



**THE
BEVERAGE
JOURNAL**

2018 Media Kit

THE BEVERAGE JOURNAL INTRODUCTION

The independently-owned Connecticut and Rhode Island Beverage Journals have a long and successful history as the trusted communication and marketing resource for the liquor industry since 1949.

The Beverage Journal is the only print and digital resource that delivers alcohol beverage pricing and brand information state-by-state, along with industry news and events, used by beverage professionals for over 60 years. Our tools connect licensed buyers and sellers of alcohol beverage products.

It is the #1 source for communicating new products and promotions, marketing information, and brand and price listings of beverage alcohol products in local markets. Each state-specific publication reaches into the heart of the beverage alcohol business. We have the experience and resources to keep important information flowing from you to your customers.

Our trade-only shopping site, a real-time extension of the local print Journal, offers licensees access to search and order. It's also an up-to-date, online resource for products and prices, ratings and product information, tasting notes and so much more.

The secure site also hosts multiple online reports and tools for licensees/permittees and their staff, wholesalers and their sales teams, and sommeliers and beverage program managers, with just a few clicks. Direct order to wholesalers and an iOS ordering app round out our trade offerings.

The Connecticut Beverage Journal is published by Beverage Publications, Inc., and The Rhode Island Beverage Journal is published by Rhode Island Beverage Journal, Inc., both located in Hamden, Connecticut.

“ I don't go anywhere without it. It's part of my everyday life. It's the best selling tool you can have. It's right here. It's an easy way for me to connect the dots. ”

Darchell Wilson
Wholesaler Sales Representative

“ You have morphed the Journal into one of the best industry publications. ”

Jack Williamson
Owner, Winery Concepts

“ It's amazing how dependent we become on these tools of the trade. I can't imagine going more than an hour or so every day without referencing either the electronic or printed copy of the Journal. ”

Jim Panzica
Wine World of Bethel

AD PLACEMENT IN THE MAGAZINES

Access your direct buying audience. 93% of subscribers read The Beverage Journal for industry news and new product news. The Beverage Journal offers access to your local market. Print and online ads get your products and services in front of your purchasing audience.



Local Trade Coverage

- Wholesaler happenings and product launches
- Industry people, places and legislation
- Association columns and messages



Brand Index

- Indicates which wholesaler carries what products



Price List

- Submitted monthly by wholesaler*
- Monthly post offs, drops and specials



Marketing Strategies

- Promotions and events to help you stay competitive
- Trends and issues that affect your bottom line



Your News

- Products, cocktail recipes, employee news, promotions, trade shows, wholesaler tastings, and local on- and off-premise events

Check out the 2018 editorial calendar on page 9 and online for your best marketing options. If we are running a feature on bourbon or planning a spread about Piedmont, you may have a hot brand to promote by running an ad in that issue. Plus regular columns offer alignment opportunities, including:

- **New Products and Promotions:** Newest releases for spirits, wines and beers
- **Around Town:** Your local events, products and faces
- **Serving Up:** Local recipes and people from area restaurants and bars
- **Retail Review:** A local look at what works
- **The Find:** A compendium of trends and products
- **Wine Buzz:** What's new in the world of wine

Local sections also include state and industry association news, legal matters, violations and regulation updates.

* Wholesalers, importers and suppliers: Need listing rates to get your portfolio in the local Brand and Price Index and online? Ask us for the CT or RI wholesaler price list kit.

THE BEVERAGE JOURNAL MAGAZINE ADS

Our local coverage of new products, people, innovative services and industry events crosses over into a growing online community, enabling many opportunities to maximize your exposure; both print and online. You can also visit TheBeverageJournal.com for advertising information.



PRINT AD PRICES

CONNECTICUT PRICE RATES

| Size/Glossy | 1X | 6X | 12X |
|---------------|---------|---------|---------|
| Full Page 4/C | \$1,352 | \$1,144 | \$1,105 |
| 1/2 Page 4/C | \$811 | \$686 | \$663 |
| 1/3 Page 4/C | \$541 | \$458 | \$442 |

RHODE ISLAND PRICE RATES

| Size/Glossy | 1X | 6X | 12X |
|---------------|---------|-------|-------|
| Full Page 4/C | \$1,017 | \$861 | \$831 |
| 1/2 Page 4/C | \$610 | \$516 | \$499 |
| 1/3 Page 4/C | \$407 | \$344 | \$333 |

Website banner ads included with any full page buy. Multi-state discounts and combo packages are available. Ask about terms and conditions.

