86'dME

The Only Magazine for F&B'rs.

THE ADVERTISERS' EDITION

ADVERTISING & BRAND PARTNERSHIPS

2027

INSIDE

Who reads us
Where you show up
Pick your table

ONLINE

86dme.com
Instagram
The newsletter

WHO WE ARE

THE PEOPLE BEHIND HOSPITALITY.



86’d Me started with a conversation between two servers.

While working in a restaurant, founder Jerry Yamenfeld was asked by a coworker for help with their taxes. With more than two decades of F&B experience, Jerry knew some things that could help. But the conversation sparked a bigger question: Why wasn’t there a place where hospitality workers could find this kind of information?

That one question opened the door to countless ideas.

Today, 86’d Me is an independent digital magazine combining original reporting, interviews, practical advice, industry culture, entertainment, and humor, all created with the people who work in food and beverage in mind.

BOH FOH BAR

More Than Restaurant News.

Think Cosmo meets Vice meets Rolling Stone, but for food and beverage workers.



MONEY FEATURE

The 5 Best Cities for Restaurant Workers to Live in 2026

Original research into where hospitality workers can build a better life.

MIND & BODY

Hospitality's Seven Deadly Sins

An irreverent look at the habits and contradictions of restaurant life.

NO TAX ON TIPS

"I Was Wrong, Kinda"

A candid examination of the legislation and what it means for workers.

INTERVIEWS & FEATURES

Featuring Guy Fieri, Phil Wills, Jason Santos, Jon Barr, and Matty Matheson in conversation with Christian Petroni.

03 Also inside: The Legal Dish, Manager on Duty, Non-Slippin', and crosswords.

THE REGULARS

Columns readers come back for.

LD

The Legal Dish

Workers ask labor lawyer Erica, and she answers.

MD

Manager on Duty

Questions workers can't ask at work, answered by Deena, a real manager.

NS

Non-Slippin'

Workwear reviews from restaurant workers, led by Alex.

CW

Crosswords

Puzzles made for the industry.

DJ

Deduction Junction

Tax help for F&B workers.

ST

Show Us Your Tats

Reader tattoos and their stories.

INTERVIEWS & FEATURES

Featuring Guy Fieri, Phil Wills, Jason Santos, Jon Barr, and Matty Matheson in conversation with Christian Petroni.

 Column names from 86dme.com.

AUDIENCE

Our Audience Is Growing.

86’d Me continues to expand its social presence through original hospitality content, industry engagement, and targeted promotion.

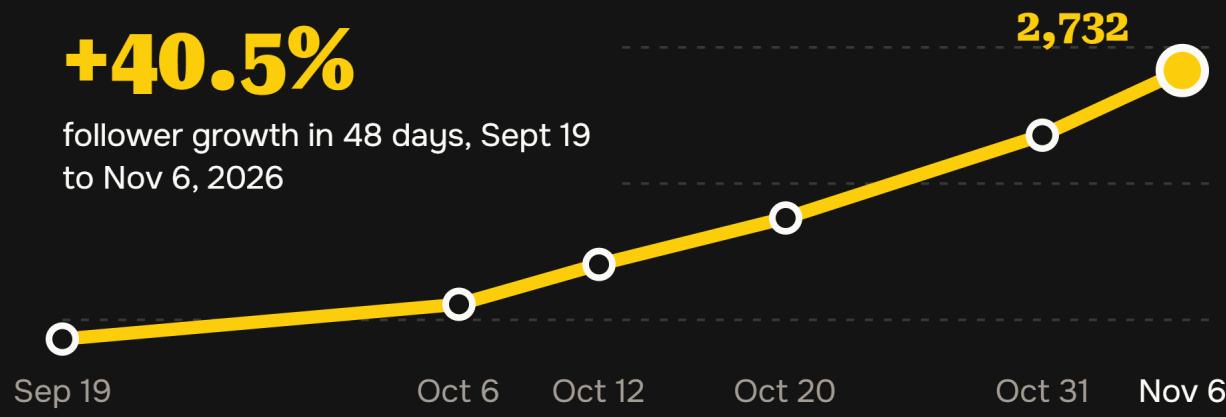
114,311

Instagram content views over the last 60 days.

