



VIP NIGHTLIFE

*This is the VIP Nightlife Network*



# The VIP Nightlife Network

## Our Story

VIP Nightlife is the leading lifestyle brand renown for producing special events and unique holiday experiences at the best venues throughout North America.

VIP Nightlife acquired ClubZone.com in 2016; forming one of the largest online nightlife networks in the world. Today, the new network boasts annual traffic over 4 million unique visitors -- with events instantly marketed across *100+ top performing URLs*.

## Network Stats

- 2 million annual global visitors across our network of sites
- Nearly a million opt-in emails for national newsletter
- Over 100+ websites in our **VIP Nightlife** Network
- Nearly Half-Million combined Social Media Followers



# Top Venue Partners & Events In North America



The VIP Nightlife Network



# VIPNIGHTLIFE.COM ANNUAL TRAFFIC



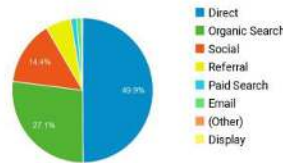
## Acquisition Overview

Jan 1, 2022 - Jan 1, 2023

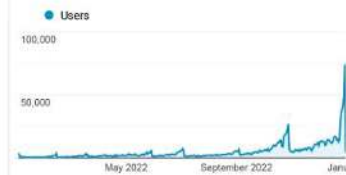


Primary Dimension: Top Channels Conversion: All Goals Edit Channel Grouping

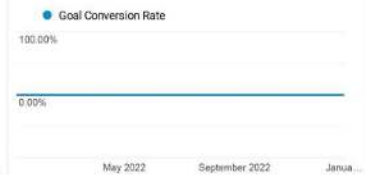
### Top Channels



### Users



### Conversions



THE 2022  
GOOGLE  
ANALYTICS  
→

Nearly 2 million Sessions.

1.5 Million Unique.

Over 50%, 750,000 **Directly typed** VIPNIGHTLIFE.COM URL into their browser.

Over 400,000 found us **searching the Web**

Over 200,000 heard about us on **Social**

	Acquisition			Behavior			Conversions
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	
1 Direct	766,152		1,888,254	27.04%			
2 Organic Search	415,365			36.21%			
3 Social	221,585			70.39%			
4 Referral	90,227			12.20%			
5 Paid Search	20,280			29.72%			
6 Email	18,087			0.76%			
7 (Other)	3,488			0.70%			
8 Display	1			0.00%			

To see all 8 Channels click [here](#).

# Regional Database & Nationwide Traffic

We create original experiences at exciting sought-after locations all over the U.S., from intimate affairs to the most grandiose celebrations; VIP Nightlife has a reputation for production excellence and attention-to-detail creating everlasting champagne memories for years to come.

## Connect With Affluent Consumers

VIP Nightlife offers bespoke marketing packages through our network of sites. We create innovative, end-to-end campaigns; delivered through a range of sophisticated direct marketing options and tailored, invitation-only events.

Our millions of monthly website visitors and an enormous email database (featuring a 7-12% open rate) include socialites, affluent tourists, and elite trendsetters. With our unique assets and experience, VIP Nightlife can provide key advertising opportunities for your event(s).

Location/City	Email Database
Atlanta	47,438
Austin	10,291
Boston	10,897
Calgary	3,202
Chicago	14,983
Dallas	11,815
Denver	1,728
Edmonton	2,355
ClubZone	132,417
Houston	13,412
Las Vegas	8,861
Long Beach	2,417
Los Angeles	183,421
Miami/Ft Laud.	34,521
Montreal	11,991
Nashville	1,097
New Jersey	9,746
New York	26,702
Orange County	18,972
Other - VIP NL	119,421
Phoenix	1,335
Portland	413
Sacramento	4,353
San Antonio	363
San Diego	31,865
San Francisco	43,570
Santa Monica	6,928
Seattle	2,969
Toronto	46,677
Vancouver	52,310
Washington D.C.	1,387

\*Major Markets





# About VIPNightlife.com

**VIP Nightlife** is the fastest growing nightlife community in the U.S. and Canada; having already expanded into 30 top markets, including, but not limited to Los Angeles, San Diego, San Francisco, Las Vegas, Miami, Dallas, Houston, Vancouver, Toronto, Boston, and D.C. - *boasting over 770,000 active email accounts.*

## VIP Nightlife's Top Performing URLs:

VIPNightlife.com • ClubZone.com • PoolParties.com • VegasNightlife.com • DallasNightlife.com • MiamiNightlife.com • HoustonNightlife.com • AtlantaNightlife.com • BostonNightlife.com • NewYorkNightlife.com • VancouverNightlife.com • HollywoodNightlife.com • ChicagoNightlife.com • PierPressure.com • AustinNightlife.com • And More ...



The VIP Nightlife Network



Pier Pressure



# Marketing Opportunities: Reach Over 5 Million Visitors

## Email Marketing

Get access our subscribers with personalized email blasts promoting your upcoming event(s) or get featured in our weekly regional newsletters. Email marketing campaigns come complete with tracking and reporting.

## Featured Event Boosts

Every day, thousands of people rely on the VIP Nightlife network as their quintessential guide to nightlife in their area. Get the attention you deserve by having your event featured on regional homepages in your locality.

## Social Media Posts

Excite your audience with carefully crafted and targeted posts on social media platforms. Our loyal, attentive followers maximize the reach of your social media marketing budget. Our sponsored ads are laser-focused on your target demographics.

## Featured Venue Profile

**Receive a high performing ROI proposal** to have your venue featured along with its events monthly across our sites. And with access to our email database and social media outreach; the possibilities are endless!





# Start Living Your Best Life

VIP Nightlife established a track record of delivering targeted traffic with its marketing; as well as an extensive network of repeat clients. Not to mention, high profile media partners like Maxim to help boost our traffic and our high-end clientele.

Our combination of creative content, the best nightlife & day life party experiences. Our online and local knowledge give us the ability to produce great results for your event company immediately!



**Luke Wryder**



**CEO**



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