

MEDIA KIT | HANDCRAFT

CONTENT CREATOR.

MIXOLOGIST.

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*Holy City*

# HANDCRAFT







"...HIS INSTAGRAM IS CONTINUOUSLY AND CAREFULLY UPDATED WITH CREATIVE COCKTAILS — AND PROMINENT BRANDS — ON FULL DISPLAY."  
CHARLESTON CITY PAPER

A B O U T



**HANDCRAFT** IS BASED IN BEAUTIFUL CHARLESTON, SOUTH CAROLINA AND ENCOMPASSES A COLLECTION OF ENGAGING STORIES AND STUNNING PHOTOGRAPHY AND VIDEO CONTENT. **HANDCRAFT** HIGHLIGHTS THE LOWCOUNTRY LIFESTYLE WITH A STRONG FOCUS ON DRINK AND COCKTAIL CULTURE, WHILE ALSO INCORPORATING CUISINE, MEN'S FASHION, TRAVEL AND LOCAL EVENT COVERAGE. UTILIZING HANDCRAFT'S SOCIAL MEDIA PLATFORM AND THE LATEST ENGAGEMENT STRATEGIES, PARTNERED BRANDS ARE ABLE TO REACH A BROAD AUDIENCE TO PROMOTE BRAND CONTENT WHILE MAINTAINING AN AESTHETIC AND AUTHENTICITY UNIQUE TO **HANDCRAFT**. ALL PHOTO AND VIDEO CONTENT IS CREATIVELY STYLED AND THOUGHTFULLY SHOT TO FIT A BRAND'S NEEDS WHILE ENSURING THE LOOK AND FEEL ARE GENUINE.

# PAST HANDCRAFT COLLABORATIONS

imbibe LIQUOR CULTURE

GARDEN@GUN

EATER

BuzzFeed

THRILLIST

tales of the  
COCKTAIL

Beam  
SUNTORY



CAMPARI

DIAGEO

Maker's  
Mark



AMARO  
MONTENEGRO  
1885

The  
MACALLAN  
HIGHLAND SINGLE MALT  
SCOTCH WHISKY

LAPHROAIG  
ISLAY SINGLE MALT  
SCOTCH WHISKY

J.Crew



charleston  
magazine

WINE  
CHS  
FOOD

WHISTLEPIG  
STRAIGHT RYE  
WHISKY

REDBREAST  
SINGLE POT STILL  
WHISKY

ESTD 1870  
OLD  
FORESTER  
THE FIRST BOTTLED BOURBON

BLADE AND BOW  
KENTUCKY STRAIGHT BOURBON WHISKY

## DEMOGRAPHIC

USA  
LOCATION

63%  
MEN

25-34  
AGE RANGE



## INSIGHTS

35K+ / WK  
REACH

80K+ / WK  
IMPRESSIONS





"THE MAN CAN PHOTOGRAPH COCKTAILS AND THEIR REFLECTIVE, GLISTENING CUBES, ORBS, OR CHIPS IN A WAY THAT MAKES YOU SEE THE ART OF THE COCKTAIL BEFORE YOU EVEN READ THE DESCRIPTION."

POST AND COURIER

**HANDCRAFT** WAS FOUNDED IN 2015 BY MIGUEL BUENCAMINO TO ORIGINALLY SHARE HIS PASSION FOR HOMEMADE MEALS AND COCKTAILS WITH HIS FRIENDS AND FAMILY.

OVER THE YEARS, HE HAS REFINED HIS KNOWLEDGE OF SOUTHERN CULTURE WHILE ALSO HONING HIS SKILLS IN CAPTURING HIS LIFESTYLE THROUGH HIS OWN UNIQUE AESTHETIC. MIGUEL STRIVES TO PRODUCE STUNNING DIGITAL CONTENT TO DRIVE SOCIAL MEDIA ENGAGEMENT WHILE MAINTAINING AUTHENTICITY TO HIS CRAFT.

MIGUEL IS A FIRM BELIEVER IN THE ABILITY TO MASTER ANY AREA OF EXPERTISE ONE IS PASSIONATE ABOUT AND HOPES TO INSPIRE OTHERS TO DO THE SAME THROUGH HIS EXPERIENCES AND CREATIONS ON **HANDCRAFT**.



**TALK ABOUT  
CREATIVE**





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**LET'S GET  
TO WORK.**

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