

MEDIA KIT
SPRING 2008

MYOPENBAR.COM

NEW YORK CITY

LOS ANGELES

SAN FRANCISCO

CHICAGO

HONOLULU

AUSTIN

MYOPENBAR.COM IS

a website and email publication dedicated to the pursuit of free booze in New York City, Los Angeles, Miami, Chicago, San Francisco and Honolulu.

But Myopenbar.com does more than simply tell people when and where to find the goods. Each listing is accompanied by witty, incisive editorial written in a familiar yet intelligent tone.

It's a winning formula that makes readers feel as if they're getting advice from a hip friend. An average of over 30 listings per week in each market gives the reader plenty of options, from art openings and dance parties to bar deals and band shows – all with free booze.

The screenshot shows the Myopenbar.com website for New York City. The browser address bar displays "http://nyc.myopenbar.com/". The page features a dark header with the site logo "myopenbar.com" and the tagline "your guide to free booze". It highlights the "NEW YORK CITY EDITION" and "ISSUE #151" for the period "May 28th - June 3rd". A large graphic on the right side of the header reads "150th issue". Below the header, there are navigation links for "OPEN BARS", "PHOTOS", and "MOBILE NEW". A sidebar on the right offers an email subscription form with the text "RECEIVE OUR WEEKLY LISTINGS BY EMAIL" and "enter your email address.". The main content area shows a calendar for "Tuesday, June 3rd" with a listing for "Trainwreck" at "Newcastle Brown Ale, RIZE Energy Drink, no cover / 10:30pm -11:30pm, 12:30am-1:30am". The listing includes a "RATING: TTTT" and a short paragraph of text. At the bottom, there are social media links for Facebook and Twitter.

MYOPENBAR READERS ARE

socially active, culturally savvy, bar-hopping, style-conscious, music-loving 21-34 urban hipsters. They're a coveted demographic: restless trendsetters, artists, musicians, and cubicle-dwellers-by-day, and they trust us to tell them which of the city's many happenings are worthy of their time and taste. We deliver the goods via weekly listings teeming with style, humor, and substance.

And the readers are hooked.

EDUCATED

72% OF OUR READERS ARE COLLEGE EDUCATED

LOYAL

30% EMAIL OPEN RATE

YOUTHFUL

84% ARE BETWEEN 21 AND 34 YEARS OLD

ACTIVE CONSUMERS

70% SPEND \$100-\$250/WEEK ON CLOTHES & ENTERTAINMENT

44% GO OUT 3-4 TIMES PER WEEK

ADVERTISING BANNER PLACEMENT

The image shows a screenshot of the Myopenbar.com website for New York City. The browser address bar shows 'http://nyc.myopenbar.com/'. The website header includes navigation links for other cities (Los Angeles, San Francisco, Chicago, Austin) and upcoming cities (Seattle, Portland). The main content area is divided into several sections:

- Top Banner:** A large banner for 'myopenbar.com your guide to the booz' with 'NEW YORK CITY EDITION ISSUE #138' and dates 'March 5th - March 11th'. It features a photograph of a woman. Dimensions: 728 x 90.
- Sign-up Form:** A 'SIGN UP FOR OUR BOOZELETTER' form with the text 'IT'S FREE!' and a 'CHOOSE YOUR CITIES' dropdown menu. Dimensions: 468 x 60.
- Open Bars Section:** A section titled 'Open Bars: Saturday, March 8th' with a navigation bar for days of the week. It lists 'Essex Brunch' at Essex Restaurant and 'Weekend Brunch at Ceol' at Ceol Pub. Dimensions: 300 x 250.
- Recent Photo Galleries:** A section titled 'RECENT PHOTO GALLERIES:' with two photo thumbnails. Dimensions: 468 x 60.

Annotations with lines and dots point to the top banner, the sign-up form, the Essex Brunch listing, and the bottom of the main content area.

EVENTS THAT ARE AUTHENTIC

We aren't just familiar with our demographic; we are our demographic. The officers of the company represent a great cross-section of the 21-to-35, urban, image- and music-conscious set. So, when they decide to throw a party, they gear it to the most discerning, insider-aware and well-informed standard: their own.

We are our demographic

Be it an underground Halloween party that attracts tall-bikers and Bushwick artists, or a SXSW pandemonium that's meant to buzz across every music blog and get the attention of every marketing company in town, Myopenbar craft authentic events that withstand the toughest scrutiny of their highly critical peers.

Our events staff has a keen eye for narrowing down any given party's appeal. By picking the right talent and venue, and utilizing specific avenues of promotion, we are able to spark interest within very narrow subsets of our expansive demographic: single and outgoing 24-year olds, settled and family-bound (but "still kicking") 29-to-34 year-olds, those who prefer to dance in big clubs or those who prefer to listen to a quiet live set in a unique and small venue – Myopenbar is in tune with each of these niches and we know what to offer them to get them out to a party.



MYOPENBAR + YOUR BRAND

Myopenbar's expertise goes far beyond just booze. We have extensive experience in brand development, innovation strategy, experiential marketing, media planning, photography and even running a record label.

We have worked with our clients on new product launches, brand positioning, new user acquisition, brand strategy and, of course, the more-than-occasional party. We are unique in having a built-in, loyal audience who appreciate our authenticity and look forward to our parties as events where one finds out about the latest and best in music and entertainment.



Myopenbar crafts experiences in which our audience can taste, feel, and try your product or service first hand, in an environment that is comfortable and doesn't feel forced.



Left: Halloween 2007

Over 1000 party-goers showed up at our "underground" Halloween party. Although the event was sponsored by a large corporate brand, Bass Ale, the crowd was predominantly artists and musicians, tall-bikers and self-starters: a very discerning group that typically eschews corporate marketing. The only branding on-site was the Bass Ale plastic cups. And, of course, the beer – 12 kegs that were tapped in under 4 hours. Our party-goers appreciated the subtlety of the branding, the free beer, free entry and the underground atmosphere of the event. It is precisely this deep understanding of our audiences that makes every event we throw feel authentic.

CONTACT MYOPENBAR.COM



WE WANT TO HEAR FROM YOU

MYOPENBAR.COM IS ALWAYS LOOKING FOR NEW PARTNERS, ADVERTISERS, MARKETING CLIENTS AND FRIENDS.

We provide a unique and highly targeted platform for promoting products, services, media and music. We are rapidly growing to provide you with a constantly expanding audience.

CONTACT INFO

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