



BEVERAGE JOURNAL

CONNECTICUT & RHODE ISLAND

2023 Media Kit

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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 80 years. Our tools connect licensed buyers and sellers of alcohol beverage products.

It is the most comprehensive 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 national, network partnership with Beverage Media Group, Provi.com and SevenFifty.com creates access to a real-time extension of the local print Journal, offering licensees search-and-order direct to wholesalers through the trade-only website.

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.

Each month we print and mail the market's largest local resource to each state's buying trade and are part of a national network.

BEVERAGE JOURNAL
CONNECTICUT & RHODE ISLAND

BMG BEVERAGE
MEDIA
GROUP

SevenFiftyDaily
The business and culture of drinks

PROVI

“ 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

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 editorial calendar on page 9 and online for your best marketing options. If we are running a feature on vodka, tequila or Chilean wines, 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 magazine resource, trade shopping site and market services reach over 4,500 CT and RI licensees/permittees, supplier representatives and distributor teams each month.

* Wholesalers, importers and suppliers: Need listing rates to get your portfolio in the local Brand and Price Index and online? Ask us.

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.

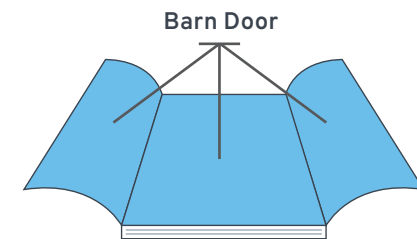
Rates are available for monthly Poly-Bagged Inserts and Barn Door Covers; both great ways to stand out in print and offer more exclusivity in product placement. Ask us about RI Spine Ads. CT sold out.

Poly-Bagged Inserts

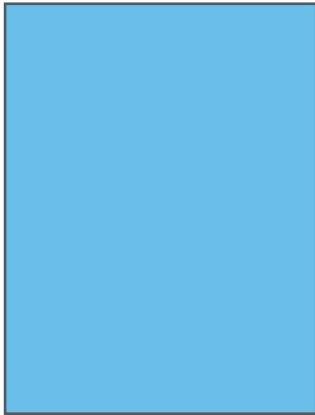
Two-sided, four-color insert. The Beverage Journal accepts a minimum of one but a maximum of five inserts for poly-bagging. Ask for specs and pricing.

Barn Door Cover

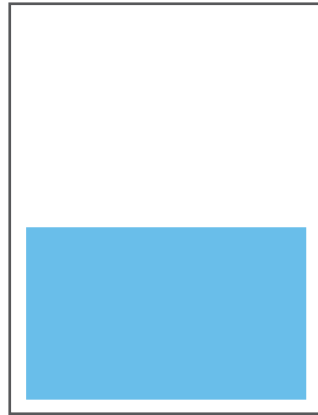
The split front cover (barn door or French door) is a two-page spread advertisement that opens directly from the front cover. Poly-bagged for mailing. Ask for specs and pricing.



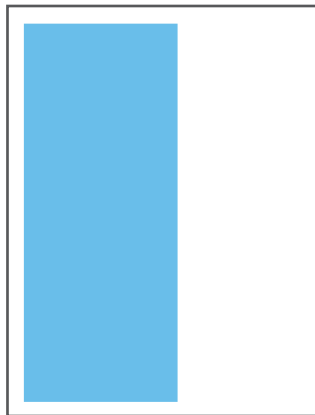
PRINT AD SIZES



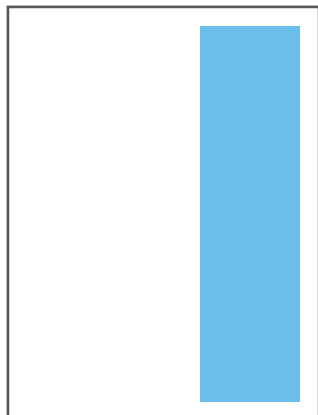
FULL PAGE
8.25" x 10.875"



1/2 PAGE HORIZONTAL
7.25" x 4.875"

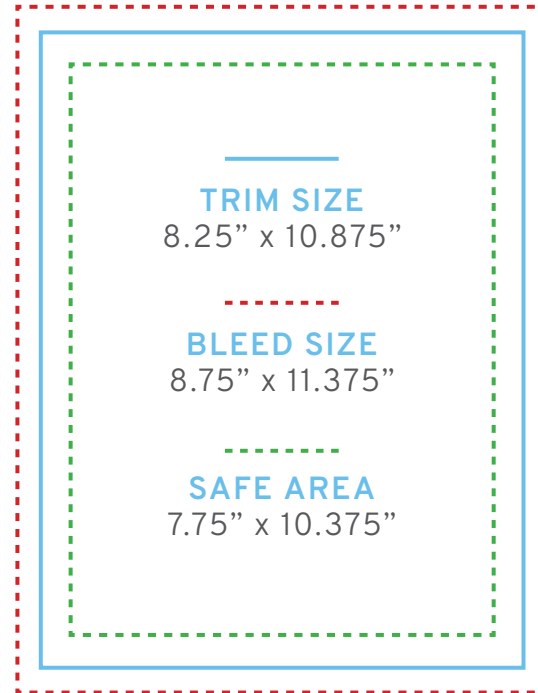


1/2 PAGE VERTICAL
3.5" x 9.875"



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.
- Ads rotate on the home page, all news pages and state-specific calendar pages.

OUR WEBSITE

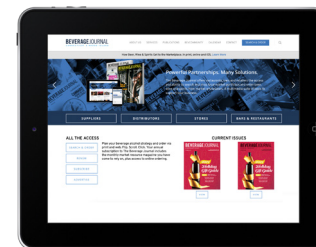
When you place ads on our website, you place your products in front of two major buying audiences: on-premise and off-premise beverage professionals, and consumers who follow the industry (or their favorite brands).

