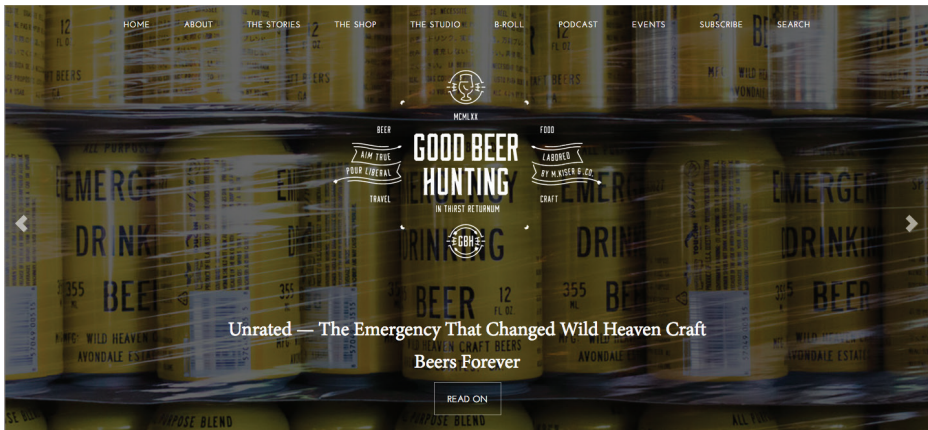
POPULAR SCIENCE

The GBH Beer Peen Hammer is selected one of PopSci's "10 Best Things" for March 2015 in their "Obsessed" column.

SAVEUR
Savor a World of Authentic Cuisine

Winner of Saveur's Best Wine or Beer Blog in 2013, a nominating partner for 2014's incoming class, and back in the winner's circle for 2016.

AUDIENCE + INFLUENCE



OUR SITE
AVERAGES
100k+
MONTHLY PAGEVIEWS

AND OUR SITE
AVERAGES
1.2MM
YEARLY PAGEVIEWS

25% OF OUR
READERS SPEND
5-30min
ON THE SITE

OUR AUDIENCE

A dedicated group of beer drinkers, professionals, and craft-focused entrepreneurs who want to understand how their favorite products are made, who makes them, and the driving inspiration behind it all.



65/35%
MALE/FEMALE

25-44
YEARS OLD

SOCIAL INFLUENCE



42.8k
FOLLOWERS

400k
MONTHLY
IMPRESSIONS



10k
LIKES

100k
MONTHLY
REACH



18.2k
FOLLOWERS

1MM
IMPRESSIONS



NEWSLETTER
6,500
SUBSCRIBERS

35%
2X INDUSTRY AVG
OPEN RATE



PODCAST
32,000
SUBSCRIBERS

92
EPISODES



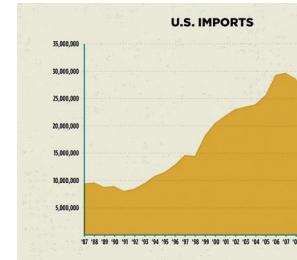
UPPERS & DOWNERS
1,200
FEST ATTENDEES

19/39/11
BREWERIES/BEERS/
COFFEE ROASTERS

OTHER CHANNELS

HIGHLIGHTS

We explore and create a wide variety of differentiated narratives within the world of beer.



SIGHTLINES

Breaking news and exclusive perspective on why things are the way they are for a readership that craves insight and understanding into the future of beer.



PODCAST

Interviews with founders, brewers, aficionados, and keepers of the craft from all walks of life. As popular with drinkers as it is with industry pros.

FEATURES

Long reads and photographic journeys through the world-wide adventure of beer, food, and travel.

B-ROLL

Small moments behind the scenes that only GBH sees.

CRITICAL DRINKING

Interviews with leaders offering challenging POVs.

GBH IN RESIDENCE

Embedded, personal stories with unique insight.

HOUSES OF CRAFT

Profiles of the industry's most compelling producers.

READ.LOOK.DRINK

The arts, prose, and beers that inspire our team.

THE CULTIVATED BEER

Agriculture and sourcing stories behind the beer.

THE HUSTLE

Sharing the business and stunning work of GBH.

TRAVEL STORIES

Beer is our passport for so many different cultures.

UNRATED

Origin stories for the brands and beers that changed breweries forever.

EVENTS

Bringing beer and craft to life in unusual and inspiring ways across industries.

UPPERS & DOWNERS

A coffee-beer festival and educational collaboration between GBH and World Barista Champion Stephen Morrissey that unites brewers and roasters around the country.

SUMMER CRUSHES

A celebration of fruit-infused and fruit-fermented beers that push the category and send off the summer.

STUDIO NIGHTS

One-off concepts meant to heighten the senses, and increase the level of party.

