

INSTITUTE OF
BREWING &
DISTILLING

BREWER AND DISTILLER INTERNATIONAL

MEDIA PLANNER 2022

Reach key opinion leaders and decision makers in the brewing, distilling, malting and allied industries worldwide

The Institute of Brewing & Distilling members' monthly magazine ensures that your messages reach the key opinion leaders and decision-makers throughout the brewing, distilling and malting industries worldwide.

Brewer & Distiller International magazine (BDI) boasts a truly industrywide reach with a circulation to members and students of the Institute of Brewing & Distilling.

The IBD membership reaches across the entire industry supply chain, from those involved in the selection of raw materials all the way through to the brewing, packaging, logistics, dispense and distribution process. The profile of this membership is weighted toward those with leadership responsibilities, typically involving technical and 'capex' decision-making.

It is the mission of BDI to report on the latest developments - both the scientific and the practical - in brewing, distilling, malting and allied industries. This involves coverage from all the key industry conferences worldwide. The magazine also includes engaging news and comment sections, which have a strong resonance with

the readers, due in no small part to frequent contributions from the members themselves.

BDI features contributions from experienced practitioners within the brewing and distilling industry, reporting on a wide breadth of topics; from tours of plants around the world featuring the latest technological innovations, through to commentary on the rich heritage that underpins the hugely competitive industry of today.

All in all, BDI enables its highly engaged audience of key decision-makers and opinion leaders to be kept informed with compelling content that represents an essential overview of their industry.

READERSHIP

Readership includes senior company executives and professionals in production, packaging, logistics, quality/technical, R&D, academia, engineering and procurement.

While we are UK-based, we have an extensive distribution throughout the rest of the world. There is also a strong constituency of those studying for the IBD professional qualifications and consequently members and students review the magazine in depth for the latest on relevant material. These are the senior directors of the future.

Monthly distribution for 2021 was between 3,400 and 4,500 magazines.

Meet the BDI team at the following events# in 2022 ...

MARCH:

SIBA BEERX

Liverpool, UK

MAY:

CRAFT BREWERS CONVENTION

Minneapolis, MN

SEPTEMBER:

DRINKTEC

Munich, Germany

YOUNG SCIENTIST SYMPOSIUM

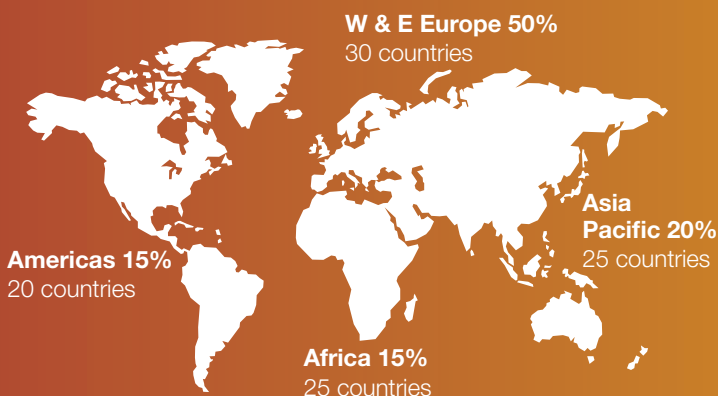
Cambridge, UK

NOVEMBER:

BRAUBEVIALE

Nuremberg, Germany

#We hope to have a presence at these events but is dependent on travel / event restrictions





EDITORIAL / PUBLISHING SCHEDULE 2022

Each issue of BDI features a lead article on a special topic or event, which is always backed by news features and authoritative articles covering other aspects of brewing, distilling, malting and cider making.

Issue		Booking deadline	Final copy date	Publication date
January	Welcome to 2022	Tue 14 Dec	Thu 16 Dec	Fri 31 Dec 2021
February	Brewhouse and Raw Materials	Tue 11 Jan	Tue 18 Jan	Fri 28 Jan 2022
March	SIBA BeerX 2022 Craft Brewing	Tue 8 Feb	Tue 15 Feb	Fri 25 Feb 2022
April	Cider and Cider Making	Tue 8 Mar	Tue 15 Mar	Fri 25 Mar 2022
May	Craft Brewers Convention 2022 Craft Brewing	Tue 12 Apr	Tue 19 Apr	Fri 29 Apr 2022
June	Yeast and Fermentation	Tue 11 May	Tue 17 May	Fri 27 May 2022
July	Craft Distilling, Malting	Tue 14 Jun	Tue 21 Jun	Fri 01 July 2022
August	Hops / Hop Products	Tue 12 Jul	Tue 19 Jul	Fri 29 Jul 2022
September	Drinktec 2022 IBD Young Scientist Symposium	Tue 9 Aug	Tue 21 Aug	Fri 26 Aug 2022
October	Industry Innovation and NPD	Tue 06 Sep	Tue 13 Sep	Fri 23 Sep 2022
November	Quality Assurance, Instrumentation Utilities	Tue 11 Oct	Tue 18 Oct	Fri 28 Oct 2022
December	Sustainable Brewing and Distilling	Tue 08 Nov	Tue 15 Nov	Fri 25 Nov 2022
January 2022	Welcome to 2023	Tue 6 Dec	Tue 20 Dec	Fri 30 Dec 2022

Conference / Exhibition Preview editions (March, May and September) will offer the opportunity for advertorial (300 words plus image plus logo – free for magazine advertisers) for conference exhibitors.

