



charcoal  
+ gravel

EAT. STAY. DO.

media kit



#### EMAIL

hello@charcoalgravel.com

#### SITE

www.charcoalgravel.com

#### ABOUT

## CHARCOAL + GRAVEL

We pride ourselves in going above and beyond for our clients, and offer a wide range of specialized solutions for traditional as well as digital brands. With a winning combination of our robust Content Studio and Web Platform, we ensure your next project goes off without a hitch -- from concept to distribution.

Videos, longform reads, digital and print design, and influencer marketing are just a few of the tricks up our sleeve. You've got to try us to believe us.

#### DEMOGRAPHICS

##### MALE

60%

##### FEMALE

40%

##### AGE

18 - 35

##### EDUCATION

UNDERGRAD DEGREE

##### LANGUAGE

ENGLISH

##### LOCATIONS

PAKISTAN

UNITED STATES

PERU

INDIA

UNITED KINGDOM



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#### VIDEO

VIDEO LOGS

BRAND PLACEMENT

RECIPE VIDEOS

EVENT COVERAGE

INTERVIEWS

SERIES VIDEOS

CUSTOM SEGMENTS

CONCEPT TO EXECUTION  
PROFESSIONAL EQUIPMENT  
ALWAYS EXPERIMENTAL  
SOCIAL MEDIA OPTIMIZED



## TEXT

- REVIEWS
- BRAND PLACEMENT
- SMARTLISTS
- EVENT COVERAGE
- INTERVIEWS
- MULTIPART LONGFORM
- CUSTOM SEGMENTS
- CONVERSION-CENTRIC CONTENT

UX DRIVEN  
EXPERIENTIAL & RELEVANT  
HANDCRAFTED & UNIQUE  
TOP NOTCH

RESULT ORIENTED  
AHEAD OF THE CURVE  
RESEARCH INFORMED  
SEAMLESS

## DESIGN

- MENUS & INVITES
- MAGAZINES & BROCHURES
- SOCIAL MEDIA PROMOS
- FULL-STACK BRANDING
- WEB OPTIMIZATION
- CUSTOM DESIGN

## SOCIAL

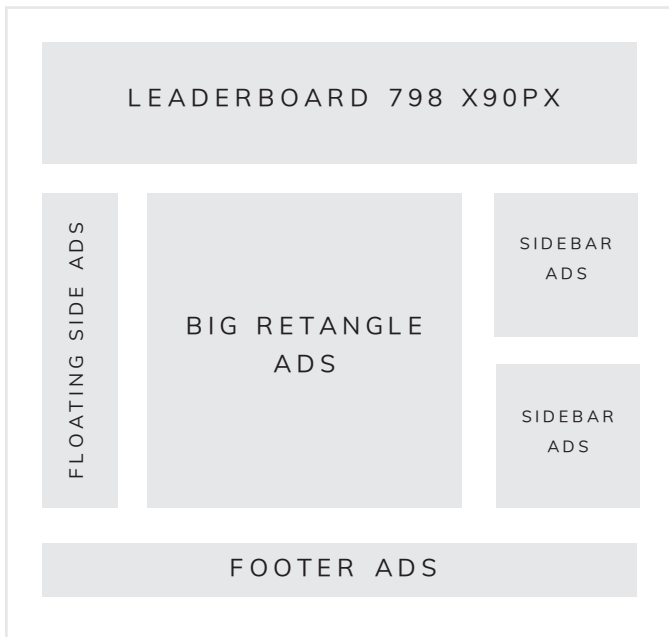
- INSTAGRAM CAMPAIGNS
- FACEBOOK CAMPAIGNS
- TWITTER SHOUTOUTS
- GIVEAWAY FACILITATION
- SNAPCHAT TAKEOVER

HYPER TARGETING  
NICHE MARKETING  
INFLUENCER DRIVEN  
QUICK ROLLOUT



## ADVERTISING OPPORTUNITIES

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### COLLABS

AWESAMOSAS  
BAMBOO UNION  
GUNSMOKE  
HOUSE LTD.  
PACKAGES MALL  
SASSY  
AND MORE...

### DISPLAY

Like what we do?

Partner with us to showcase your brand alongside industry-leading content.

From category partners to sitewide integrations, we've got you sorted no matter your budget.

The picky eater at the most extravagant restaurant in town; the wanderer who spends their weekends exploring dusty back alleys; the homegrown chef with a knack for innovation; the backpacker cycling through the hustle of urban dwelling; the travel guru who tells ancient stories at family gatherings. Charcoal + Gravel makes the world tick.

### BIG AMBITIONS?

WE'VE GOT A PLAN FOR YOU.

EMAIL US AT

SHAMEEL@CHARCOALGRAVEL.COM

OR CALL US AT

+92 322 455000

FOR A FREE CONSULTATION

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