

THE BEVERAGE JOURNAL

THE CONNECTICUT & RHODE ISLAND BEVERAGE JOURNALS

2015 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 as 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 [and an] easy way to connect the dots. ”

— Darchell Wilson, Sales Representative, ACE Distributing

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.

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 online product portal, a real-time extension of the local print Journal, 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 permittees and their staff, wholesalers and their sales teams, and sommeliers and beverage program managers, 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., both 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 2015 editorial calendar on page 7 and online for your best marketing options. If we are running a feature on bourbon or 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.

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.
Prices effective as of January 1, 2015. Ask about terms and conditions.

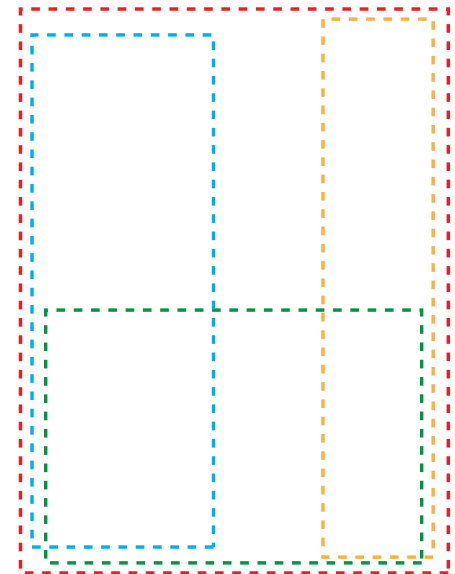
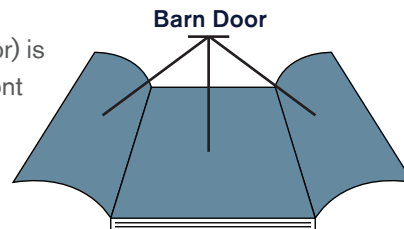
Rates are available for monthly Poly-Bagged Inserts and Barn Door Covers; both great ways to stand out in print and offer more exclusivity in product placement. Ask us about RI Spine Ads. CT sold out.

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.



- 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
High-Res PDF accepted

ONLINE AD PRICES

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, 2015.

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 online product **portal** offers secure log-in and enables licensees and staff access to product and price searches online, and the ability to directly 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 in the 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 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 2014 averages of:

- Visits: 7,890
- Unique Visitors: 5,724
- Returning Visitors: 2,556
- Page Views: 14,820
- Avg. Pages Per Visit: 1.81 – 2.09
- Organic Search: 5,467

The site stats are interpreted as: 32% are returning visitors, a percentage of licensed permittees who visit the site and use The Cellar 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 has been steadily rising 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?

* 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 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.



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 from the magazine. It is an online gathering place for the local beverage community, professionals and consumers. Local industry suppliers, wholesalers, on- and off-premise subscribers can supply news and photos from industry events, product launches, in-store or on-premise tastings, sales meetings, charitable efforts, upcoming trade event listings and more. You can submit your own news, photos and events.

ON STATE SPECIFIC PAGES

Our state-specific home page offers a direct connection to Connecticut site visitors, licensees and industry professionals — and those who follow their news.

We offer the only portal in Connecticut where retail, restaurant and bar managers can place their beverage alcohol orders to wholesalers, anytime -- in real time. Users can view and compare products, share information, print and share tasting notes, track orders and history and more.

- The online product portal processed over \$50,000,000 in wholesaler volume from permittee orders
- On- and off-premise permittees logged over 105,000 sessions placing orders
- On- and off-premise permittees conducted over 475,000 products searches
- On- and off-premise permittees placed roughly 5,000 orders monthly
- Over 3,497,000 product searches were conducted including viewing tasting notes between users in CT, RI, NY and NJ.

(Usage numbers for October 2013 – October 2014 – aggregate)



ON STATE SPECIFIC PAGES

Our state-specific home page offers a direct connection to Rhode Island site visitors, licensees and industry professionals — and those who follow their news.

We offer the only product portal in Rhode Island where retail, restaurant and bar managers can view products, anytime -- in real time. Newer for Rhode Island, use and interest is beginning to grow. Direct ordering is currently not available. Users can view and compare products, share information, print and share tasting notes. With over 7,400 sessions logged from Rhode Island permittees and increase in monthly product searches and shares, the site's use is growing through word-of-mouth and marketing.



