

THE BEVERAGE JOURNAL

THE CONNECTICUT & RHODE ISLAND BEVERAGE JOURNALS

2014 MEDIA KIT



HOW BEER, WINE & SPIRITS
GET TO THE MARKETPLACE

{ SINCE 1949 }

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

“ 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, Sales Representative, ACE Distributing

The Beverage Journals are the only print and digital sources that deliver alcohol beverage pricing and brand information state-by-state, along with industry news and events, used by beverage professionals for over 60 years.

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.

The Cellar, our online, real-time extension of the local print Journals, offers licensees access to search and shop for products and prices, create and manage shopping lists, print tasting notes and so much more.

The secure site also hosts multiple online reports and tools for wholesalers and their sales teams with just a few clicks.

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

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, drink recipes, employee news and promotions



Check out the 2014 editorial calendar online to see where opportunity may fall. If we are running a feature on Tequila or a spread about Southern Italy, 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
- 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.

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



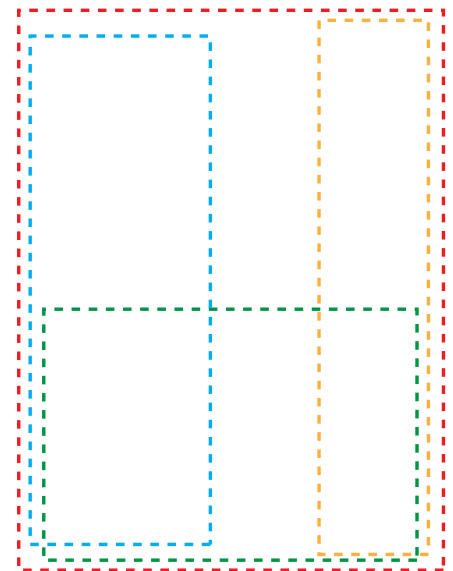
CONNECTICUT PRICE RATES

Size/Glossy	1X	6X	12X
1 Page 4/C	\$1,300.00	\$1,065.00	\$1,028.00
1/2 Page 4/C	\$780.00	\$639.00	\$617.00
1/3 Page 4/C	\$520.00	\$426.00	\$411.00



RHODE ISLAND PRICE RATES

Size/Glossy	1X	6X	12X
1 Page 4/C	\$978.00	\$800.00	\$773.00
1/2 Page 4/C	\$587.00	\$480.00	\$464.00
1/3 Page 4/C	\$392.00	\$321.00	\$310.00



FULL PAGE 8 1/4" x 10 7/8" (8.25" x 10.875")

1/2 PAGE HORIZONTAL 7 1/4" x 4 7/8" (7.25" x 4.875")

1/2 PAGE VERTICAL 3 1/2" x 9 7/8" (3.5" x 9.875")

1/3 PAGE FLOATING 2 1/8" x 10 3/8" (2.125" x 10.375")

ADS ARE NOT TO SCALE
Web Offset, perfect binding

Prices effective as of January 1, 2013. Ask about terms and conditions.

Rates are available for monthly Poly-Bagged Inserts and Barn Door Covers; great ways to stand out in print and offering more exclusivity in product placement.

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, and local, regional and national news.

The Cellar offers licensees access to search for products and prices online, along with being able to place orders.*

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 news
5. Sign up for a monthly issue preview email or important news alerts

BEVcommunity serves a greater purpose beyond our digital footprint; it helps create and expands the online presence and SEO for the brands, people and companies featured in our news posts. Be a part of it; it is easy – and fun.

Monthly site statistics via Google Analytics show 2013 averages of:

- Visits: 6,337
- Unique Visitors: 4,595
- Returning Visitors: 1,915
- Page Views: 12,536
- Avg. Pages Per Visit: 1.81 – 2.09

The site stats are interpreted as: 30.2% are returning visitors, a percentage of licensed permittees who visit the site and use The Cellar throughout the month, with 69.8% 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 visitors has been steadily rising of new and returning since the site launched a year ago.

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?

* Rhode Island online direct sales not yet available



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 BEVcommunity, where your ads are placed and your news is placed – 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 fun. We all drive traffic to and from BEVcommunity—both trade and consumers—allowing you more bang for your buck.

ONLINE PLACES

TheBeverageJournal.com draws traffic due to specific online retailer and wholesaler professional tools, as well as through SEO, industry news and social media efforts.

ON BEVcommunity

BEVcommunity is a special blend of a blog, up-to-date national and local news and select articles from past editions of the journal. It is an online gathering place for the local beverage community; professionals and consumers. You can submit your news, photos and events.

ON STATE SPECIFIC PAGES

We offer the only portal in Connecticut where retail, restaurant and bar managers can place their beverage alcohol orders to wholesalers. Access the retailers and licensees who pass through our site everyday to login and place orders directly to wholesalers. Get on their minds right before they buy.

- In the first six months of 2013, over \$14,500,000 in wholesaler volume from permittee orders via our online ordering access portal, The Cellar.
- Permittees, on- and off-premise, conducted over 354,000 products searches via those listed with the Beverage Journal on The Cellar.
- Over 3,000 orders by registered permittees were placed each month via The Cellar in 2013.
- And traffic grows every day as more retailers sign up via our subscription efforts and an enhanced online search and ordering tool for professionals only, The Cellar.



ON STATE SPECIFIC PAGES

Our state specific pages offer a direct connection to Rhode Island site visitors, retailers and industry professionals, and those who follow their news. We also reach a returning audience of licensees who subscribe to The Rhode Island Beverage Journal monthly print edition. They also have the option to search and find wholesaler products online through The Cellar. The Cellar offers beverage professionals easy and enhanced online search tools to browse products by category, price range, type, vintage, or size alongside bottle pictures and wholesaler information. Online ordering is not yet available in Rhode Island.



