

# 2023 MEDIA KIT



[browntiemediamedia.com](http://browntiemediamedia.com)  
[@browntiemediamedia](https://www.instagram.com/browntiemediamedia)



**BTM**

**BROWN TIE MEDIA**



## Mountain Bikes

[dawnpatrolmtb.com](http://dawnpatrolmtb.com)

[@dawnpatrolmtb](https://www.instagram.com/dawnpatrolmtb)

[YouTube.com/DawnPatrolMTB](https://www.youtube.com/DawnPatrolMTB)



### Invitation To All Riders

We Rise Together. We Ride Together. That's the essence of Dawn Patrol. Too much of the cycling world is cordoned off or uninviting to a broader audience of potential bicycle enthusiasts. Representation matters and Dawn Patrol finds the voices who can invite all riders into the sport of mountain biking.

### Lemme See That! Videos

#### Video Product Reviews

#### Written Product Reviews

#### Product Testing Events

#### Podcasts and Livestreams

#### Brand Adjacent Stories



## Gravel Bikes

dawnpatrolGRVL.com

@dawnpatrolGRVL

YouTube.com/DawnPatrolGRVL



## Invitation To All Riders

We Rise Together. We Ride Together. That's the essence of Dawn Patrol. Too much of the cycling world is cordoned off or uninviting to a broader audience of potential bicycle enthusiasts. Representation matters and Dawn Patrol finds the voices who can invite all riders onto the roads that aren't actual roads.

## Lemme SeeThat! Videos

### Video Product Reviews

### Written Product Reviews

### Product Testing Events

### Podcasts and Livestreams

### Brand Adjacent Stories



# Slow Guy on the Fast Ride

## Road Bikes

[slowguyonthefastride.com](http://slowguyonthefastride.com)

[@slowguyonthefastride](https://www.instagram.com/slowguyonthefastride)

[YouTube.com/slowguyonthefastride](https://www.youtube.com/slowguyonthefastride)



## Cycling Stories, Interviews, and Gear

Fully independent cycling media with honest reviews, in-depth reporting, super-fun videos, and a regular podcast. If you're looking for something completely different from the big media conglomerates, you're in the right place. SGFR is as much yours as it is ours.

### Lemme SeeThat! Videos

### Video Product Reviews

### Written Product Reviews

### Product Testing Events

### Podcasts and Livestreams

### Brand Adjacent Stories





# Slow Guy on the Fast Ride

## Road Bikes

[slowguyonthefastride.com](http://slowguyonthefastride.com)

[@slowguyonthefastride](https://www.instagram.com/slowguyonthefastride)

[YouTube.com/slowguyonthefastride](https://www.youtube.com/slowguyonthefastride)



## Audience

Male Aged 25-34 13.1% | 35-44 45.6% | 45-54 41.2%

## YouTube Impressions | Watch Time

74% increase in watch time quarter over quarter

5.5% click-through rate

2:51 average view duration

40.1% average percentage viewed

**Podcast First Season** Selene Yeager, AKA "The Fit Chick"

**Notable Guests** David Billstrom, CEO of Kitsbow

Lizard Skins founder Brian Fruit

Matt Harvey, CEO of Enduro Bearings

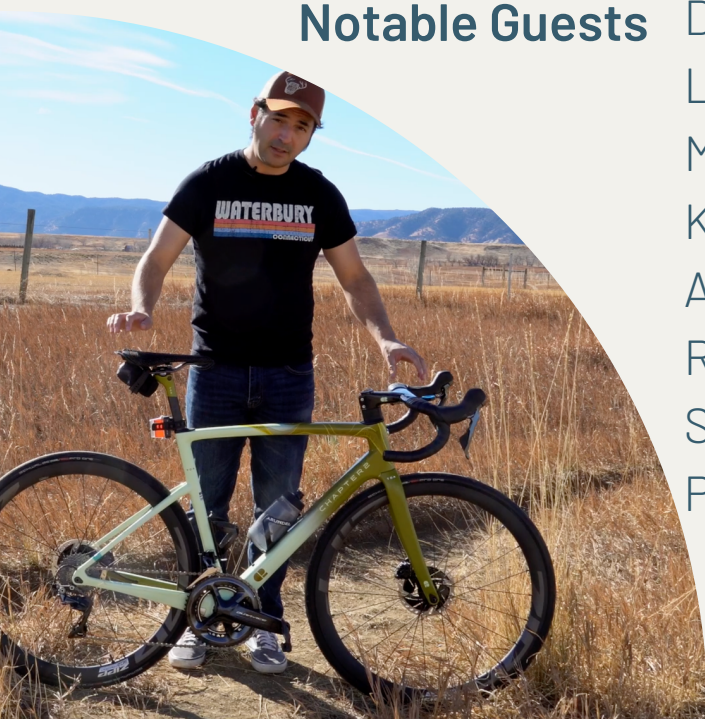
Kristi Mohn, Founder, Unbound Gravel

Amy Charity, co-founder SBT GRVL

Ryan Birkicht, PeopleForBikes

Steve Matthews, Founder Chamois Butt'r

Phil Gaimon, Poorly Retired Pro Cyclist



# The Practical Still

## Whiskey Enthusiasts

[thepracticalstill.com](http://thepracticalstill.com)

[@thepracticalstill](https://www.instagram.com/thepracticalstill)

[YouTube.com/thepracticalstill](https://www.youtube.com/thepracticalstill)



### Modern Spirits from a Practical Angle

Fully independent spirits media putting a practical spin on what has become an increasingly impractical hobby. Bourbon, rye, and single malt whiskey focused content with frequent ventures into rum, tequila, gin, and cocktails.

Open the Bottle Videos

Back to the Bottle Videos

Brand/Distillery Visits

Product Tasting Events

Podcasts and Livestreams

Brand Adjacent Stories





# The Practical Still

## Whiskey Enthusiasts

[thepracticalstill.com](http://thepracticalstill.com)

[@thepracticalstill](https://www.instagram.com/thepracticalstill)

[YouTube.com/thepracticalstill](https://www.youtube.com/thepracticalstill)



### Audience

Female 10.4% | Male 89.6% | Q2 2022 Female 57.1%

Age 18-24 10.4% | 35-44 5.2% | 45-54 68.1% | 55-64 16.3%

### YouTube Impressions | Watch Time

65.8% of Impressions from YouTube recommendation

3.9% click-through rate

3.4 minute average view duration

39.4% average percentage viewed

**Podcast** Enthusiast whiskey market with a practical approach to an inflationary market  
Co-hosted by Dan Cavallari and Mark Still  
Guest hosted by Stacey Moses  
37 episodes produced  
2 episodes with distillery founders



# Mental Healthlete Podcast

## Mental Healthlete

[mentalhealthlete.com](http://mentalhealthlete.com)

[@mentalhealthlete](https://www.instagram.com/mentalhealthlete)

[Facebook.com/mentalhealthlete](https://www.facebook.com/mentalhealthlete)



### Athletes and Mental Health

Long-time endurance athlete and coach in Boulder, Colorado, Bill Garrels, interviews athletes, coaches, and health care providers about the all too common struggles athletes face with anxiety and depression. Stories of how we can't out race or out train our mental illness and the strategies and resources that get us through it all and back to life.



**Podcast First Season** Kyle Duford, Author, Brand Leader

**Notable Guests** Tyler McCandless, 4-time Olympic Trials Marathon Qualifier

Melody Fairchild, Oregon HOF Runner, NCAA Champ, World Champs Medalist

Michael Garfield Levine, Actor in The Sopranos, Law and Order, and Off Broadway