

BeverageDynamics

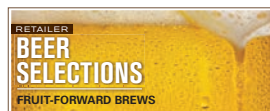
2018 MEDIA PLANNING GUIDE

BeverageDynamics

THE **LARGEST, MOST RESPECTED** MAGAZINE DEVOTED TO OFF-PREMISE BEVERAGE ALCOHOL RETAILERS.

Beverage Dynamics delivers valuable information that retailers need to improve their businesses, including:

- Valuable trend information
- Powerful category data
- Best practices
- Market & retailer profiles
- New products
- Growth brands
- Wine & beer reviews
- Technology & marketing



RETAILER BEER SELECTIONS
FRUIT-FORWARD BREWS

The Beverage Dynamics National Retailer Beer Panel recommends a lineup of top quality/valuable beers.

FIVE STARS
BY THE BEER DRINKERS' CHOICE OF THE YEAR

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2018 EDITORIAL CALENDAR

BeverageDynamics

	January/February	March/April	May/June	July/August	September/October	November/December
Ad Space Close	12/12/17	2/21/18	4/18/18	6/5/18	8/14/18	10/17/18
Final Ad Material Due	12/14/17	2/23/18	4/20/18	6/7/18	8/16/18	10/19/18
Focus	Imports Issue	Growth Brands: Wine & Spirits	2018 Retailers of the Year	Flavor Issue	American Products Issue	Holiday Selling Issue
Cover	Retailer Profile			Flavored Spirits: Vodka, Rum and Whiskey	Retailer Profile	Retailer Profile
Features	<ul style="list-style-type: none"> • Imported Whiskeys • Imported Vodka • Imported Beer • Irish Creams • Sake • Pinot Noir Reviews • Emerging Rums 	<ul style="list-style-type: none"> • Retailer Profile • Market Profile • Tequila • Exotic Spirits • Growler Sales • Chardonnay Reviews • Sour Beer Reviews • Emerging Vodkas 	<ul style="list-style-type: none"> • Category Trends • Growth Brands Hall of Fame • Rum • Ciders • Summer Beer • Marketing to Millennials • Rosé Reviews • IPA Reviews • Emerging American Whiskeys 	<ul style="list-style-type: none"> • Market Profile • RTDs and Mixers • Gin • South American Wine • FMBs and Hard Sodas • Under \$20 Wine Reviews • Emerging Imported Whiskeys 	<ul style="list-style-type: none"> • Growth Brands Beer • American Whiskey • American Vodka • American Beer • Cordials & Liqueurs • Moonshine • Wine-Base Beverages • Beer Industry Consolidation • Cabernet Sauvignon Reviews • Lager Reviews • Emerging Tequilas 	<ul style="list-style-type: none"> • Brandy & Cognac • Sparkling Wine • Advertising & Promotion Awards • Fortified, Dessert and Port Wine • Winter Beers • Spirit Age Statements • Best of 2018 Wine & Beer Reviews • Emerging Gins • Special Supplement: 2018 Sustainability Guide
<i>Bonus Distribution</i>		<i>Wine & Spirits Wholesalers of America (WSWA) Convention: May 1-3, Las Vegas</i>	<i>Beverage Alcohol Retailers Conference: Denver</i>		<i>National Beer Wholesaler Association (NBWA) Conference: Sept. 23-26, San Diego</i>	

DEPARTMENTS AND COLUMNS

BRAND SPOTLIGHT Q&A: Conversations with brand managers about promotional activities and new releases.

CRAFT CORNER: Interviews about craft spirits and craft beers, with a brand manager or industry expert.

EMERGING SPIRITS: Coverage of up-and-coming brands within a particular spirit category.

ON THE SHELF: The latest in new products and packaging for today's retailer.

RETAILER WINE & BEER REVIEWS: Wine and beer reviews from our exclusive national panel of on- and off-premise buyers.

TRENDSPOTTING: Highlighting the latest trends in off-premise retailing.

TRIP REPORT: Summary of the editorial team's travels to industry events.