Rates are available for monthly Poly-Bagged Inserts and Barn Door Covers; both great ways to stand out in print and offer more exclusivity in product placement. Ask us about RI Spine Ads. CT sold out.

Poly-Bagged Inserts

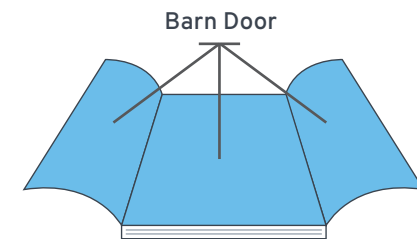
Two-sided, four-color insert. The Beverage Journal accepts a minimum of one but a maximum of five inserts for poly-bagging. Ask for specs.

CT: \$2,350 **RI:** \$1,850

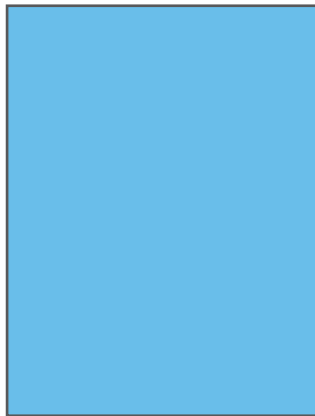
Barn Door Cover

The split front cover (barn door or French door) is a two-page spread advertisement that opens directly from the front cover. Poly-bagged for mailing. Ask for specs.

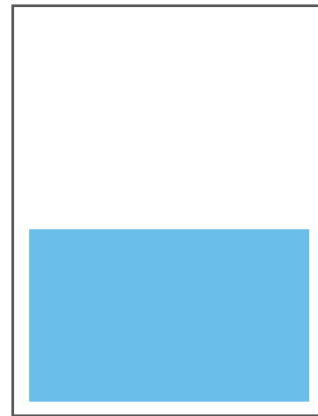
CT: \$3,875 **RI:** \$2,675.



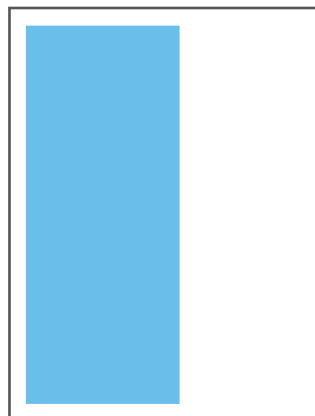
PRINT AD SIZES



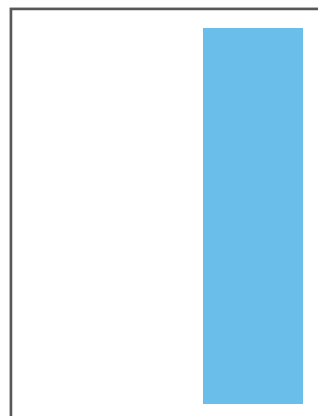
FULL PAGE
8.25" x 10.875"



1/2 PAGE HORIZONTAL
7.25" x 4.875"



1/2 PAGE VERTICAL
3.5" x 9.875"



1/3 PAGE FLOATING
2.125" x 10.375"

FULL PAGE AD SPECS



TRIM SIZE
8.25" x 10.875"

BLEED SIZE
8.75" x 11.375"

SAFE AREA
7.75" x 10.375"

BLEED SIZE

Please add bleed to your full page ad.

SAFE AREA

Please keep all text and other important images within the safe area.

THE BEVERAGE JOURNAL
WEBSITE

ONLINE AD PRICES

Rates for Leaderboard or Side Panel

Leaderboard: \$225 per month/whole site or zoned, rotating based on volume.
 Size: 728 x 90

BEVcommunity page: \$175 side bars and calendar rotating based on volume.
 Size: 300 x 250

- Ask about combination deals for multiple products.
- Please provide jpg or gif artwork. Graphic support available for hourly fee.



