

THE BEVERAGE JOURNAL

THE CONNECTICUT & RHODE ISLAND BEVERAGE JOURNALS

2017 MEDIA KIT



HOW BEER, WINE & SPIRITS
GET TO THE MARKETPLACE

{ SINCE 1949 }

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2017 EDITORIAL CALENDAR

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

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. It's 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 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.



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 2017 editorial calendar on page 7 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.

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.

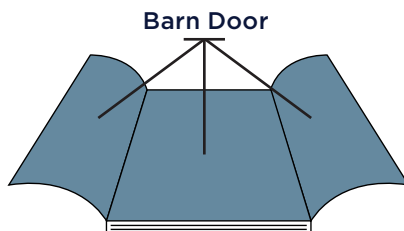
Rates are available for monthly Poly-Bagged Inserts and Barn Door Covers; both great ways to stand out in print and offer more exclusivity in product placement. Ask us about RI Spine Ads. CT sold out.

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.

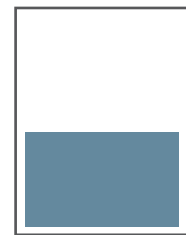
CT: \$3,875 **RI:** \$2,675.



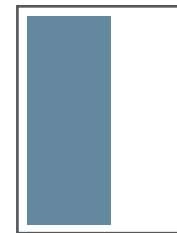
PRINT AD SIZES



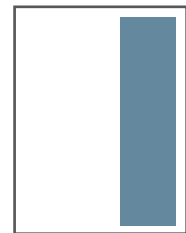
FULL PAGE
8.25" x 10.875"



1/2 PAGE HORIZONTAL
7.25" x 4.875"

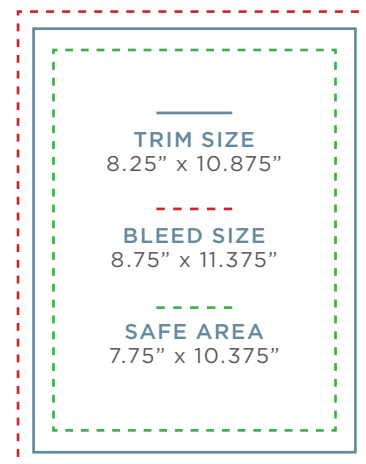


1/2 PAGE VERTICAL
3.5" x 9.875"



1/3 PAGE FLOATING
2.125" x 10.375"

FULL PAGE AD SPECS



BLEED SIZE

Please add bleed to your full page ad.

SAFE AREA

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

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.

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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



OUR WEBSITE CONTINUED

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 2016 averages of:

VISITS 11,178	RETURNING VISITORS 3,660	AVG. PAGES PER VISIT 1.81 - 2.09	USERS 8,178
UNIQUE VISITORS 7,518	PAGE VIEWS 19,598	ORGANIC SEARCH 6,700	

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?

* Rhode Island online direct sales available at wholesalers activation.



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.



ISSUE/MONTH	CATEGORY NEWS	INDUSTRY NEWS, ISSUES & TRENDS	MERCHANDISING, MANAGEMENT & MARKETING FEATURES	WINE FOCUS
JANUARY SPACE: 11/30 MATERIAL: 12/8	Cool Climate South Africa	The Shift to Low-Alcohol Cocktails	Understand the Art of Hand-Selling	Chardonnay 101
FEBRUARY SPACE: 12/30 MATERIAL: 1/7	Champagne 101	Know the Top Regions for Wine Value	The Advantage of an Unusual Wine List	High-End Blends
MARCH SPACE: 1/28 MATERIAL: 2/5	Canadian Whisky 101 Irish Whiskey	Is Natural Wine Here to Stay?	Incorporating Tea & Herbal Cocktails on Your List	Alsace
APRIL SPACE: 2/25 MATERIAL: 3/7	Agave Spirits: Tequila, Mezcal & Cousins	The Changing World of Retail: Expansion of Online Rapid Delivery	Beer Update Top 10 Retailer FAQs	Priorat
MAY SPACE: 3/20 MATERIAL: 4/7	Test Your Staff's Gin 1Q	Sangria Grows	What Your By-the-Glass List Says About Your Restaurant	Rising Star Wine Regions: Finger Lakes
JUNE SPACE: 4/28 MATERIAL: 5/6	Rum Cocktails	Health & Labeling: Making Sense of Gluten-Free, Organic & Anti-Oxidants	Trendspotting: Frozen Cocktails	Develop Your Rosé Strategy
JULY SPACE: 5/27 MATERIAL: 6/8	Test Your Staff's Vodka 1Q	10 Top Cocktail Trends to Watch	The Changing World of Retail	Is it Time for Canadian Wine?
AUGUST SPACE: 6/27 MATERIAL: 7/7	Limoncello & Fruit Liqueurs	Packaging Trends that are Gaining Traction	Savory Cocktails	Riesling 101
SEPTEMBER SPACE: 7/26 MATERIAL: 8/8	Test Your Staff's Bourbon 1Q	2017 Up-and-Coming Mixologists	Selling Kosher Wine Help Your Customers Build a Start-Up Bar	Syrah/Shiraz 101
OCTOBER SPACE: 8/26 MATERIAL: 9/7	Understanding the Spanish Wine Evolution	Glassware 101	Gift Merchandising Strategies	Local Wine
NOVEMBER SPACE: 9/26 MATERIAL: 10/7	Technology Training	Grenache 101	Holiday Packaging Feature	Cava's Upscale Offerings
DECEMBER SPACE: 10/27 MATERIAL: 11/7	Cognac vs. Armagnac: Selling Points	Social Media Update	Cabernet Sauvignon 101	Champagne vs. Prosecco: A New Approach to Selling

SPECIAL FEATURES

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

NEW PRODUCTS & PROMOTIONS

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

RISING STAR WINE REGIONS

Which wine regions should you be paying attention to?

THE CHANGING WORLD OF RETAIL

How to best compete in the increasingly complex retail environment.

TRENDSPOTTING

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

THE FIND

A spotlight on hard-to-find or one-of-a-kind new 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

EDUCATIONAL SERIES

Our "Back to Basics" **101** education series, which focuses on spirits categories in 2016 will shift to varietal and regional wine categories, emphasizing specific selling tips.

For spirits we are introducing a new department, "Test Your **1Q**," which aims to be topical, educational and entertaining. What makes gin different from liqueur? What does it mean when a vodka is "triple distilled"? Through a series of category-focused questions, we will embrace facts and dispel myths.

Readers of both these accessible primers will walk away with a comprehensive understanding of each spirit and wine category, and feeling a little bit more like an expert.

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