OLLY OLLY

An annual epic weekend of campfires, flannel, beers by the lake, rustic food, sports, games, and music with our partners.

LIVE PODCAST RECORDINGS

Connecting our fans with producers in an intimate audience setting.



GBH HYPE

We help get projects off the ground and gain the attention they deserve.

Don't just buy pixels, win hearts + minds.

THE SHOP

Collaborating with manufacturers, artisans, and creative minds to bring you truly unique products for craft-minded drinkers.

OPPORTUNITIES

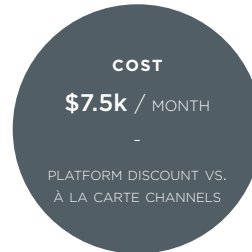
Storytelling for GBH is mission-oriented. We don't chase advertisers just to fill space. Rather, we seek out companies who can benefit from, and align with, our role in the world as an important voice. Long-term partnerships help us build that story and create awareness that lasts for your most critical messages.



EXTENDED-TERM PLATFORM PARTNER

We love to work with companies that are committed to the growth and betterment of their partners and the industry as a whole.

For those partners, we can elevate their messages efficiently across our elegantly connected channels.



CONTACT US TO LEARN MORE

Michael Kiser
michael@goodbeerhunting.com
773.627.7709

FEATURES

PLACEMENT

Main editorial mid-story and end-of-story ad placements with link to client content on your own sites or a GBHype post that starts the conversation about your organization.

Desktop + mobile.

TERM

1-month for an audience of 50k+ uniques, 80k+ page views

COST

\$4.5k / MONTH

SIGHTLINES

PLACEMENT

Breaking news and industry perspectives — mid-story and end-of-story ad placements with link to client content on your own sites or a GBHype post.

Desktop + mobile.

TERM

1-month for an audience of 20k+ page views

COST

\$2k / MONTH

PODCAST

PLACEMENT

Podcast ad spots (15-20 seconds) in the pre- and mid-roll, read by GBH's Michael Kiser.

TERM

1-month for weekly episodes
35k+ listeners

COST

\$2k / MONTH

SOCIAL

PLACEMENT

We announce new partners and share their stories in our newsletter, on Twitter, Instagram, and Facebook, linking to deeper content on client sites or GBHype.

TERM

1-month for weekly pushes across all social platforms (only in conjunction with another channel purchase)

COST

\$1k / MONTH

OPPORTUNITIES, *con't*

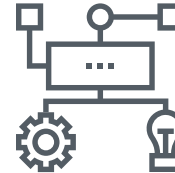
Beyond the audience growth and promotion you will get by being a GBH platform partner, we build deeper connections through content collaboration on our GBHype channel and by becoming development partners on new and exciting concepts over time.



GBHYPE

GBHype is a new way of helping those in the beer industry to get the word out and raise the signal on their own stories that are timely, informative, and all-around worth knowing.

The GBHype channel uses our exceptional storytelling skills to create a stand-alone post about your business, or a special GBHype podcast episode that dives deep into your subject matter. These efforts are clearly branded as GBHype so our readers fully understand the context. And the assets are usable by the client in their own channels and marketing through a licensing agreement.



PARTNERSHIP DEVELOPMENT

Over time, we form lasting partnerships with brands who want to create something unique and innovate in our industry. We become creative and strategically aligned, and produce events, publications, and other influential channels that can stand on their own.

EXAMPLE

Good Beer Hunting worked with Chicagoland's 5 Rabbit Brewery to help elevate their new brand position as "Latin-owned." We accomplished that through a variety of unique efforts.

1. YODO CON LECHE

To showcase the deep connections 5 Rabbit has with their homeland of Costa Rica, we traveled with them to the coffee farms in the mountains around San Jose to document the incredible sourcing story for their coffee con leche porter, producing video, photos, and events that brought it to life.

2. CHINGA TU PELO

Elevating the Chinga tu Pelo story as a social activism campaign for inclusiveness. After Trump's questionable remarks on the campaign trail, we helped rally local beer buyers and drinkers around 5 Rabbit's message as an immigrant-owned business.



EXAMPLE

GBH partnered with Stephen Morrissey, World Barista Champion and former Creative Director of Intelligentsia to create a series of coffee and beer events.

THE FESTIVAL

Bringing together dozens of brewers and roasters, we've produced a variety of first-ever experiences, including a multi-roaster espresso bar, an Irish Coffee competition with single-origin espresso, and new categories of coffee beers.

Collaborators made one-off experimentals and entire case studies using single-origin coffees, cascara, and a variety of new process methods in unexpected beers and cider.

The result of over three years of innovating is an entirely new conversation happening for coffee beers, which the SCAA has now invited to their yearly expo for 12k people.