WINE BUSINESS: Updates on the wine category from industry experts.

BeverageDynamics

CIRCULATION 51,000



BEVERAGE DYNAMICS
GENERATES 4.2 READERS
PER COPY PROVIDING
A TOTAL AUDIENCE OF
195,000.

100%

BEVERAGE DYNAMICS AUDITED CIRCULATION IS MADE UP OF DECISION MAKERS IN RETAIL LOCATIONS THAT SELL BEVERAGE ALCOHOL.



2018 BEVERAGE DYNAMICS ADVERTISING RATES (gross)

	1X	3X	6X	12X	18X
FULL PAGE	\$16,425	\$16,155	\$15,870	\$15,370	\$15,100
2/3 PAGE	\$13,270	\$13,065	\$12,860	\$12,465	\$12,265
1/2 PAGE	\$12,015	\$11,830	\$11,645	\$11,309	\$11,140
1/3 PAGE	\$9,475	\$9,355	\$9,035	\$8,985	\$8,875

*15% agency commissionable / **Bleed Charge:** 10% of earned rate

SPECIAL POSITIONS

Back Cover: 25% premium of earned 4C rate

Inside Front Cover: 15% premium of earned 4C rate

Inside Back Cover: 10% premium of earned 4C rate

REGIONAL RATES (Available by state)

Full page 4-color

\$6,750 net for 24,000 in circulation

Over 24,000 circulation add \$400 per thousand

PAGE SPECIFICATIONS (shown in inches)

Trim Size 8 x 10.75"

Live Area 7.25 x 10"

Full Bleed
(includes .125" bleed) 8.25 x 11"

2 Page Spread
(includes .125" bleed) 16.25 x 11"

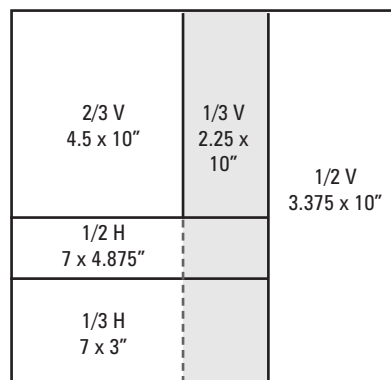
2/3 Page 4.5 x 10"

1/2 Page Vertical 3.375 x 10"

1/2 Page Horizontal 7 x 4.875"

1/3 Page Vertical 2.25 x 10"

1/3 Page Horizontal 7 x 3"



ELECTRONIC ADVERTISING MATERIALS: The production department at *Beverage Dynamics* uses Adobe InDesign on Mac systems. Please take this into consideration when preparing files. Please indicate what format/software your materials are in when submitting your materials. If you have any questions about acceptable formats, please contact our Production Director at 763-383-4425.

WE PREFER MATERIALS SUPPLIED IN THE FOLLOWING FORMATS: EPS, TIFF, PDF (created using Acrobat Distiller, embed all fonts without subsetting) We prefer ads to be designed in the following layout/ graphics software: Adobe InDesign QuarkXpress Adobe Illustrator Adobe Photoshop

WE DO NOT ACCEPT ADS CREATED IN THE FOLLOWING: Microsoft Word, Microsoft Powerpoint, Microsoft Publisher, Corel Draw

COLOR: Unless you have contracted to run a PMS color, all colors must be CMYK.

IMAGES: Include all graphics and images placed, imported or embedded in your ad. Be sure to convert images from RGB to CMYK. Scanned images must be a minimum 266 dpi. Avoid "nesting" – importing graphics which contain embedded graphics into a page layout program. Avoid applying special effects to TIFF files within a page layout application as they may not transfer when the ad is positioned for printing.

PROOFS: Advertisers must supply a proof of the ad printed at 100% of the actual size with crop/trim marks clearly indicated. We do not accept responsibility for and cannot guarantee the quality of electronic ads supplied without a proof.

TERMS & SHORT RATES: Net 30 days from invoice date. Advertisers/ agencies will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Cancellations must be in writing and are only accepted prior to space reservation deadline. Covers cannot be cancelled.

