

MEDIA KIT | 2018

# Welcome to WhiskeyChick Country

## In this issue:

### REVEALING THE WOMAN BEHIND THE BLOGS

Read all about how Shauna "WhiskeyChick" Castorena got her start, and where she's going next

### WHAT IS A WHISKEYCHICK?

Beyond the individual: Why WhiskeyChick is more than just a nickname.

### FEATURED: HOW TO REACH HER READERS

Explore the can't-miss opportunities to work with the WhiskeyChick brand to reach thousands of targeted readers across the country

Put YOUR brand on the cover of  
[PureRockNews.com](http://PureRockNews.com)  
[CountryMusicNewsBlog.com](http://CountryMusicNewsBlog.com)  
[CountryMusicOnTour.com](http://CountryMusicOnTour.com)  
& [WhiskeyChick.rocks](http://WhiskeyChick.rocks)



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# WhiskeyChick's Reach



392,400

## Facebook

/my\_countrymusic  
/mycountrymusicontour  
/purerocknews  
/whiskeychickofficial



25,127

## Twitter

@my\_countrymusic  
@countryontour  
@purerocknews  
@whiskeychick



1,568

## Pinterest

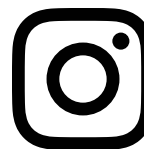
66,000+ Monthly Views  
/countrymusicnb  
/whiskeychick



2,557

## Instagram

@my\_countrymusic  
@whiskeychickofficial



## Analytics

29,566

Unique Monthly Visitors

84,411

Monthly Pageviews

Monthly Average based  
on last 12 months traffic

## Coming Soon...

We are currently working on YouTube content for the Country Music and WhiskeyChick personal brands, with each channel at ~150 subscribers as of April 2018.



Follower counts are a combined total of our participating properties, with the Country Music and WhiskeyChick personal brand audiences being the strongest. The included properties are CountryMusicNewsBlog.com, CountryMusicOnTour.com, PureRockNews.com and WhiskeyChick.rocks. Additional properties under construction or not actively marketed are not included.





WHO IS

Shauna

WhiskeyChick

Castorena

I am a music and lifestyle blogger with 15 years experience in the country and rock genres. I run [CountryMusicNewsBlog.com](http://CountryMusicNewsBlog.com), [PureRockNews.com](http://PureRockNews.com), and [CountryMusicOnTour.com](http://CountryMusicOnTour.com) as well as my own personal site, [WhiskeyChick.rocks](http://WhiskeyChick.rocks). I leverage each of these sites to support each other in the goal of bringing talented independent musicians and the products they love to a larger audience of passionate music fans through featured articles, artist consultations, and live show coverage. I believe that "WhiskeyChick" is more than just a nickname, it can be a lifestyle brand aimed at strong, adventurous women who chase their independent spirit, and would love to pair with companies that feel the same way.



## AUDIENCE DEMOGRAPHICS

**My average reader is a mid-20's female with expendable income that values quality, frugal luxury, and convenience, and attends 4 or more concerts or festivals per year.**

### Affinity Category (reach)

64.65% of total users

3.86%	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
3.76%	Media & Entertainment/TV Lovers
3.74%	News & Politics/News Junkies/Entertainment & Celebrity News Junkies
3.39%	Lifestyles & Hobbies/Pet Lovers
3.19%	Lifestyles & Hobbies/Family-Focused
2.96%	Shoppers/Bargain Hunters
2.94%	Food & Dining/Fast Food Cravers
2.52%	Shoppers/Shopaholics
2.45%	Lifestyles & Hobbies/Shutterbugs
2.40%	Shoppers/Value Shoppers

### AGE

18-24 YR OLD

14%

25-34 YR OLD

16%

35-44 YR OLD

16%



### GENDER

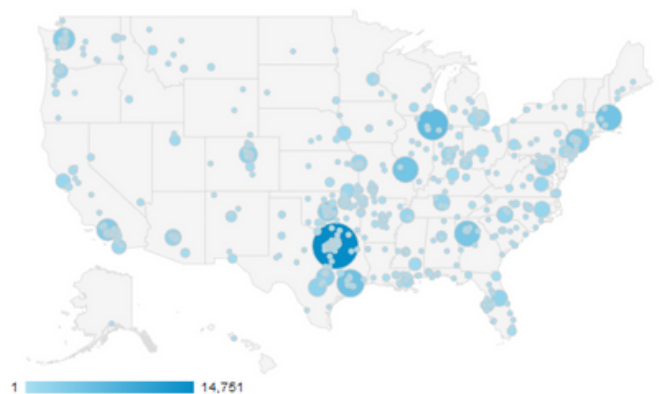
75%  
FEMALE

25%  
MALE

### In-Market Segment

56.25% of total users

3.38%	Travel/Hotels & Accommodations
2.73%	Home & Garden/Home Decor
2.16%	Real Estate/Residential Properties/Residential Properties (For Sale)
2.14%	Event Tickets/Concert & Music Festival Tickets
2.12%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
2.05%	Employment
1.97%	Home & Garden/Home Furnishings
1.96%	Travel/Air Travel
1.79%	Apparel & Accessories/Women's Apparel
1.76%	Home & Garden/Home & Garden Services





## OPPORTUNITIES

- Sponsored Posts
- Social Promotion
- Product Reviews
- Giveaways
- Guest Blogging
- Brand Ambassador
- Concert/Festival Coverage
- Video Sponsorship
- Promotion Material Co-Sponsoring
- On-Site Advertising
- Conference Coverage Sponsorship







CONTACT

# WHAT MAKES A WHISKEYCHICK

Believe it or not, it takes a whole lot more than a little bourbon to earn the title of "WhiskeyChick", and that's where you come in. The women that wear it are fierce, independent, and confident. They embody the spirit of adventure in everything they do, from trekking mountains to spending time with friends, and they do it all with grace and class. If you think your brand is a good fit for that kind of woman, then I'm inviting you contact me today to see how we can work together.

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