For further details, or to offer editorial, please contact editor@ibd.org.uk (steve.curtis@ibd.org.uk)

ADVERTISING RATES 2022

PRINT

DISPLAY ADVERTISING

Print advert within *Brewer and Distiller International*, the monthly magazine IBD members, examination candidates and subscribers:

2-page spread	£2400
Full page	£1600
Half page	£1100
Quarter page	£700

Discounts are available for multiple insertions.

SPECIAL POSITIONS

Back cover	£1900
Inside front cover	£1800
Inside back cover	£1600

SUPPLIER LISTINGS

Advertise within the Supplier Listing section *Brewer and Distiller International* magazine:

2cm box (with logo)	£295
3cm box (with logo)	£395
4cm box (with logo)	£495

Prices shown are for 12 consecutive (monthly) listings. Business listings are free (12 months) for advertisers placing full page adverts. Includes entry on the IBD on-line Suppliers Directory for 12 months.

SUPPLIER NEWS ^{NEW}

Supplier news listing **£295**
An advertorial (300 words) with photograph, contact details and logo within the Supplier News section (to fit 1/3 page horizontal)

CONFERENCE / EXHIBITION PREVIEWS

Exhibitor listing **£295**
An advertorial (300 words) with photograph, contact details and logo. Alternatively, advertorial is free of charge if a print advertisement is placed in the edition.

MAGAZINE INSERTS

Inserts (15g max) **£1000**

DIGITAL

NEWSLETTER ADVERTISING

IBD newsletters offer exciting advertising opportunities. Each newsletter features content for IBD members, examination candidates and subscribers, including upcoming events and publications. The newsletter is deployed twice monthly (weeks two and four) and will be fully optimized for mobile.

Circulation: over 8000 recipients (members, students and subscribers):
Headline (single) banner position: **£1000**



Within body of newsletter:

Sponsored event listing **£1000**

Advertisements (all per newsletter):

Banner **£800**

Square **£1000**

Portrait **£1500**

Fully sponsored newsletter: **£2000**

(includes headline, banner adverts, plus advertorial within newsletter):

RECRUITMENT ADVERTISING PACKAGES

IBD Website only basic package **£350**

... add IBD Newsletter **£550**

... add IBD Social Media Channels (Twitter and LinkedIn) **£700**

... add BDI magazine print advert at:

Quarter page (£500 discount) **£900**

Half page (£600 discount) **£1200**

Full page (£700 discount) **£1600**

ONLINE ADVERTISING ON THE JOURNAL OF THE INSTITUTE OF BREWING

Advertise on the online library of the Journal of the Institute of Brewing, the leading scientific journal for the brewing, distilling and associated industries:

Banner advertising on JIB **£ based on CPM rate**

Monthly ePDF Sponsorship on JIB **£2500**

IBD WEBSITE ADVERTISING

Advertise with banner advertising on specific landing pages within the IBD.org websites:

• **Brewer and Distiller International** home page

• **IBD Online Learning** home page

• **IBD media Library** home page

Contact us for further details including up to date page views, available formats and CPM pricing.

WEBINAR OPPORTUNITIES

Reach out to IBD members, examination candidates and subscribers around the world with a sponsored webinar. Options include global or regional audiences, multiple time zones, selective fee structure (chargeable or free) and selective audience. Includes lead generation (where legal) plus recording available in IBD website's Media Library.

Contact us for further details including up to date participant numbers, available platforms and pricing.

SPONSORSHIP OPPORTUNITIES

The IBD offers internationally recognised gold-standard qualifications for industry professionals, supported by training from a world-class community of experts. Sponsorship opportunities exist within these qualifications, including:

- Sponsorship of IBD Learning Materials
 - Bursaries and scholarships for candidates
 - Awards for high achieving examination candidates
- Multi-year packages are available for companies across all levels of IBD qualifications.

Contact us for further details, including pricing and availability.

For all advertising opportunities, please contact Genevieve Kanowski at gkanowski@wiley.com

ADVERTISEMENT SPECIFICATIONS

Brewer & Distiller International size is an A4 publication: 297mm deep x 210mm wide. Printing is sheet feed and binding is perfect bound.

Advertisements should be submitted as high-resolution press-ready (300dpi) PDF files ensuring that all fonts are embedded, colour mode is CMYK and sized to the correct dimensions. Bleed: 3mm all round.

Advertisement sizes (mm height x width)

Double page spread

Type area: 270 x 390 Trim: 297 x 420 Bleed: 303 x 426

Full page

Type area: 270 x 183 Trim: 297 x 210 Bleed: 303 x 216

Half page vertical

Type area: 270 x 96 Trim: 297 x 109 Bleed: 303 x 112

Half page horizontal

Type area: 130 x 190 Trim: 145 x 210 Bleed: 151 x 216

Quarter page vertical

Type area: 115 x 75 Trim: 121 x 81

Quarter page horizontal

Type area: 65 x 200 Trim: 75 x 210 Bleed: 81 x 216

Junior page

Type area: 195 x 130 Trim: 202 x 139 Bleed: 205 x 146

NEWSLETTER BANNER ADVERTISEMENTS

Banner format – colour mode RGB, 4:1 aspect ratio. Note that images will be compressed to 1686px width for email version and 564px for web-based version of newsletters. Larger sizes at 1:1 and 2:3 aspect ratios.

FOR ALL ADVERTISING ENQUIRIES, PLEASE CONTACT THE IBD'S PUBLISHING PARTNER:

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All bookings are subject to our terms and conditions available on request or on-line: www.wiley.com