



**MEDIA &
PARTNER
KIT**

2022

BREAKINGBOURBON.COM

MEET THE GUYS



**BREAKING BOURBON
IS A WEBSITE **UNLIKE ANY OTHER.****

IT'S **NOT A BLOG.
IT'S **NOT MAINSTREAM MEDIA.****

**IT'S A BOURBON ENTHUSIAST
WEBSITE DESIGNED
**BY BOURBON ENTHUSIASTS,
FOR BOURBON ENTHUSIASTS.****



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We created Breaking Bourbon as a way to document our neverending conversation about bourbon. We wanted to provide a resource for people like us - average people who want good, honest info in the form of reviews, comparisons, and industry commentary. Since initial launch in 2014, our desire to make Breaking Bourbon the internet's best resource for bourbon enthusiasts has driven us to create a reader experience unlike any other.

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NICK, ERIC & JORDAN

WHAT MAKES US DIFFERENT

THE **ULTIMATE** BOURBON ENTHUSIAST EXPERIENCE

BOURBON & AMERICAN WHISKEY REVIEWS

Reviews By: Name | Rating | Price | Review Date

Our 100% custom review and visual rating format offers brevity and consistency within our in-depth reviews. Unlike most review sites built as blogs using readily available formats, Breaking Bourbon is 100% original, designed with every detail in mind. Reviews can also be sorted multiples ways allowing readers the ability to easily find the review they're looking for without having to leave our website.

NOSE:
PALATE:
FINISH:
UNIQUENESS:
VALUE:

OVERALL:



BOURBON & AMERICAN WHISKEY RELEASE CALENDAR

BOURBON RELEASE CALENDAR



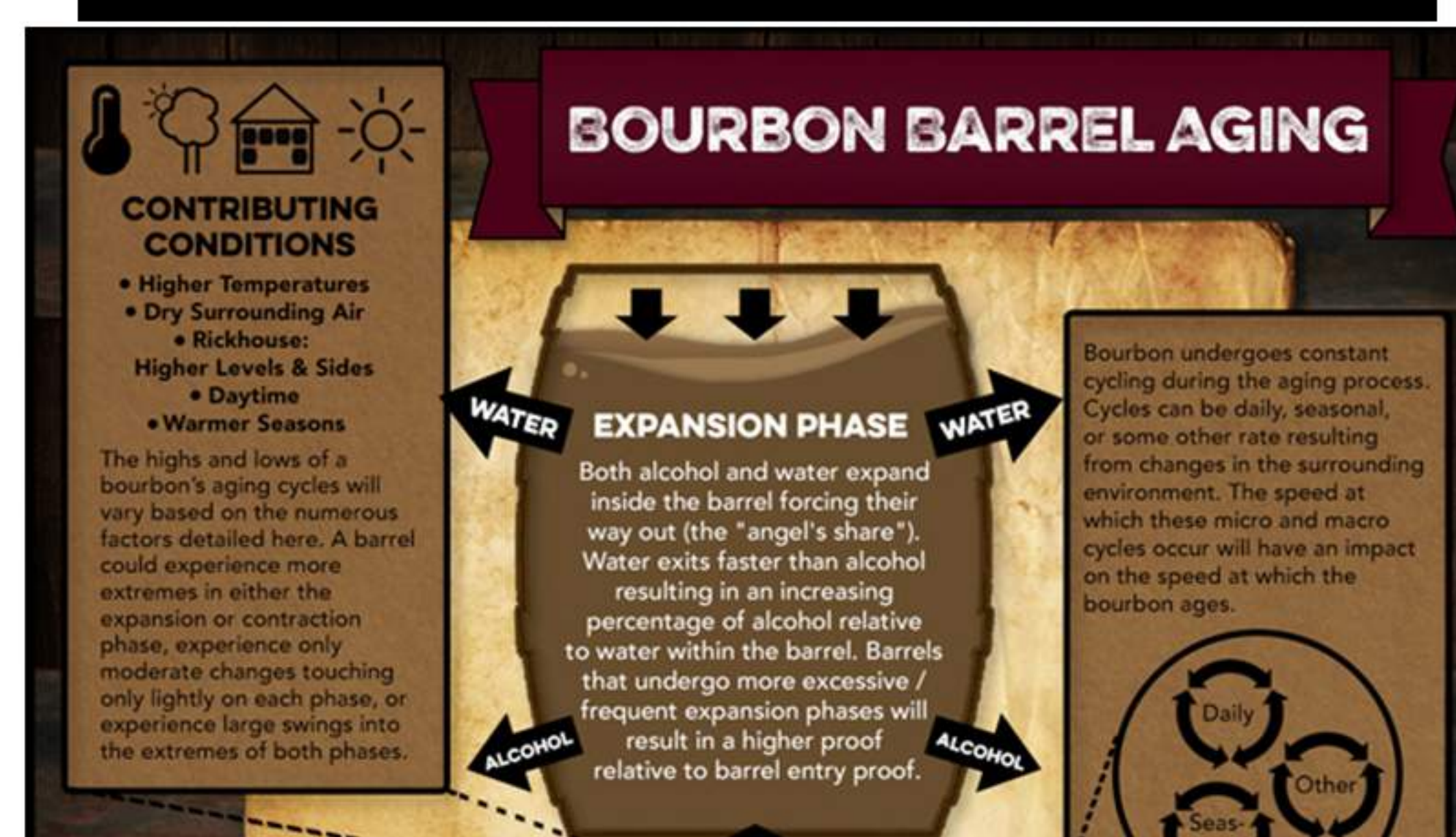
Our Bourbon & American Whiskey Release Calendar is one-of-a-kind, providing continuously updated information on new and exciting releases. Because we often receive information before it's readily available elsewhere via a number of different ways, our Release Calendar provides a resource like no other for in-tune bourbon enthusiasts, distributors, and retailers.