AGENCY COMMISSION: 15% gross rate of agency commission available for recognized advertising agencies.

MATERIALS SUBMISSION:

UPLOAD: <http://epgmediallc.com/send-file>
Password: Beverage

SHIPPING:
EPG Media & Speciality Information
c/o *Beverage Dynamics* Production
Attn: Cherri Perschmann
10405 Sixth Avenue N, Suite 210,
Minneapolis, MN 55441

QUESTIONS:
If you have any questions about acceptable formats, contact our production director;
Cherri Perschmann
EPG Media & Speciality Information
763-383-4425
cperschmann@epgmediallc.com

INSERT RATES AVAILABLE UPON REQUEST.
Classified/Marketplace Rates: For information on classified rates, please call Deborah Rittenberg at 763-383-4455 or drittenberg@epgmediallc.com.

BeverageDynamics

ENEWS

BEVERAGE DYNAMICS' ENEWS CONTAINS VALUABLE NEWS AND INFORMATION DELIVERING THE AUDIENCE NEEDED TO PROMOTE SALES OF YOUR BRANDS.

Ad Unit	Size in Pixels	Max Size	Net Cost
Top Leaderboard Position 1	728 x 90	70k	\$850/edition
Leaderboard Position 2	728 x 90	70k	\$850/edition
Leaderboard Position 3	728 x 90	70k	\$750/edition
Leaderboard Position 4	728 x 90	70k	\$750/edition
Medium Rectangle	300 x 250	70k	\$650/edition

*All Rates are net.

CUSTOM EBLASTS

Customize a message to the Beverage Dynamics audience specific to your brands!

eBlasts are a cost-effective way to reach key off-premise retailers with dedicated sales message.

Selection Criteria: Target your eBlast by several different selection criteria including: business type, geography or job title.

Limited Opportunity: Beverage Dynamics allows no more than two custom eBlasts a month.

Cost: \$5,850 net for total audience of 18,000*

Cost per Thousand: \$325

Minimum cost \$1,625 or 5,000 eBlast names

*Updated count available at time of eBlast

Eblast materials, URL address, subject line due one week prior to eblast deployment date.

2018 WEEKLY EDITION DATES:

Edition dates: 1/3, 1/10, 1/17, 1/24, 1/31, 2/7, 2/14, 2/21, 2/28, 3/7, 3/14, 3/21, 3/28, 4/4, 4/11, 4/18, 4/25, 5/2, 5/9, 5/16, 5/23, 5/30, 6/6, 6/13, 6/20, 6/27, 7/11, 7/18, 7/25, 8/1, 8/8, 8/15, 8/22, 8/29, 9/5, 9/12, 9/19, 9/26, 10/3, 10/10, 10/17, 10/24, 10/31, 11/7, 11/14, 11/28, 12/5, 12/12, 12/19

Ad materials due one week before edition date.

- no editions on July 4, December 26 or November 11



Beverage Dynamics Round Up - February 15, 2017

[View this email online](#)

TOP LEADERBOARD POSITION 1

WINE, BEER & SPIRITS FOR RETAIL DECISION MAKERS

BeverageDynamics

February 15, 2017 Edition



TOP LEADERBOARD POSITION 2

[CONTACT US](#) • [SUBSCRIBE](#) • [WEB](#) • [ADVERTISE](#)

TOP NEWS

- [Tasting: 4 Irish Whiskeys From Teeling](#)
- [Diageo's Scotch Strategies For 2017](#)
- [Southern Glazer's Announces New SVP, National Accounts, Cof. Premise](#)
- [U.S. Alcohol Industry Grew 22.4M Cases In 2016, Double 2015 Growth](#)
- [How Long Will The IPA Craze Last?](#)
- [Download the 2017 Beverage Alcohol Retailers Conference Event Guide](#)