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

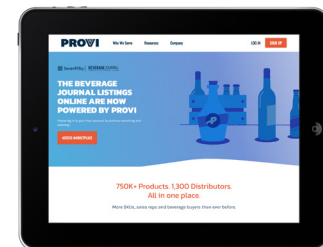
The Beverage Journal's **network partner** creates access to a secure log-in and enables licensees and staff access to brands, prices, wholesaler and supplier information, tasting notes and a suite of trade tools for planning, shopping and ordering, directly to wholesalers.

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

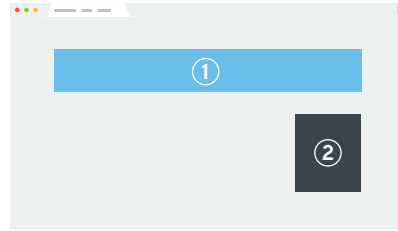


TRADE-ONLY
WHOLESALE ORDERING

THE BEVERAGE JOURNAL WEBSITE

AD PLACEMENT

- 1) Leaderboard (728x90)
- 2) Side bar (300x250)



BEVCOMMUNITY

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.

Google Analytics show Oct. 31, 2021 - Oct. 31, 2022 averages per month in measured time-frame:

Visits: **15,490** Users: **14,101** Returning Visitors: **2,457** New Visitors: **12,620**
Pages Per Visit: **1.61 - 2.03** Page Views: **22,632**
Origin: Organic: **480,782 (62.51%)** Direct: **212,391 (27.61%)**
Referral: **48,707 (6.33%)** Social: **27,158 (3.53%)**

*Total time period annual page views, not counting repeated views: 271,587

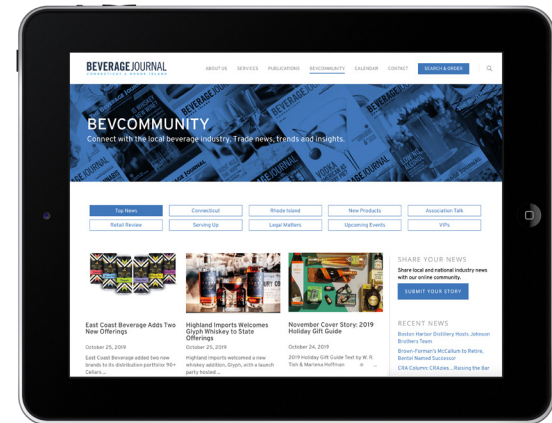
The site stats are interpreted as of those approximately 200,000-plus visitors in the 2021-2022 months measured: 16.8% are returning visitors, a percentage of licensed permittees/print subscribers who visit the site and use the secured trade site throughout the month, with 83.2% who are not necessarily the permittees logging in but others that follow the industry: social media followers and shares from posted articles or others posting links.

TheBeverageJournal.com offers 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, LinkedIn, Instagram 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.

Value-added news created in the market about your business, brands and people and published to BEVcommunity becomes shareable content for your specific audiences via your channels. We all drive traffic to and from BEVcommunity – both trade and consumers – expanding the beverage community.





JANUARY

2023 TRENDS TO WATCH

Wine, beer, and spirits experts weigh in

SPACE 12/5/2022

MATERIAL 12/10/2022



FEBRUARY

THE EDUCATION ISSUE

Plus: The Growth of NoLo Beverages

SPACE 1/5/2023

MATERIAL 1/10/2023



MARCH

WELLNESS IN THE DRINKS INDUSTRY

Plus: The Latest in Irish Whiskey

SPACE 2/5/2023

MATERIAL 2/10/2023



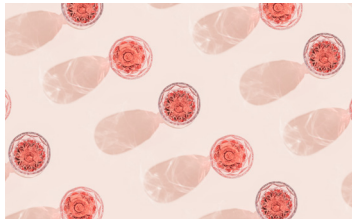
APRIL

DRINKS SUSTAINABILITY WITH IMPACT

Plus: Agave Spirits, by the Numbers

SPACE 3/5/2023

MATERIAL 3/10/2023



MAY

THE STATE OF ROSÉ

Plus: Up-and-Coming Drinks Categories

SPACE 4/5/2023

MATERIAL 4/10/2023



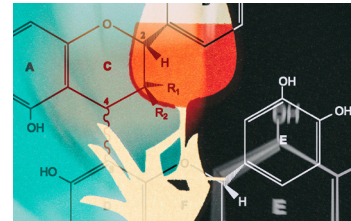
JUNE

TRAVEL SEASON

Plus: Italian Wine Highlights

SPACE 5/5/2023

MATERIAL 5/10/2023



JULY

THE SCIENCE BEHIND THE DRINKS

Plus: The State of Vodka

SPACE 6/5/2023

MATERIAL 6/10/2023



AUGUST

THE BUYER'S GUIDE TO LEVELING UP

Plus: Key Players in Ready-to-Drink

SPACE 7/5/2023

MATERIAL 7/10/2023



SEPTEMBER

INDUSTRY INNOVATORS

Plus: The Gin Category

SPACE 8/5/2023

MATERIAL 8/10/2023



OCTOBER

WINE REGIONS TO WATCH

Plus: What's New in Whiskey

SPACE 9/5/2023

MATERIAL 9/10/2023



NOVEMBER

SETTING UP FOR HOLIDAY SUCCESS

What retailers should know for EOY

SPACE 10/5/2023

MATERIAL 10/10/2023



DECEMBER

MAXIMIZING ON-PREMISE SALES

Plus: Must-Stock Sparkling Wines

SPACE 11/5/2023

MATERIAL 11/10/2023

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