& SO MUCH MORE...

OPINIONS & INDUSTRY INTERVIEWS



INFOGRAPHICS & TASTING SHEET



FACE OFFS & READER SURVEYS



BOURBON TASTING SHEET

WHISKEY: _____
REVIEWED BY: _____
CLASSIFICATION: _____
PROOF: _____ PRICE: _____ DATE: _____

COLOR

LIGHT	MED	DARK
Straw	Gold	Amber
		Copper
		Mahogany

CONTRASTS

Youthful	Refined
Rich	Bland
Creamy	Watery

DESCRIPTIONS

CEREAL	Malt - Peat - Wheat
FRUIT	Apple - Apricot - Banana - Cherry - Citrus Dark Fruits - Orange - Peach - Pear - Plum Prune - Raisin - Summer Fruits
FLORAL	Botanical - Grassy - Herbal - Vegetative
SPICE	Allspice - Anise - Cinnamon - Ginger Licorice - Mint - Nutmeg - Pepper - Rye Cigar Box - Fresh Wood - Old Wood



**ALL ADS FULL
PAGE WIDTH**



MAXIMUM VISIBILITY

WE WILL ATTEMPT TO SIZE ALL ADS TO FULL PAGE WIDTH NET SPACING
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CUSTOM **GRAPHIC DESIGN AVAILABLE** AT \$200/HOUR

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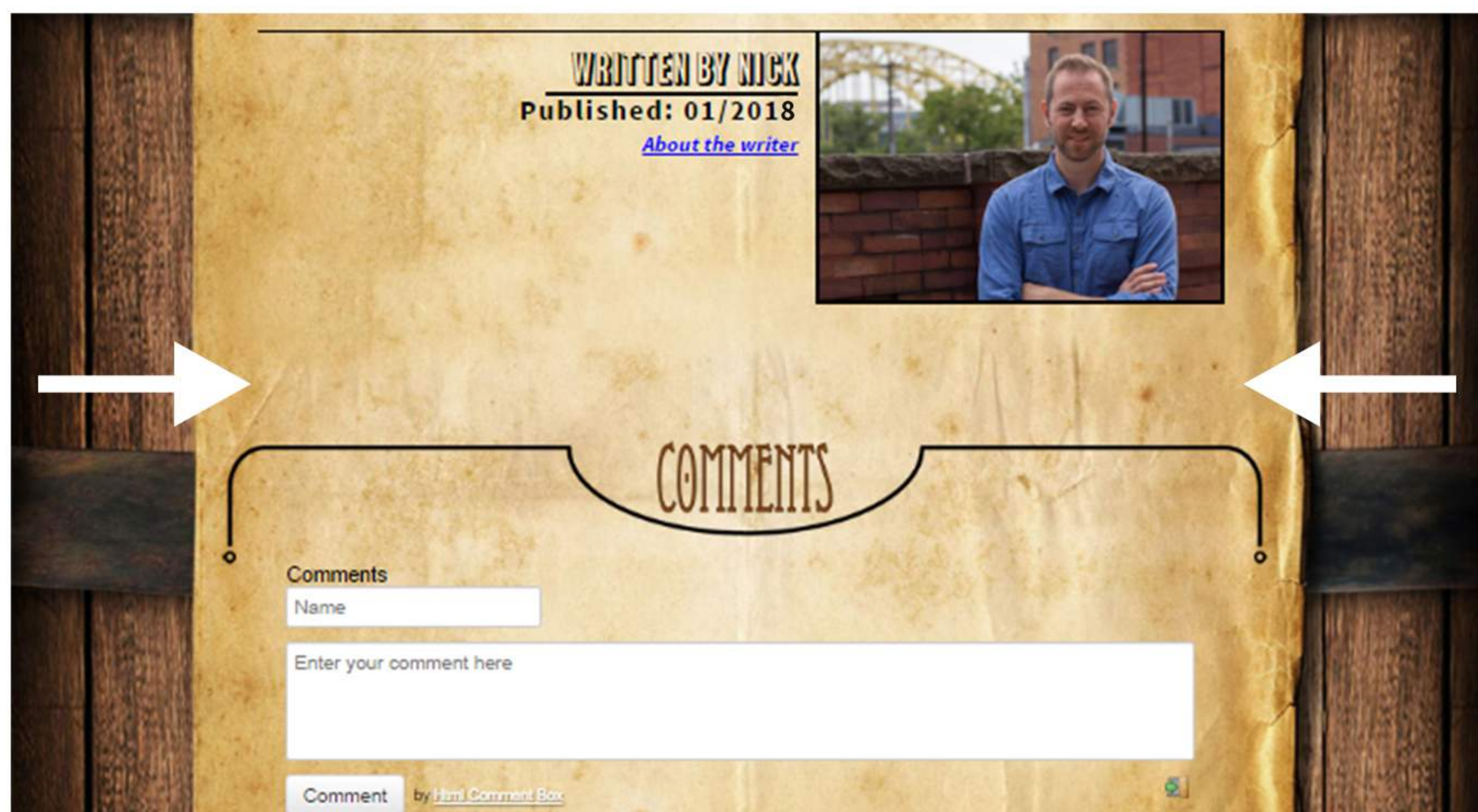
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BODY

PLACED WITHIN BODY
OF CONTENT



FOOTER

PLACED BELOW CONTENT /
ABOVE COMMENTS
(IF APPLICABLE)

LET'S CHAT.

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