ONLINE AD RATES

RATES FOR LEADERBOARD OR SIDE PANEL

- Leaderboard: \$225 per month/whole site or zoned, rotating based on volume. 728 x 90.
- Side Panels: \$125 per month/whole site or zoned, rotating based on volume. 90 x 90.
- BEVcommunity page: \$175 side bar, rotating based on volume. 300 x 250.
- Ask about combination deals for multiple products.
- Please provide jpg or gif artwork. Graphic support available for hourly fee.
- Prices effective as of January 1, 2013

2014 EDITORIAL CALENDAR

Issue/Month	Category News	Industry News, Issues & Trends	Merchandising, Management & Marketing Features	Tasting Corner
JANUARY SPACE: 11/26 MATERIAL: 12/6	<ul style="list-style-type: none"> • Winter Brews • Selling More in the New Year 	<ul style="list-style-type: none"> • American Craft Whisky 	<ul style="list-style-type: none"> • Online Tools for Tracking Sales 	<ul style="list-style-type: none"> • Five Underrated Wines
FEBRUARY SPACE: 12/27 MATERIAL: 1/7	<ul style="list-style-type: none"> • Wines & Spirits from France • Japanese Whisky 	<ul style="list-style-type: none"> • Are Cocktails Over-Priced? 	<ul style="list-style-type: none"> • What Ingredient Labeling Laws Mean for You 	<ul style="list-style-type: none"> • Rhône Map
MARCH SPACE: 1/28 MATERIAL: 2/7	<ul style="list-style-type: none"> • The New World of Irish Whiskey 	<ul style="list-style-type: none"> • Hard Cider • Sangria 	<ul style="list-style-type: none"> • Sous-Vide Cocktails 	<ul style="list-style-type: none"> • Organic Wines & Spirits
APRIL SPACE: 2/25 MATERIAL: 3/7	<ul style="list-style-type: none"> • Tequila Experimentation: What Works? • The Four-Ingredient-Or-Less Cocktail 	<ul style="list-style-type: none"> • Organizing Your Wine List 	<ul style="list-style-type: none"> • Glassware: What Works, What Doesn't • Staff Training 	<ul style="list-style-type: none"> • Castilla-La Mancha
MAY SPACE: 3/26 MATERIAL: 4/7	<ul style="list-style-type: none"> • Gin Redefined 	<ul style="list-style-type: none"> • Low-Calorie Cocktail Trend • The Latest & Greatest Cocktail Garnishes 	<ul style="list-style-type: none"> • Wine Inventory Software 	<ul style="list-style-type: none"> • Wines from Oregon
JUNE SPACE: 4/28 MATERIAL: 5/7	<ul style="list-style-type: none"> • Who is Today's Rum Drinker? 	<ul style="list-style-type: none"> • Tiki Drinks & The Return of the Blender 	<ul style="list-style-type: none"> • Selling Local Products 	<ul style="list-style-type: none"> • Italian Value
JULY SPACE: 5/28 MATERIAL: 6/6	<ul style="list-style-type: none"> • The Shifting Vodka Market 	<ul style="list-style-type: none"> • The Many Faces of Sauvignon Blanc • Understanding the Hispanic Consumer 	<ul style="list-style-type: none"> • High Proof Spirits 	<ul style="list-style-type: none"> • Latest from South America
AUGUST SPACE: 6/27 MATERIAL: 7/7	<ul style="list-style-type: none"> • Beer Trends 	<ul style="list-style-type: none"> • Bartender Competitions: What is the Value? 	<ul style="list-style-type: none"> • Boosting Lunch Beverage Sales 	<ul style="list-style-type: none"> • Australian Whites & New Zealand Update
SEPTEMBER SPACE: 7/25 MATERIAL: 8/7	<ul style="list-style-type: none"> • Sake Gains a National Foothold 	<ul style="list-style-type: none"> • 10 Up-and-Coming Mixologists 	<ul style="list-style-type: none"> • Cognac & Armagnac 	<ul style="list-style-type: none"> • Prosecco
OCTOBER SPACE: 8/27 MATERIAL: 9/5	<ul style="list-style-type: none"> • Scotch Prices Soar 	<ul style="list-style-type: none"> • California Wines: The Trend Towards Balance 	<ul style="list-style-type: none"> • Alternative Packaging 	<ul style="list-style-type: none"> • Bargain Burgundy
NOVEMBER SPACE: 9/26 MATERIAL: 10/7	<ul style="list-style-type: none"> • Is Bourbon the Biggest Bargain in Whisky? • Pisco & Cachaca 	<ul style="list-style-type: none"> • How Mixology-Driven Spirits Translate Off-Premise 	<ul style="list-style-type: none"> • Holiday Packaging Feature 	<ul style="list-style-type: none"> • Port: What's Next?
DECEMBER SPACE: 10/27 MATERIAL: 11/7	<ul style="list-style-type: none"> • Cognac 	<ul style="list-style-type: none"> • Cordials 	<ul style="list-style-type: none"> • Champagne 	<ul style="list-style-type: none"> • Sherry Renaissance Continues

SPECIAL FEATURES include

MANAGEMENT SERIES

Advice on utilizing promotions; tips for store and restaurant design; menu preparation and POS systems for licensees.

CORPORATE FEATURES

Profiles of the industry's most influential corporations, their management structures, product portfolios and business strategies.

WHAT'S BREWING?

The latest developments in the beer industry, new product releases and marketing efforts from both major and craft brewers.

SPEAKEASY

Company leaders share their advice and perspective on the drinks industry.

BRAND PROFILES

A behind-the-scenes look at some of the industry's most exciting brands.

Plus, local guest columnists, industry association news and features about Connecticut and Rhode Island trends, people and brands.

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Rhode Island Beverage Journal

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