

# Almost Friday Media Ecosystem

## INSTAGRAM

### EVENTS

10+ events scheduled for 2022 including residency at Borgata Atlantic City



@friday.beers



@almost.friday



@commence.suckdown



@dr.locks.md



@countryclubadjacent



@djpressplay



@empty.netters



@entrapranure

### TIKTOK



Almost Friday TV  
@almostfriday.tv



Country Club Adjacent  
@countryclubadjacent

### APPAREL



Access to 80k+ customers

# Almost Friday

### TWITTER



@friday\_beers

### PODCASTS



Friday Beers Podcast



Country Club Adjacent



Welcome to Friday

### MUSIC



3+ million streams of original music



Playlists with 150k+ followers

# Almost Friday

3.1 million+ followers  
across all media platforms

## INSTAGRAM

- 2.1M+ Followers across 10+ accounts
- 21.5M Accounts reached/week
- 31.2M Impressions/week
- 11%+ Average engagement rate

## TIKTOK

- 700k+ Followers across 4+ accounts
- 22M+ Total likes
- 37M+ Views last 30 days



## DEMOGRAPHICS



79% of our audience is male



85.3% of our audience is between the ages of 18-34

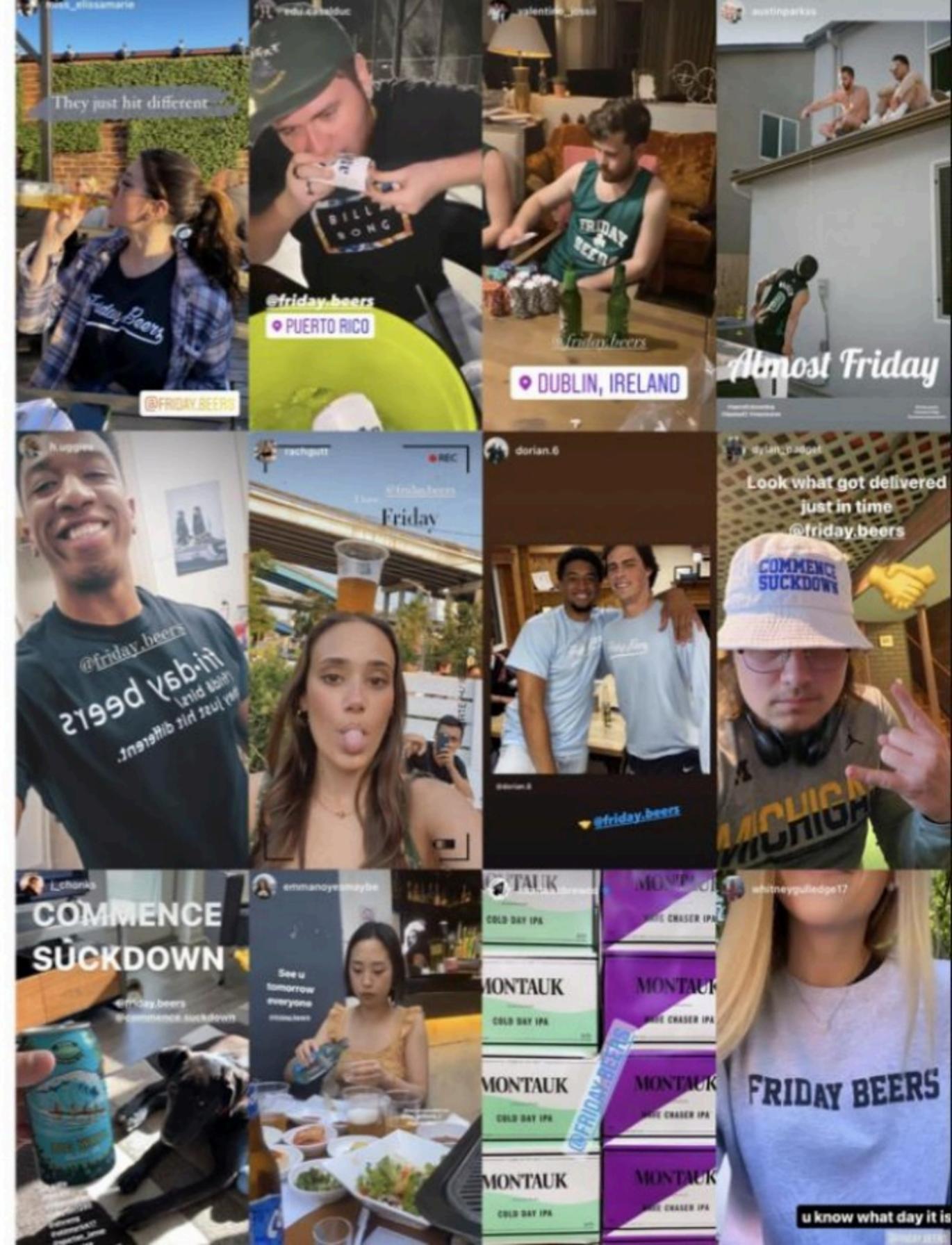
# OUR CULTURE

Why has Friday Beers been able to become what most other “viral” Instagram accounts never will? Because there is a real culture behind the content we create. We did not start as a meme account that regurgitates topical, popular content. From Day 1, we’ve been seeding storylines, characters, and traditions that formed the comedic universe that we call Friday Beers.

We exist at the intersection of everything that everybody who is working for the weekend knows and loves (and that’s ok to do). We not only explore the distinct moods and feelings so many of us feel throughout the typical week, but we create rituals to get us through. We coin sayings that become rallying cries, like Commence Suckdown™, Consumption Vortex™, Sneaky Bender™... and imbue new meaning into others like Almost Friday™ and Hit Different™. This is what makes the Friday Beers following so unique. It’s not an audience. It’s a real community.

Our sense of humor is one that goes all the way back to National Lampoon — a tone that says that it’s ok to be a weekend warrior, and to love wanting to unwind. Comedy has been doing this for years, but recently there’s been a major void. Because let’s face it, there’s no way you could make Caddyshack (or even Old School) again 2021.

We are on a mission to be the modern day Lampoon. A voice that reflects how younger generations are feeling and thinking. We make them laugh by being self-deprecating instead of entitled or arrogant. And with an attitude that says “hey, we’re all going through the same stuff” versus making a joke at someone’s expense.





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