OUR WEBSITE

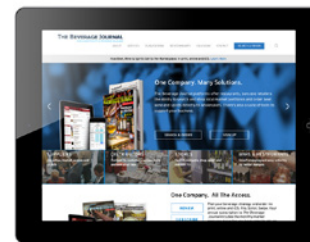
When you place ads on our website, you place your products in front of two major buying audiences: on-premise and off-premise beverage professionals, and consumers who follow the industry (or their favorite brands).

TheBeverageJournal.com is the place to get information regarding licensee subscriptions and renewals, as well as local, regional and national news.

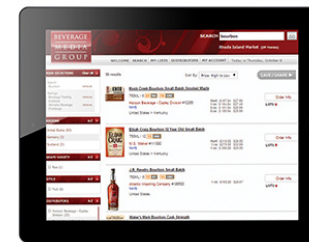
The Beverage Journal’s **trade-only product and price website** offers secure log-in and enables licensees and staff access to brands, prices, wholesaler and supplier information, ratings, tasting notes and a suite of trade tools for planning, shopping and ordering, directly to wholesalers.

TheBeverageJournal.com offers a connection to the beverage industry (and the many people who follow it) on our **BEVcommunity** pages:

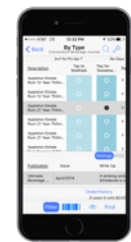
1. Submit your local news and past event photos
2. Submit your upcoming events
3. Follow local cocktail trends and recipes
4. Search past news topics and people in the news
5. Send us your email to receive monthly issue previews and news alerts



CONNECTICUT & RHODE ISLAND WEBSITE



PRODUCT PORTAL



iOS ORDERING APP

THE BEVERAGE JOURNAL WEBSITE

BEVcommunity serves a greater purpose beyond our digital footprint; it helps create and expand the online presence and SEO for the brands, people and companies featured in our news posts. Let BEVcommunity work for you. It's easy – and fun.

Monthly site statistics via Google Analytics show Oct. 2016 thru Oct. 2017 averages of:



VISITS
11,721

RETURNING VISITORS
3,660

AVG. PAGES PER VISIT
1.81 - 2.09

NEW VISITORS
8,094

USERS
8,824

PAGE VIEWS
19,598

ORGANIC SEARCH
6,700

*Total time period annual page views, not counting repeated views: 246,606.

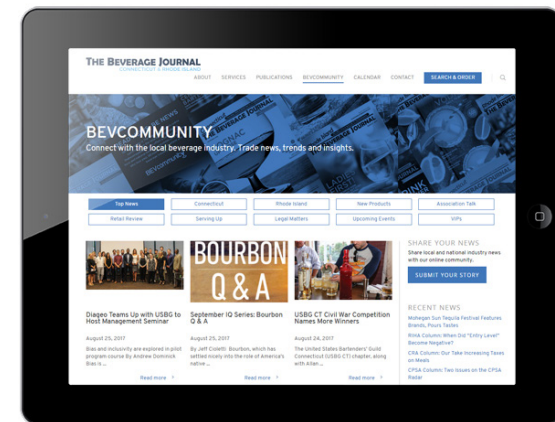
The site stats are interpreted as: 32% are returning visitors, a percentage of licensed permittees/print subscribers who visit the site and use the secured trade site throughout the month, with 68% who are not necessarily the permittees logging in but others that follow the industry: Facebook or Twitter followers and shares and pingbacks from our articles. The percentage of new and returning visitors continues to rise monthly.

TheBeverageJournal.com offers 24/7 access to the most comprehensive and trusted Connecticut and Rhode Island product information and resources for licensees, alongside the latest industry news for everyone. Shouldn't your product ads be there too?

HOW DOES BEVcommunity BENEFIT YOU

We use BEVcommunity as a gathering place. By sharing links from BEVcommunity via Facebook or Twitter we drive traffic to the site, where your ads are placed and your news is featured – double the fun, double the credibility, quadruple (or more!) the exposure.

YOU, too, can post links to any of our site's published news about your business from BEVcommunity via your Facebook pages or through tweets from your own Twitter account; that is the beauty, and the excitement. We all drive traffic to and from BEVcommunity – both trade and consumers – allowing you more bang for your buck.



