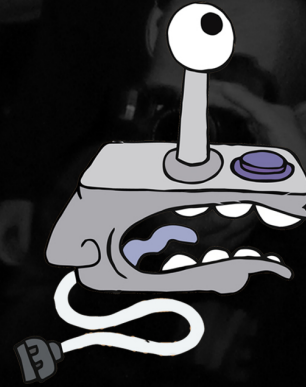


The **HARD** Times



HARD
DRIVE

DIGITAL MEDIA KIT 2019

HARD TIMES AND HARD DRIVE
[BOTH HOSTED BY THEHARDTIMES.NET]
ARE THE #1 MUSIC AND #1 VIDEO GAME
SATIRE SITES ON THE INTERNET.

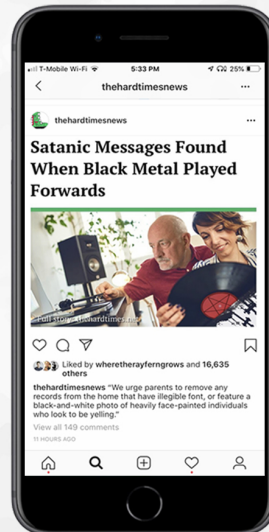
[MONTHLY TRAFFIC]

2.3
MILLION
UNIQUE USERS

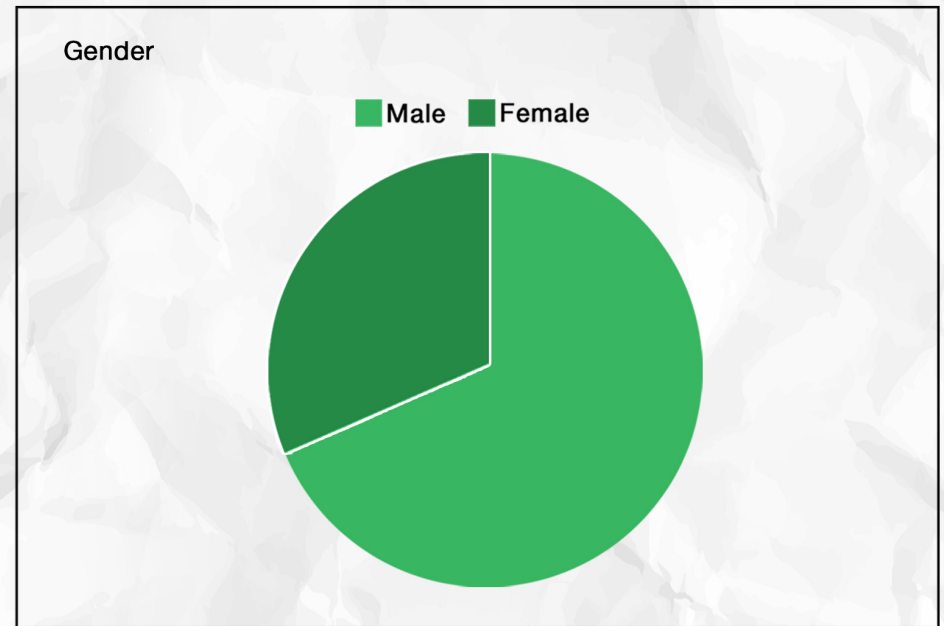
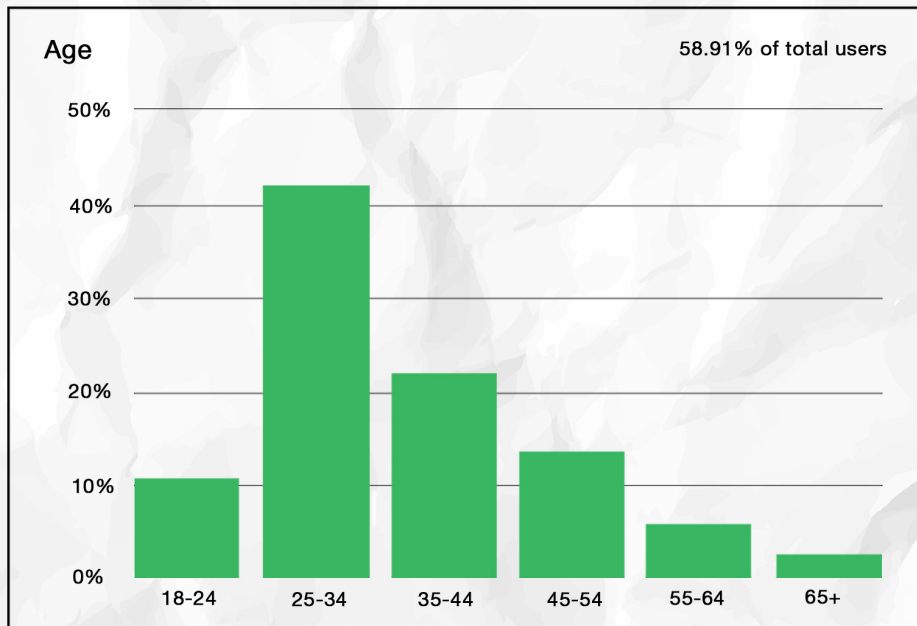
3.4
MILLION
VIEWS

