

# 2016 INTERNET RATE SHEET

## Right Side Banners

295 x 350 pixels \$170.00 per 30 day cycle  
295 x 250 pixels \$140.00 per 30 day cycle  
295 x 125 pixels \$75.00 per 30 day cycle



See page 3.



**Realize this:** Unlike every other web site, Your ad will not rotate. you will not share space with 3-10 other rotating ads. It will be seen continually on nearly every page, including the archived pages, with unlimited exposures and click-throughs.

## Guidelines

Billing cycles run every 30 days  
Payment due at the beginning of each cycle  
Need help with your banner? We can help -- no charge  
Try to keep your banner under 35k

## Payment methods

- A. Visa, MC, or AMEX by phone
- B. Paypal
- C. Check or M.O. via snail mail

“A very funny magazine . . . as refreshing as the first gin and tonic of spring.”  
—Washington Post

“Chockablock with useful facts and solid information about getting soused.”—NY Post

“Modern Drunkard is that rare bird, a humor magazine that’s actually funny.” —Penthouse

“It is refreshingly well written. The whole publication is infused with a literary sensibility.”  
—The Independent (UK)

“For devotees of one of the world’s most popular and time-honored pursuits there is but one publication. The hobby is getting hammered. The magazine is Modern Drunkard.”—Media Life

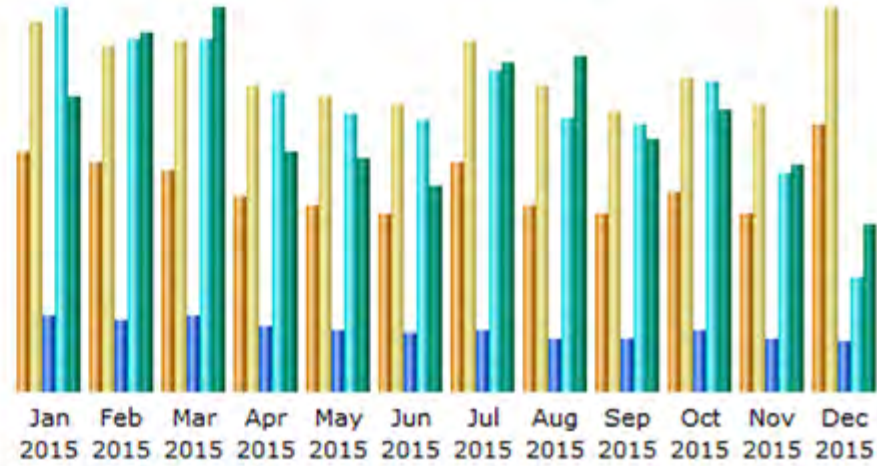
**Contact:**  
**Sales Dept**  
[sales@drunkard.com](mailto:sales@drunkard.com)

**Modern Drunkard’s audience is indisputably the most pro-drinking demographic on the Internet. If you have a drinking-related product, drunkard.com is your direct link to the movers and shakers of the drinking community.**



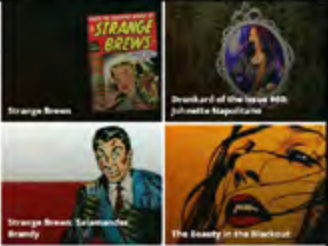
Reported period	Year 2015				
First visit	01 Jan 2015 - 00:00				
Last visit	31 Dec 2015 - 23:59				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	<= 1,124,724 Exact value not available in 'Year' view	1,755,996 (1.56 visits/visitor)	6,892,946 (3.92 Pages/Visit)	32,061,831 (18.25 Hits/Visit)	649.22 GB (287.67 KB/Visit)
Not viewed traffic *			5,850,586	7,574,924	82.97 GB

\* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2015	108,352	167,355	701,922	3,573,439	57.84 GB
Feb 2015	103,937	157,098	670,424	3,289,926	70.33 GB
Mar 2015	99,557	158,930	714,037	3,285,287	75.24 GB
Apr 2015	87,918	138,864	615,083	2,785,689	46.94 GB
May 2015	84,072	133,406	574,783	2,590,281	45.92 GB
Jun 2015	80,619	130,182	539,799	2,528,470	40.18 GB
Jul 2015	103,529	158,487	558,066	2,994,574	64.64 GB
Aug 2015	84,162	138,695	493,263	2,549,234	66.04 GB
Sep 2015	80,583	127,402	488,953	2,485,306	49.60 GB
Oct 2015	90,085	141,993	575,196	2,883,297	55.49 GB
Nov 2015	80,501	129,727	494,929	2,036,324	44.39 GB
Dec 2015	121,409	173,857	466,491	1,060,004	32.61 GB
<b>Total</b>	<b>1,124,724</b>	<b>1,755,996</b>	<b>6,892,946</b>	<b>32,061,831</b>	<b>649.22 GB</b>

# Drunkard



## IN THIS ISSUE

- TOP HITS | THE USUAL**
- The Beauty in the Blackout**  
Sarah Anker  
I'm hung as hell with the support of the secret bar at the hotel with a local white girl playing quietly in my memory. There...
- Bartender's Burden**  
Lester Johnson  
What's an idiot. Maybe you know it, maybe you don't. Maybe you've heard it from dozens of people, but you never really think of it.
- Strange Brews: Natty Light**  
Byron Davis  
"Natty," (or "Nah-nah-nah Natty," as it's also called) has long been the unofficial beer of students and the over-tapped microbrew. As the market expands...
- Drunkard of the Issue #60: Jhonette Napolitano**  
Pavel Anipkin  
Till an idiot your 5'10" (6'0") and 200 lbs. are good. You're a good bridge on the back with her small hands for used to love it...
- Strange Brews: Jeppson's Malort**  
Pavel Anipkin  
I don't know how many countries actually signed the full treaty. Representative Treaty of 1905, but we can safely say it was a treaty...
- Bout 4: Blackbeard the Pirate Vs. Truman Capote**  
Pavel Anipkin  
Who is the greatest boxer of all time? We've posed that question before. In 2012 we requested 14 of the history's hardest punching boxers and covered them...
- Apocalypse Iisan**  
Drew Hagan  
Outside my home in Italy, each name is a pedestrian strike on off "three drinks." It has a nice name, but not all drinks...
- The Drinking Dead, Part II: Barhopping in Hell**  
Pavel Anipkin  
C&A here for Part One. I covered the games and ready (filled) with a white/red/black zombie party in the middle of the sidewalk. I remember...

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MODERN DRUNKARD  
EST. 1996

**GEAR**

TEES•HOODIES•RAGLANS  
FEZZES•HATS•GLASSWARE  
POSTERS•BOOKS•FLACS  
BACK ISSUES•SUBSCRIPTIONS  
GEAR.DRUNKARD.COM

295  
X  
350

295  
X  
250

295 X 125

Trending

The Five Sides: The Great Drinkers and What They Drink

Top Drinks: Big Fish