MEDIUM RECTANGLE

Featured Content

7 FACTORS DRIVING SPIRITS SALES IN 2017

By Kyle Swartz



WINE REVIEWS: MERLOT

By BD Wine Retailers Panel



TOP LEADERBOARD POSITION 3

Product Watch



BENROMACH 1974 SPEYSIDE SCOTCH
41 years in a sherry butt
[Click here to read more.](#)



SOLEIL MIMOSA NEW PACKAGING
A new look for this RTD brand
[Click here to read more.](#)



NOCES D'OR SUBLIME COGNAC NEW PACKAGING
An updated bottle to "emphasize beauty"
[Click here to read more.](#)



LUSTAU VERMUT SHERRY VERMOUTH
From Spain
[Click here to read more.](#)

TOP LEADERBOARD POSITION 4

Industry Happenings

4th Annual Distillers Convention & Vendor Trade Show
Feb. 16 - Feb. 17
Nashville, TN

Boston Wine Expo
Feb. 18
Boston, MA

North Coast Wine Industry Expo
Jan. 12, 2017
Santa Rosa, CA

ProWein 2017
May 19 - May 21
Düsseldorf, Germany

WEBSITE - WWW.BEVERAGEDYNAMICS.COM

OFF-PREMISE DECISION MAKERS RELY ON BEVERAGEDYNAMICS.COM FOR LATEBREAKING NEWS, NEW PRODUCTS AND INFORMATION ON INDUSTRY EVENTS.

BeverageDynamics.com generates **30,000 average monthly Total Users**.

BeverageDynamics.com **Total Users were up 50% year-over-year in 2017**.

Ad Unit	Size in Pixels	Net Cost per Month
Top Super Leaderboard	970 x 90	\$1,500
Middle Leaderboard	728 x 90	\$1,200
Medium Rectangle Box	300 x 250	\$1,200
Skyscraper/Tower Ad	120 x 600	\$800
Bottom Leaderboard	728 x 90	\$800

Specifications

Run of Site:

All ads are scheduled as run of site unless otherwise specified.

File Type Accepted:

JPG, GIF, PNG or Flash accepted. Rich media must be Flash Version 10 or below, have embedded click tags and run through the Flash Validator (<https://flashvaltemp.appspot.com/validator/>). Maximum file size is 70k.

Rotations:

3 rotations, 12 seconds per rotation.

Non-Exclusive Ad Positions:

Up to 6 advertisers may be rotated per position

Ad Materials Due:

All artwork must be received at least 5 days in advance of start days. We may require a longer lead time for specialty ad units like roadblocks, etc.

Specialty Ad Units:

For more information on special web campaigns that would include specialty ad units, please contact your sales representative. Some of the ad units we offer on a custom basis are: Roadblocks, Website Takeovers, Video Players and more.

TOP SUPER LEADERBOARD

Advertisement for BeverageDynamics.com website layout, showing various ad units and content sections.

BeverageDynamics

Advertise | About | Blog | Research | Contact | Subscription Center | Send File

Latest | Category Updates | Reviews | Retail Guides | Award Programs | E-News | Digital Issue Archive

FEATURED ARTICLE

Francis Ford Coppola Launches Line of Spirits

Woodford Reserve Unveils Cherry Wood Smoked Barrel Bourbon

Imported Beers Overcome Trump Talk for Strong Sales in 2016

Will Boston Beer Sell Out to a Bigger Company?

Now Accepting Entries for Our 2017 Holiday Merchandising Guide

Heaven Hill's Denny Potter Talks Family, Legacy, Whiskey's Future

Denny Potter is Heaven Hill Distillery's Master Distiller. He has two decades of experience, working on Cruzan, Jim Beam and Maker's Mark prior to joining Heaven Hill in 2013.

INDUSTRY NEWS

Francis Ford Coppola Launches Line of Spirits

Woodford Reserve Unveils Cherry Wood Smoked Barrel Bourbon

Imported Beers Overcome Trump Talk for Strong Sales in 2016

Will Boston Beer Sell Out to a Bigger Company?

