

The most entertaining country site ever.

Cole Swindell LIVE



WHISKEY RIFF

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ABOUT Whiskey Riff

Founded in 2015, Whiskey Riff has experienced extremely rapid, organic growth. In its first 9 months, the site had 7MM unique visitors and over 10MM pageviews. Through August 2019, the site is averaging a 35M+ social media reach per week.

DEMOGRAPHICS

97% OF VISITORS FROM THE US
LARGEST DEMO:
College educated women 18-34, followed by men 18-34

ABOUT THE BRAND

The Whiskey Riff brand is recognized by fans and artists alike for its unique, in-your-face, voice in today's country music + lifestyle scene. Our fans, referred to as "Whiskey Riffers," have grown loyal to the brand and look to us to provide the latest country lifestyle news and entertainment. Fan support has spilled into shop.whiskeyriff.com, where they can buy various apparel. The success has also paved the way for our podcast, **Whiskey Riff Raff**.

WEBSITE STATS

2.5M+

MONTHLY UNIQUE VISITORS

4.5M+

MONTHLY PAGE VIEWS

35M+

SOCIAL MEDIA WEEKLY REACH

157M+

VIDEO VIEWS (last 12 months)

SOCIAL STATS

f 1.7M

t 78k

i 214k

S 9k

BRAND INTEGRATION



A GoPro Was Attached To A Bottle Of Fireball At A Wedding, And It's Glorious

1,300,000 pageviews

homesick

This Candle Company Has A Scent That Smells Like Your State

893,000 pageviews



Jack & Coke Popsicles Are The Official Drunk Snack of Summer

700,000 pageviews