THE BEVERAGE JOURNAL EDITORIAL CALENDAR

| ISSUE/MONTH | MATERIALS DEADLINE | CATEGORY FOCUS | INDUSTRY NEWS, ISSUES & TRENDS | MERCHANDISING, MANAGEMENT & MARKETING | WINE FOCUS |
|-------------|--------------------------------|---|---|---|--|
| JAN | Space: 12/1 Material: 12/8 | › When Big Companies Buy Craft Brands | › Wine in Cans: Here to Stay? | › How Wineries Allocate Top Cuvées | › Cold Weather Whites |
| FEB | Space: 12/29 Material: 1/5 | › Organic/Green Wine Practices & Marketing | › Beverage Programs in “No Tipping” Restaurants › Return of Savory Cocktails | › Valentine’s Day Cocktail Round-Up | › On-Premise Only Wines: Do They Work? |
| MAR | Space: 1/26 Material: 2/5 | › Irish Whiskey | › Wine & Cocktail Book Round-Up | › How Small Retailers Compete with Large Chains | › Chianti 101 |
| APR | Space: 2/23 Material: 3/8 | › Selling Tequila › Mezcal Goes Mainstream | › The Changing World of Retail: Expansion of Delivery Online | › Top 10 Retailer FAQs › Spring Cocktail Round-Up | › Piedmont’s Value Wines |
| MAY | Space: 3/30 Material: 4/6 | › Gin Trends to Watch | › Sangria Explodes › Retailer Pet Peeves | › Understanding Wine Education & Certification Offerings › Trendspotting: Frozen Cocktails | › Finding Value in Bad Vintages |
| JUNE | Space: 4/27 Material: 5/8 | › Rum’s New Directions | › Wine-On-Tap | › Beer Update › Dealing with Slow-Moving Product | › Wine Region to Watch: Finger Lakes |
| JULY | Space: 5/31 Material: 6/8 | › Vodka’s of the World | › July 4th Cocktail Round Up | › The Changing World of Retail: Top 10 things sales reps do wrong | › Entry-level Burgundy |
| AUG | Space: 6/27 Material: 7/6 | › Cider 101 | › Packaging Trends that are Gaining Traction | › Brunch Cocktails: Beyond the Mimosa | › Wine Region to Watch: Paso Robles |
| SEPT | Space: 7/26 Material: 8/8 | › Blended Scotch Round-Up | › 10 Up-and-Coming Mixologists | › Glassware 101 | › Wine Region to Watch: German Pinot Noir |
| OCT* | Space: 8/28 Material: 9/7 | › Vermouth, Sherry & Aromatized Wines | › Trendspotting: Aquavit | › Halloween Cocktail Round-Up | › How Climate Change is Impacting Top Wine Regions |
| NOV | Space: 9/28 Material: 10/5 | › The Future of Scotch | › Premiumization & Profit for the Holiday Season | › Holiday Packaging Feature | › Wine Region to Watch: Portugal |
| DEC | Space: 10/26 Material: 11/8 | › Cognac/Armagnac | › Holiday Cocktail Round-Up | › Next Steps: Sommeliers Who’ve Left the Floor | › Vintage Champagne |

*OND ad annual specials available. Contact Dana Slone.

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.

Last Call

An insider’s look at the cocktails trending today.

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.



SPECIAL BONUS DISTRIBUTION*

- FEBRUARY** South Beach Food & Wine Festival
- APRIL** Wine & Spirits Wholesalers of America Convention
- MAY** NABCA Control States Convention
- OCTOBER** New York City Wine & Food Festival

* Select states, nationally via Beverage Media Group. Ask about localized CT and RI features and opportunities.



EXPANDED COCKTAIL & SOMMELIER COVERAGE

We are making room in 2018 for more mixology. In addition to Last Call, focusing on a single drink, we are going to morph our popular online cocktail round-ups into the print magazine as well, tapping seasonal, thematic or trend-oriented angles. Look for regular Q&A’s with America’s top sommeliers on the trends they are seeing in their restaurants, as well as tips on managing wine programs, and help demystifying wine jargon.

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