OUR CONTENT GENERATES OVER
60 MILLION IMPRESSIONS
ON SOCIAL MEDIA PER MONTH

AVERAGE VISIT LENGTH: 2:12
1.5 PAGES PER VISIT
STATS VIA GOOGLE ANALYTICS



[OUR AUDIENCE]



COMSCORE

69% male, 31% female

Average age: 24

Average household income: \$87,000

50% more likely to be first among friends to try new things.

2x more likely to have uploaded original video content this week.

5x more likely to stream over 50 videos a day.

[THE HARD TIMES' ADVERTISING SERVICES]



BANNER ADS

APPLE MUSIC USED OUR BANNER ADS TO LAUNCH ITS STREAMING SERVICE IN 2015. OTHER CLIENTS INCLUDE AEG, LIVE NATION, AND DANNY WIMMER PRESENTS.

SPONSORED CONTENT

OVER A MILLION ORGANIC IMPRESSIONS DELIVERED ON PABST BLUE RIBBON SPONSORED CONTENT OVER A SINGLE WEEKEND.

PODCAST ADS

LANDR, AN AUTOMATED AUDIO MASTERING SERVICE, USES OUR MUSICIAN-HEAVY PODCAST NETWORK AUDIENCE TO MARKET THEIR PRODUCT.

SOCIAL MEDIA CAMPAIGNS

OUR PUNK ROCK BOWLING CAMPAIGN INSPIRED MUSIC FANS TO SHARE YEARBOOK PHOTOS, GENERATING OVER 20 MILLION SOCIAL MEDIA IMPRESSIONS ACROSS FACEBOOK, TWITTER, AND INSTAGRAM.

EVENT CURATION & PLANNING

15,000+ PEOPLE A YEAR GO TO HARD TIMES LIVE EVENTS. WE CURATED AND HOSTED THREE DAYS OF LIVE COMEDY AT THE HIGH AND LOW MUSIC FEST IN SAN BERNARDINO CALIFORNIA.

CO-BRANDED VERTICALS

WE PARTNERED WITH PURE NOISE RECORDS TO LAUNCH HARD NOISE, A CO-BRANDED MUSIC BLOG. HARD TIMES PRODUCES ALL THE CONTENT AND USES OUR SOCIAL MEDIA CHANNELS TO GET EYEBALLS ON THE SITE, WHICH HAS PURE NOISE E-COMMERCE AND ADVERTISING INTEGRATED.

VIDEO CREATION

WANT TO GO VIRAL? THE VIDEO WE CREATED FOR FLESHLIGHT HIT THE FRONT PAGE OF REDDIT AND WAS VIEWED OVER 2 MILLION TIMES.

LET US CREATE A CUSTOM SOLUTION FOR YOU.

CONTACT: MATT@THEHARDTIMES.NET