

BRIGHTEST YOUNG THINGS

IS AN ONLINE
AFTERPARTY
FOR
THE INTERESTING
AND INTERESTED.

OUR READERS ARE THE FAST-
WIRED JOURNEYMEN OF THE
NEW ECONOMY, CONSTANTLY
SEEKING OUT WHAT IS COOL
RIGHT NOW.

IT'S A NEVER ENDING AND FASCINATING FIELD TO KEEP UP WITH AND LEARN MORE ABOUT, AND BYT IS AN INTERACTIVE HOME FOR THAT QUEST. JUST LIKE ANYBODY ELSE, OUR READERS WANT FUN AND LOVE AND ARE DUMB AND SMART AND MEAN AND NICE AND INTELLIGENT AND JUVENILE. WE EMBRACE THEIR MOODS AND OBSESSIONS AND SEARCH FOR STRANGE WAYS TO ENTERTAIN AND INFORM THEM.

WE ARE RELENTLESS AND RESTLESS, AND BECAUSE OF THAT ONE NEVER KNOWS EXACTLY WHAT TO EXPECT FROM BYT. WE COVER MUSIC AND MOVIES, COMEDY AND BOOKS, COCKTAILS, SPELLING BEES, GOSSIP AND NIGHTLIFE. OUR WRITERS AND PHOTOGRAPHERS WORK FOR THE CHANCE TO INFORM, AND BE INFORMED BY, OUR AUDIENCE, ALMOST OF ALL OF WHOM ARE READING BYT BECAUSE A FRIEND TOLD THEM TO. IT'S A PERSONAL, PARTICIPATORY EXPERIENCE FOR EVERYONE INVOLVED. RELEVANT, ACCESSIBLE, AND INTIMATE, ALL AT THE SAME TIME.

bvt. BY THE NUMBERS



EVERY MONTH:

85,000 READERS

150,000 VISITS

415,000 PAGEVIEWS

3:07 AVERAGE TIME ON SITE