Now Accepting Entries for Our 2017 Holiday Merchandising Guide

Cress Aul Strikes Deal With Southern Glazers

Study Reveals the Average Cannabis User in Denver

SOCIAL MEDIA

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NEW ON THE SHELF

Handy & Schiller Banned Cocktails

80+ Ciders List 100

Meadventure Vodka

Rogue Dead 'N' Dead

Baileys Pumpkin Spice

MIDDLE LEADERBOARD

SPIRITS NEWS

Francis Ford Coppola Launches Line of Spirits

Heaven Hill's Denny Potter Talks Family, Legacy, Whiskey's Future

Buffalo Trace Announces 2017 Antique Collection

5 American Whiskey Trends On-Premise in 2017

WINE NEWS

Our Wine Panel Reviews 48 Cabernet Sauvignons

A Tour Through Napa Valley's Sub-Appellations

How Twin Liquors Gets Wine Drinkers Into Whiskey

Champagne Bottling Names New General Manager

BEER NEWS

Imported Beers Overcome Trump Talk for Strong Sales in 2016

Will Boston Beer Sell Out to a Bigger Company?

Heineken Holiday Program Includes Magnum Bottle

The Fastest Growing Beer Brands of 2016

BEVERAGE RETAILING FEATURES

ANNUAL TECHNOLOGY GUIDE

Download our 2017 Annual Technology Guide

How to Impact Sales Using In-Store Signage

MEDIUM RECTANGLE

CURRENT ISSUE

America's Product

September/October 2017

Our American Products Issue covers domestic beverages. The full line-up of features includes: American Whiskey American Vodka American Beer American Wine Profile: Zachary Wine & Liquor Growth Brands: Beer...

July/August 2017

Our summer issue explores the recent changes to Colorado's off-premise regulatory landscape. The full line-up of features includes: Market Profile: Colorado Category Trends Rum Ready-to-Drink Beverages Estate and Single-Vineyard...

Win a \$500 Blackout Bag

Spirit Miles Out on The Great Chance to Win the Ultimate Bag Out Bag. Enter Now!

BOTTOM LEADERBOARD

BEVERAGE DYNAMICS | CONNECT | PRINT PUBLICATIONS | DIGITAL PUBLICATIONS

DIGITAL

BEVERAGE DYNAMICS DIGITAL EDITION ISSUES OFFER A UNIQUE WAY TO REACH THE BEVERAGE INDUSTRY RIGHT AT THEIR DESK!



To view a *Beverage Dynamics* digital magazine, click here.
<http://read.epgmediallc.com/i/875747-beverage-dynamics-september-october-2017>

SIDEBAR ADS

Two sidebar ad positions available.

Size 1: 300 x 250

Price: \$650 monthly placement per position

Size 2: 300 x 600

Price: \$1250 per monthly placement

COVER WRAP

Full Page Wrap with back cover:

Price: \$1250 per monthly placement

COVER CURL

Price: \$350

SLIDE SHOW

Place a custom photo slide show of your products on your ad. 10-12 images.

Size: 500 x 700

Price: \$750 per monthly placement

ROADBLOCK ADS

Gain immediate exposure with a hot linked roadblock ad that opens before the magazine loads. One position available per month.

Size: 400 x 325

Price: \$450 per monthly placement

VIDEO/AUDIO

Adding video lets you illustrate exactly what you offer! Length up to 5 minutes, placement anywhere in the issue.

Price: \$750 per monthly placement

NEW FOR 2018: *BEVERAGE DYNAMICS* SPECIAL EDITIONS

IN-BETWEEN PRINT ISSUES, DIGITAL SUBSCRIBERS WILL RECEIVE EXCLUSIVE CONTENT COVERING A RANGE OF TOPICS, INCLUDING:

NEW PRODUCTS YEAR IN REVIEW

Space Reservations Due: 12/21/17

Materials Due: 12/24/17

Publication Date: 1/8/18

Description: A listing of all the new beer, wine and spirits that entered the market during 2017, arranged by category.

SEASONAL PROMOTIONS GUIDE

Space Reservations Due: 2/16/18

Materials Due: 2/19/18

Publication Date: 3/5/18

Description: A round-up of upcoming spring and summer off-premise promotions, displays and advertising campaigns.