91% of content views came from non-followers.

+40.5%

follower growth in 48 days, Sept 19 to Nov 6, 2026



LAST 60 DAYS

43,016
Instagram reported viewers

+870
Net new followers

LATEST 30 DAYS

73,183
Instagram content views

+671
Net new followers

Source: Instagram Insights, reporting periods ending approximately Nov 5 to 6, 2026. Content views and follower growth include paid and organic activity. Views are not unique people, and publisher account exposure is not guaranteed sponsor delivery.

AUDIENCE

Three lines into the industry.

IG Instagram

2,771
Followers as of Nov 7, 2026

73,183
Content views, last 30 days

+671
Net new followers, last 30 days

W Website

~6,100
Views, latest 30 day period

84.44%
Of views on mobile, last 12 months

E Email

1,437
Subscribers, as reported

 Each channel is measured on its own and never added together. Instagram figures include paid and organic reach.

WHY IT MATTERS

The Right Audience Matters.

They're not just potential customers. They're the people customers listen to.

86'd Me connects with an industry-focused audience of bartenders, servers, chefs, cooks, managers, and hospitality professionals.

They purchase products for themselves, recommend brands to guests, introduce customers to new beverages, and help influence what restaurants and bars stock, serve, and use.

B **A bartender's recommendation can introduce a guest to a new spirit.**

S **A server can influence a wine selection.**

M **A manager can help bring a new product into an establishment.**

C **A chef can influence which ingredients, kitchen tools, and equipment an establishment uses.**

Reach beyond consumers. Connect with the people who influence what hospitality buys, serves, and recommends.

AUDIENCE

They Read Us on Their Phones.

84.44%

Of 86'd Me website views came from mobile devices over the 12 months ending November 5, 2026.



Mobile 84.44% **Desktop** 10.50% **Tablet** 5.06%

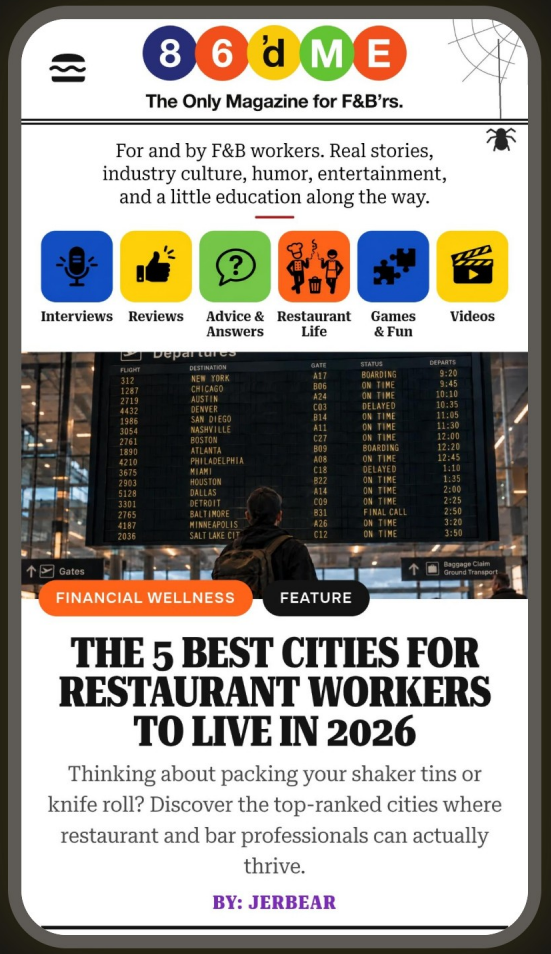
A Better Experience for Our Readers

86'd Me recently introduced a redesigned website with improved navigation, a refreshed editorial layout, and a more streamlined mobile experience.

The improvements are designed to make content easier to discover, encourage readers to explore more of the magazine, and give them more reasons to return.