2015 EDITORIAL CALENDAR

Issue/Month	Category News	Industry News, Issues & Trends	Merchandising, Management & Marketing Features	Tasting Corner
JANUARY SPACE: 11/27 MATERIAL: 12/8	▪ The Evolution of Rye	▪ What's in Store for 2015?	▪ Wine in Cocktails	▪ Amaro
FEBRUARY SPACE: 12/26 MATERIAL: 1/7	▪ What is the Definition of Craft?	▪ Low-Alcohol Cocktails	▪ Wine Mark-Ups: What is Too High?	▪ Discovering Umbria's Finest Sagrantino
MARCH SPACE: 1/28 MATERIAL: 2/6	▪ Irish Whiskey Distillery Proliferation	▪ How Low Should You Go? Wine ricing at Retail	▪ Understanding Shochu & Baijiu	▪ Washington Wine Industry Matures
APRIL SPACE: 2/25 MATERIAL: 3/6	▪ Tequila Goes Top Shelf	▪ Is the High End Market Coming Back?	▪ Maximizing Your Wine Pairing Menus	▪ South Africa's Moment?
MAY SPACE: 3/26 MATERIAL: 4/7	▪ The Botanical Spirit Family — Bigger Than Gin	▪ Withstanding the Pressure of Grocery Store Wine Sales	▪ Managing a Seasonal Beverage Program	▪ Five Lesser-Known Italian Whites You Should be Stocking
JUNE SPACE: 4/28 MATERIAL: 5/7	▪ Rum's Time to Shine	▪ Wine on Tap Surges	▪ Improving Your Distributor Relationship	▪ Portugal
JULY SPACE: 5/28 MATERIAL: 6/6	▪ Vodka: Seeking Strength	▪ The 50 Essential Wines Every Store Should Carry	▪ What is Effective Social Media?	▪ Sherry Rises
AUGUST SPACE: 6/26 MATERIAL: 7/7	▪ Mezcal Takes Root	▪ Ultra-Premium Bourbon	▪ Crafting a Bordeaux Strategy	▪ Long Island Wines
SEPTEMBER SPACE: 7/24 MATERIAL: 8/7	▪ Calvados	▪ 10 Bartenders to Watch	▪ Promoting a Region's Lesser-Known Varieties	▪ Beyond Malbec
OCTOBER SPACE: 8/27 MATERIAL: 9/7	▪ Scotch & Wood Management	▪ Sommelier's Tool Kit	▪ Today's Beer Drinker	▪ Selling Fortified Wines
NOVEMBER SPACE: 9/25 MATERIAL: 10/7	▪ Glassware Matters	▪ The Millennial Wine Consumer	▪ Holiday Packaging	▪ California Regions to Watch
DECEMBER SPACE: 10/27 MATERIAL: 11/6	▪ Cognac & Brandy	▪ Cordials	▪ Champagne	▪ Bargain Burgundy

SPECIAL FEATURES

COLUMNS

NEW PRODUCTS AND PROMOTIONS: The Newest Product Releases for Spirits, Wines and Beers
THE FIND: A Compendium of Trends and Products
WINE BUZZ: What's New in the World of Wine?
SEASON'S MENU: Latest Recipes for the Season
GREEN CORNER: Environmentally Friendly News

MANAGEMENT SERIES

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

CORPORATE FEATURES

The Beverage Network profiles the industry's most influential corporations, presenting their management structures, product portfolios and business strategies.

BRAND PROFILES

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

TASTING CORNER

An in-depth look at the people, varietals and regions impacting the U.S. wine trade.

SPEAKEASY

The Beverage Network sits down with company industry leaders to get their advice and perspective on the drinks industry.

WHAT'S BREWING?

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

TALKIN' TECH

Insights into how technology, websites and social media positively influence better sales.

ON CALL

We go out into the market to cover brand activations and promotions.

SPECIAL BONUS DISTRIBUTION

FEBRUARY South Beach Food & Wine Festival
APRIL Wine & Spirits Wholesalers of America (WSWA) Convention
MAY NABCA Control States Convention
JULY Tales of the Cocktail
OCTOBER New York City Wine & Food Festival

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