PARTNER DESK

Your beer, in front of people who actually drink it.

SAN DIEGO CRAFT BEER SINCE 2013

An independent craft beer publication covering releases, reviews, brewery news, events and festivals, from a crew that crash-landed near San Diego and never left.



Field report: Firestone Walker Invitational Beer Fest, 2024.

ABOUT BEER ALIEN

While vacationing in the Milky Way, the Beer Aliens crash-landed on Earth near San Diego, California, and discovered their new home planet was full of places crafting the only sustenance they required: beer. Since 2013 they have been on a permanent mission to taste Earth's craft beer, one brewery at a time.

Back on the ground, Beer Alien is an independent digital publication documenting craft beer, breweries and the culture around them: sensory reviews, brewery spotlights, industry news, a living San Diego Brewery List and a Beer Events calendar.

Raymond Melendez, Editor · info@beeralien.com

~8.7K
monthly readers

12.5K+
social followers

3,460
stories since 2013

AUDIENCE & REACH

An audience that plans around beer

~8.7K
monthly readers

~9.9K
monthly pageviews

147K
Google search impressions in 3 months

12.5K+
social followers

3,460
stories published since 2013

129
San Diego breweries mapped

Sources: monthly readers (GA4 active users, 8,668) and pageviews (9,854) from Google Analytics, 28 days Sep 30 to Oct 27, 2026, rounded. Search impressions from Google Search Console, last 3 months to Oct 2026 (1.15K clicks). Social followers are Beer Alien's own counts as of Oct 2026: Instagram 9.1K, Facebook 2.2K, X 1,230. Story and brewery counts from BeerAlien.com, Oct 28, 2026.

Who reads it

Craft beer drinkers, 21+
Locals and travelers who read release notes before the menu and plan weekends around taprooms, festivals and Beer Week.

Brewers, owners and taproom crews
The people making the beer follow the openings, closings, anniversaries and industry news we file.

Event-goers and the beer-curious
Readers looking for this weekend's tap takeovers, pairings and festivals, and what to drink at them.

What readers opened most

Story pageviews, Sep 30 to Oct 27, 2026 (Google Analytics)

1	Black Flag Brewing may close Nov. 30 if its sale falls through	333
2	Stone Brewing Escondido is closing	101
3	San Diego Beer Week 2026 guide	90
4	Dave McLean's Excelsior Brewpub targets November opening	72

Readers come for news that moves: closings, openings and what's on this week.

Home base: San Diego. We keep the San Diego Brewery List (129 breweries) and a Beer Events calendar current, so readers come back to decide where to drink next.

WAYS TO PARTNER

Four ways to land on Beer Alien

Mix and match. Every campaign is built around what you are launching and when. **Rates on request**, quoted per project. Items tagged NEW are newer offerings.

PACKAGE 01

Sponsored Stories

Tell your story where craft beer fans already read.

A clearly labeled sponsored story on BeerAlien.com about your release, opening or milestone, with in-story placements that link to your site, tickets or shop. Guest-written pieces welcome.

- Sponsored stories
- Guest posts
- Press release publishing
- In-story display placements

PACKAGE 02

Event & Festival Promotion

Fill the room before the first keg is tapped.

Build-up before the date for festivals, anniversaries, tap takeovers and Beer Week nights, plus coverage on the ground in San Diego when it fits.

- Event promotion
- Event coverage
- Featured Beer Events listing NEW
- Beer Week and festival packages NEW

PACKAGE 03

Brewery Spotlight & Directory

Be the stop readers plan their day around.

A Brewery Spotlight feature and a labeled partner placement on our San Diego Brewery List, where readers decide where to drink next.

- Brewery Spotlight partner NEW
- Featured Brewery List placement NEW

PACKAGE 04

Social Amplification

Put your news in more feeds, fast.

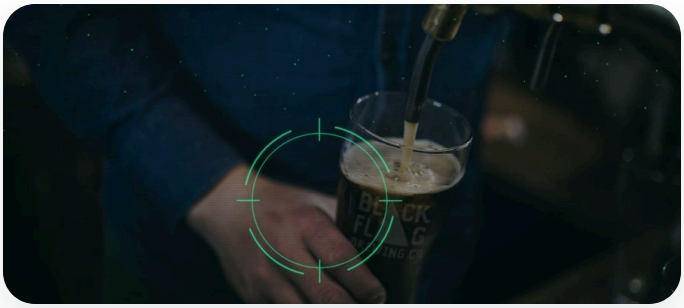
Posts and shares from the Beer Alien accounts on Instagram, Facebook and X, with an email feature and giveaways to round out a campaign.

- Social posts and shares
- Email feature
- Giveaways NEW

1 Tell us your plans and dates → 2 Get options and rates → 3 Launch, then a recap with links

RECENT COVERAGE

Fresh off the transmitter



INDUSTRY NEWS · OCT 10, 2026

Black Flag Brewing May Close Nov. 30 if Its Sale Falls Through

beeralien.com/black-flag-brewing-sale-closure



EVENTS GUIDE · OCT 18, 2026

San Diego Beer Week 2026 Guide: Dates, Events by Neighborhood & Planning Tips

beeralien.com/san-diego-beer-week-2026



SAN DIEGO · OCT 26, 2026

Black Plague Brewing Returns With Hell Hazer and Help From Karl Strauss

beeralien.com/black-plague-brewing-returns



OPENINGS · OCT 11, 2026

Dave McLean's Excelsior Brewpub Targets November Opening in San Rafael

beeralien.com/excelsior-brewpub-san-rafael

Guidelines

- Paid content is always labeled Sponsored, and paid links are marked as sponsored for search engines.
- Beer-related only: craft beer, breweries, food and drink, and the events around them. Audience 21+.
- Editorial independence: reviews are never for sale, and coverage decisions stay with our editors.
- Guest posts must be original, on topic and at least 300 words, with one backlink included.

OPEN CHANNEL

Let's talk

Tell us your brewery, brand or event, what you want to promote and your dates.

PARTNERSHIPS	info@beeralien.com cc raymond@beeralien.com
PRESS RELEASES	pr@beeralien.com
WEB	beeralien.com/advertise
SOCIAL	Instagram @beeralien X @BeerAlien facebook.com/beeralien