6,000+ monthly website views, current pace

1,437 email subscribers, publisher reported



Source: Google Analytics 4, November 6, 2025 through November 5, 2026. Views by device, not unique readers.

THE WEBSITE

Freshly renovated.



MOBILE HOMEPAGE

1 **Redesigned header**
A cleaner first impression on mobile.

2 **Improved navigation**
Sections and regulars are easier to find.

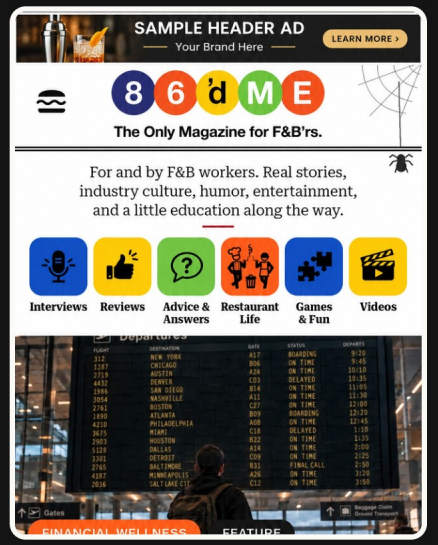
3 **Streamlined mobile**
Simpler reading on the phone.

4 **Better discovery**
More stories surfaced as people read.

The mobile redesign is live, and desktop is next. Built to encourage deeper reading and repeat visits. Retention impact not yet measured.

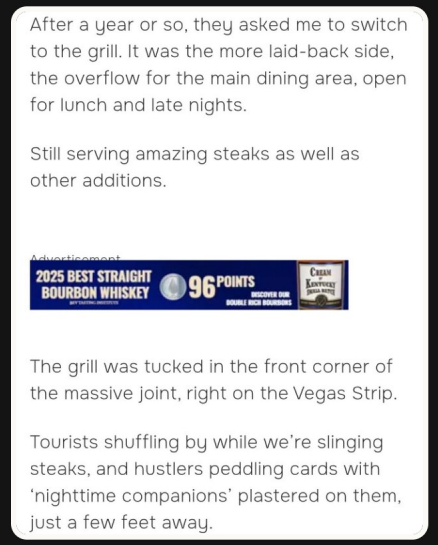
Every stop your brand can make.

Choose a slim banner or a larger display format, depending on the position.



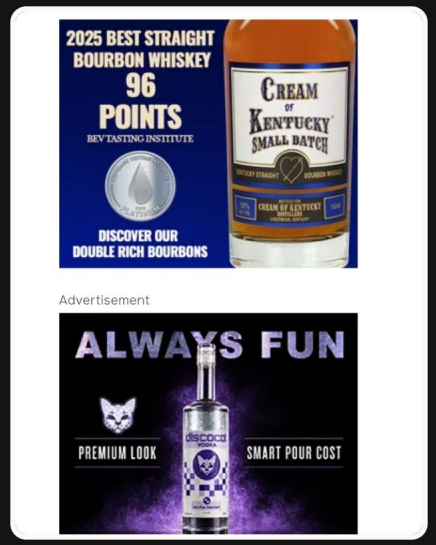
1 Master Suite

Premium slot above the homepage header.



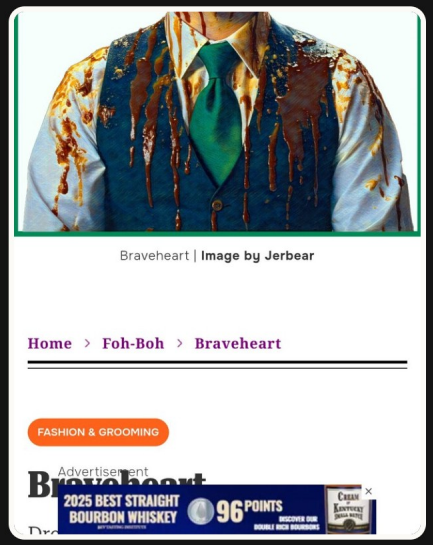
2 Slim inline banner

Narrow banners within article content.