COMPLEMENTARY PRODUCTS GUIDE

Space Reservations Due: 4/20/18

Materials Due: 4/23/18

Publication Date: 5/7/18

Description: Tips on selling tobacco, gifts and accessories, snacks and soda, cheeses and other non-alcohol products.



BEST IDEAS GUIDE

Space Reservations Due: 6/22/18

Materials Due: 6/25/18

Publication Date: 7/9/18

Description: Retailer-submitted best practices surrounding store layout, hiring and training, customer service, employee training and other topics.

TECHNOLOGY GUIDE

Space Reservations Due: 8/24/18

Materials Due: 8/27/18

Publication Date: 9/10/18

Description: An annual showcase of technology providers, including point-of-sale systems, payment processors, email deployment vendors, website designers, app developers and more.

HOLIDAY MERCHANDISING GUIDE

Space Reservations Due: 10/19/18

Materials Due: 10/22/18

Publication Date: 11/5/18

Description: An annual summary of special packaging, bottle designs and value-added packs from beer, wine and spirit suppliers, available for retailers around the holiday season.



Contact your sales rep for more information about advertising opportunities in these *Beverage Dynamics* Special Editions.

BEVERAGE ALCOHOL RETAILERS CONFERENCE

Beverage Alcohol Retailers Conference (BARC) is an educational event designed for independent and chain, off-premise retailers. The two-plus day event is the only event specifically dedicated to helping beverage retailers improve their businesses. **BARC 2018 will be held in Denver, June 2018.**

At BARC, retailers learn from top experts and fellow retailers on how to overcome their biggest challenges, create best practices, and compete with forces that threaten independent off-premise retailers.

Why Sponsor or Exhibit at BARC?

- Promote your brand or service to these powerful attendees
- Leverage exposure to increase industry recognition
- Generate leads

Sponsorship Opportunities include:

- Platinum, Gold and Silver sponsor levels
- 10 x 10 exhibit space



Contact your sales person for more information. Sales contacts are listed on the final page of this media kit.

BeverageDynamics

BeverageDynamics

CONTACT



AMY COLLINS
Vice President/Beverage
763-383-4423
acollins@epgmediallc.com



JEREMY NEDELKA
Editor
203-855-8499 ext. 2213
jnedelka@epgmediallc.com



KYLE SWARTZ
Managing Editor
203-855-8499 ext. 2225
kswartz@epgmediallc.com



DODI VESSELS
Managing Art Director
763-383-4446
dvessels@epgmediallc.com



CHERRI PERSCHMANN
Production Director
763-383-4425
cperschmann@epgmediallc.com



Beverage Dynamics is part of the Beverage Information Group which is owned and published by EPG Media & Specialty Information, a leading business to business and consumer media company with titles like *Cheers Magazine*, *Stateways*, *Powersports Business*, *Boating Industry*, *Outdoor Power Equipment*, *Landscape & Irrigation*, *SportsTurf*, *Rider*, *SnowGoer* & *ThunderPress* in addition to a number of business conferences, consumer events, websites and digital media outlets.

REGIONAL SALES OFFICES:



MARK MARCON
Sales Manager
763-383-4456 office
mmarcon@epgmediallc.com
AK, AZ, CA, CO, CT, DE, HI, ID, ME,
MA, MT, NH, NV, NM, ND, OR, RI,
UT, VT, WA, WY,
Canada & International



DEBBIE RITTENBERG
Sales Manager
763-383-4455 office
drittenberg@epgmediallc.com
AL, AR, DC, FL, GA, LA, MD, MS,
NJ, NY, NC, OK, PA, SC, TN, TX,
VA, WV



BRUCE KOSTIC
Sales Manager
203-855-8499, ext. 2215 office
203-855-9446 fax
bkostic@epgmediallc.com
IL, IN, IA, KS, KY, MI, MN, MO, NE,
ND, OH, SD, TN, WI