

EDITORIAL PLANNER 2019

ISSUE/MONTH	MATERIALS DEADLINE	CATEGORY FOCUS	MERCHANDISING, MANAGEMENT & MARKETING	INDUSTRY NEWS, ISSUES & TRENDS
JAN	Space: 11/27 Material: 12/8	<ul style="list-style-type: none"> › The Evolution of California Zinfandel › Coffee Flavored Spirits 	<ul style="list-style-type: none"> › The Do's and Don'ts of Effective Social Media 	<ul style="list-style-type: none"> › The Impact of Brexit & Tariff Wars
FEB	Space: 12/28 Material: 1/7	<ul style="list-style-type: none"> › The Brandy Issue: International Brandy Renaissance › Modern Cognac 	<ul style="list-style-type: none"> › Winemaking, Demystified: Understanding Fining and Filtering 	<ul style="list-style-type: none"> › Wine Region to Discover: Alentejo › Hard Kombucha
MAR	Space: 1/28 Material: 2/7	<ul style="list-style-type: none"> › Irish Whiskey's Future › Brut Nature Goes Mainstream 	<ul style="list-style-type: none"> › Unlocking Sake Sales 	<ul style="list-style-type: none"> › How Small Retailers Compete with Chains
APR	Space: 2/25 Material: 3/8	<ul style="list-style-type: none"> › Will Success Spoil Agave Spirits? › Wine Region to Watch: Lake County 	<ul style="list-style-type: none"> › Sangria Explodes › Cannabis: How will the Alcohol Industry be Impacted? 	<ul style="list-style-type: none"> › Wine Region to Watch: Franciacorta › Lambrusco Goes Upmarket
MAY	Space: 3/27 Material: 4/8	<ul style="list-style-type: none"> › The Rum Issue: White Rum Goes Upscale /Spiced Rum Proliferates › Rosé Shake Out: Is There Staying Power? 	<ul style="list-style-type: none"> › What Minimum Wage Increases Mean 	<ul style="list-style-type: none"> › When a Wine Region Booms in Popularity
JUNE	Space: 4/26 Material: 5/8	<ul style="list-style-type: none"> › Gin Pushes New Boundaries › Baiju; Ancient Spirit Finds New Audience 	<ul style="list-style-type: none"> › Ready-to-Drink Offerings Explode › The Vast & Varied World of Crémant 	<ul style="list-style-type: none"> › The Spritz Invades the Cocktail World › Pride Drinks Round-Up
JULY	Space: 5/27 Material: 6/7	<ul style="list-style-type: none"> › American Vodka › California Red Blends Evolve 	<ul style="list-style-type: none"> › New Options in Beer Service › What Makes a Great Retailer? 	<ul style="list-style-type: none"> › Island Wines Boom: Corsica, Santorini & Sardinia › July 4th Cocktail Round-Up
AUG	Space: 6/27 Material: 7/8	<ul style="list-style-type: none"> › The Craft Cider Movement Goes National › Chile's Youth Movement 	<ul style="list-style-type: none"> › How Small Importers Succeed 	<ul style="list-style-type: none"> › Tea Cocktail Trend
SEPT	Space: 7/26 Material: 8/8	<ul style="list-style-type: none"> › 10 Bartenders to Watch › Quality & Diversity in New Zealand Wine 	<ul style="list-style-type: none"> › Crafting a Neat Spirits Menu 	<ul style="list-style-type: none"> › Eastern European Wines Gain Ground
OCT	Space: 8/28 Material: 9/6	<ul style="list-style-type: none"> › The Whisky Issue: Scotland's Single Malt Boom/American Rye & Single Malt Trend › Canadian Innovation 	<ul style="list-style-type: none"> › How to Become a Better Taster 	<ul style="list-style-type: none"> › Sommelier Wine Clubs
NOV	Space: 9/27 Material: 10/7	<ul style="list-style-type: none"> › Vermouth Comeback › Austria's Wine Transformation 	<ul style="list-style-type: none"> › Holiday Packaging Feature 	<ul style="list-style-type: none"> › Wine Region to Discover: Hungary
DEC	Space: 10/25 Material: 11/8	<ul style="list-style-type: none"> › American Sparkling Wine › 21st Century Cocktail Classics 	<ul style="list-style-type: none"> › Premiumization & Profit for the Holiday Season 	<ul style="list-style-type: none"> › Holiday Cocktail Round-Up

COLUMNS

In addition to our monthly features, each issue contains recurring columns which cover all the important trends and developments in the beverage alcohol business:

New Products

The latest wines, spirits and beers to hit the market.

The Changing World of Retail

How to best compete in the increasingly complex retail environment.

Trendspotting

Reporting on the most current innovations and next new-thing in the industry.

The Find & Wine Buzz

A spotlight on hard-to-find or one-of-a-kind new wine and spirits products.

Serving Up

An insider's look at local cocktails and venues.

Talkin' Tech

The latest technology which can influence better selling.

Industry Profiles

A peek behind the curtains of the most successful restaurateurs, retailers, importers and distributors.

MECHANICAL REQUIREMENTS

FULL PAGE AD 8.25" x 10.875"

1/2 PAGE HORIZONTAL AD 7.25" x 4.875"

1/2 PAGE VERTICAL AD 3.5" x 9.875"

1/3 PAGE AD 2.125" x 10.375"

SPINE 10.875" x 1.25"

BLEED

FULL PAGE AD Trim Size: 8.25" x 10.875"

Bleed size (full page): 8.75" x 11.375"

ACCEPTED FILE TYPES

Hi-resolution Adobe Acrobat PDFx-1A, Adobe CC In-Design, Illustrator, Photoshop formats. Include all printer/screen fonts and linked artwork. All artwork should be saved as TIFF or EPS, with a minimum of 300 dpi resolution. Color artwork should be in CMYK mode.

SEND ADS

For deadline extensions and production questions, please contact: Dana Slone, dana@thebeveragejournal.com



PO Box 185159
2508 Whitney Avenue
Hamden, CT 06518



www.thebeveragejournal.com



203.288.3375