3 Large inline display

Bigger rectangles within article layouts.



4 Mobile bottom sticky

Anchored to the bottom of the phone screen.



5 Article sidebar

Beside articles, primarily on desktop.

Screenshots show live ads on 86dme.com, except the Master Suite concept. Crossword section advertising is in development.

PARTNERSHIPS

Beyond the Banner.

Not every brand fits inside an advertising rectangle.

86’d Me offers creative partnerships that bring brands into the content and conversations that matter to food and beverage professionals.

01 The 86’d Board

Newsletter sponsorships that put brands directly into the inboxes of our subscribed audience.

02 Social Media Partnerships

Sponsored Instagram posts, Stories, Reels, and other agreed promotional content designed around each brand’s objectives.

03 Video & Product Integration

Opportunities to feature relevant products in original video productions, including formats such as our Shift Happens minis.

Brand participation, creative direction, distribution, and production requirements are developed for each project.

04 Sponsored Content & Special Features

Clearly identified branded productions, sponsored educational resources, and selected recurring-feature sponsorships that complement the interests of hospitality workers.

Independent editorial coverage and reviews remain separate from paid sponsorships.

Your brand. Our industry. Let’s create something worth paying attention to.

Customized partnerships. Production, content rights, paid promotion, schedules, and deliverables are quoted per project.

LIVE EVENT

Taking 86’d Me to the Javits Center.

THE 86’D ME BARTENDER COMPETITION

NEW YORK RESTAURANT SHOW | MARCH 7 TO 9, 2027

86’d Me is preparing to produce a live bartender competition at New York City’s Javits Center, working with hospitality industry veteran Art Sutley and a planned panel of celebrity judges.

The competition will showcase bartending talent at an established restaurant industry convention, creating opportunities for brands to connect with hospitality professionals in a live setting.



Your Brand. A Bigger Stage.

We’re developing flexible sponsorship opportunities for spirits, mixers, bar tools, glassware, equipment, and other hospitality brands.

Participation may include product involvement, competition branding, and additional promotional opportunities, depending on the sponsorship level and confirmed event arrangements.

> **Competition sponsorship requires a minimum 90-day advertising partnership with 86’d Me Magazine.**

Event sponsorships are separately priced, with custom packages available. Specific sponsorship benefits and event arrangements remain subject to final agreements and approvals.

PACKAGES

Your Brand. Your Goals. Your Package.

Our Core, Featured, and Master Suite packages are starting points, designed to make advertising with 86'd Me straightforward.

TICKET 01 · 90 DAYS

Core

$500 per month

$1,500 for 90 days

Web: 1 standard article position

Social: 3 Instagram Story sequences

Newsletter: 1 secondary mention in The 86'd Board

TICKET 02 · 90 DAYS

Featured

$700 per month

$2,100 for 90 days

Web: 1 prominent article position

Social: 6 Story sequences + 1 feed post

Newsletter: 1 lead sponsorship

TICKET 03 · 90 DAYS

Master Suite

$1,000
per month

$3,000 for 90 days

Web: Exclusive Master Suite homepage spot + 1 article position

Social: 6 Story sequences + 2 feed posts

Newsletter: Up to 2 lead sponsorships

TICKET 04 · REQUEST A QUOTE

Don't See Your Fit? Let's Build It.

We offer additional website advertising, newsletter sponsorships, Instagram promotions, sponsored articles, product integrations, video production and custom brand partnerships.

All custom services are separately scoped and quoted.

Exclusive Site Takeovers: By Private Proposal.

90-day minimum. Rates are monthly equivalents of the 90-day contract. All packages include setup, scheduling and reporting.

Deliverables confirmed before booking. No guaranteed impressions, clicks or sales. Sponsorship never guarantees editorial coverage.

GET IN TOUCH

Let’s Get You on the Menu.

Whether you’re looking for a straightforward advertising campaign, a creative brand partnership, or something entirely custom, we’d love to hear what you have in mind.

Tell us about your brand, your goals, and when you’d like to get started. We’ll help you find the right opportunity with 86’d Me.

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