

A close-up photograph of a bartender's hands. One hand holds a metal shaker, pouring a clear liquid into a glass. The other hand uses a spray bottle to add a fine mist of liquid to the drink. The glass contains a clear beverage, a slice of citrus, and a raspberry. The scene is lit with a strong teal or cyan light, creating a vibrant, high-contrast atmosphere. The background is dark, making the liquid and the bartender's hands stand out.

**DRINKS**  
INTERNATIONAL

**FOR  
GLOBAL  
DRINKS  
TRADE**

MEDIA PACK 2024

# INTRODUCTION

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**Drinks International is the must-read magazine for global drinks buyers and professionals.**

Now in its sixth decade as the leading drinks magazine, it is the most respected voice in the drinks industry, read by bar managers and mixologists from the world's top bars, domestic and travel retailers, agents and distributors in 103 countries worldwide every month.

Since 1967 it has built a reputation as the world's leading drinks magazine through authoritative journalism and a vibrant mix of market relevant, informative articles that provide insight for the drinks buyer. We are exceptionally proud of our editorial independence. Each month we publish news analysis, opinion, business news, in-depth articles, market reports and bar guides brought to you by our team of award-winning journalists and specialist industry contributors.

Our publishing schedule for 2024 offers a variety of comprehensive topics. All features are accessible, user friendly and packed with useful information, facts, forecasts and updates. Trusted and respected by our readers, our features are designed to inform and assist them in making crucial purchasing decisions. Our features provide the perfect platform for drinks brands to advertise.

Drinks International is the essential read for any drinks buyer. Our powerful independent editorial, global controlled circulation, innovation and creativity results in a magazine of great quality. We are confident we can offer the best investment for successful drinks marketing campaigns.

**Justin Smith**  
**Publisher**

**“Drinks International's global reach is staggering. Anytime we're fortunate enough to receive a mention, we hear immediately from our friends around the world.”**

**Matt Magliocco, Executive Vice President, Michter's Distillery**

# CIRCULATION & READERSHIP

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Drinks International is the global alcoholic drinks publication that reaches key decision makers in the alcoholic drinks industry

Our circulation ensures that the magazine is distributed to your target audience – the senior drinks buyers in the off-trade, on-trade and travel retail markets around the world.

- Our distribution covers more than 80% of companies and groups that spend at least US \$3m on alcohol purchases.
- Our regular circulation, subscriptions and bonus distribution ensure we reach an average of 12,911 individuals per month in 103 countries worldwide.
- Our requested circulation offers the best return on your marketing spend.
- Our current penetration of requested copies of Drinks International reaches an estimated 71% of the key decision makers in the global drinks industry.
- Drinks International is distributed at all the major drinks trade shows and events around the world, providing increased exposure for your brands.

No other magazine can prove a readership of international drinks buyers with senior buying power.

## DISTRIBUTION AT TRADE SHOWS & EXPOS

Every year Drinks International circulates copies to all of the key international trade fairs and events for the drinks sector including:

- Prowein, Dusseldorf, Germany
- IAADFS, USA
- Bar Convent Berlin, Germany
- TFWA Cannes, France
- TFWA Asia Pacific
- The World's 50 Best Bars Awards
- Vinexpo, New York
- Vinexpo, Paris
- Bar Convent Brooklyn, New York
- Luxe pack, Monaco
- London Cocktail Week
- London International Wine Fair
- Anuga, Cologne
- International Spirits Challenge Awards Dinner, London
- Alimentaria, Barcelona
- Athens Bar Show

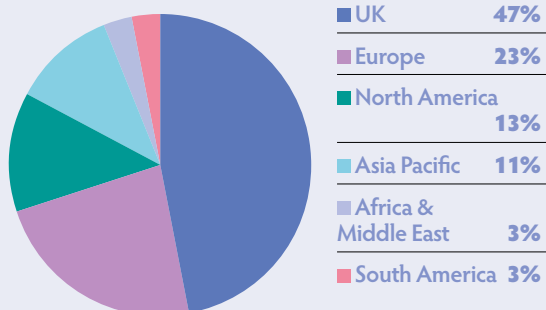
# CIRCULATION & READERSHIP

Our top 20 countries are:

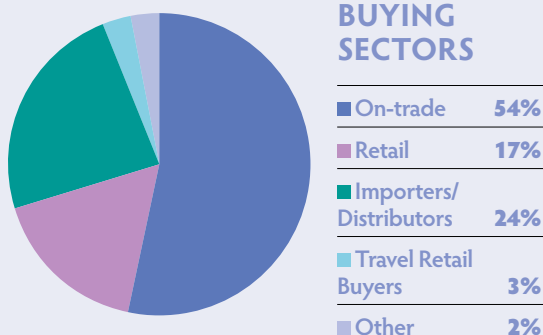
- United Kingdom
- USA
- France
- Australia
- Canada
- Germany
- Italy
- India
- Spain
- Netherlands
- South Africa
- New Zealand
- Mexico
- Belgium
- Republic of Ireland
- Singapore
- Portugal
- Argentina
- Denmark
- Hong Kong

## GEOGRAPHICAL BREAKDOWN

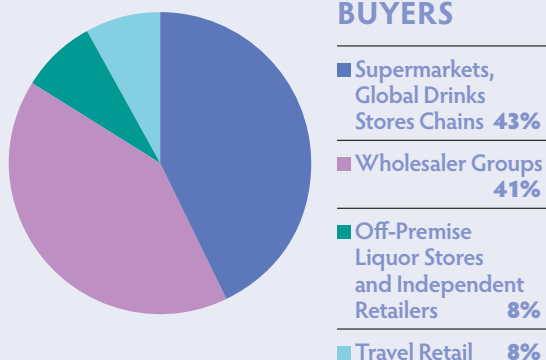
Drinks International has a truly global circulation. The magazine is sent to readers who have requested Drinks International in 108 countries around the world.



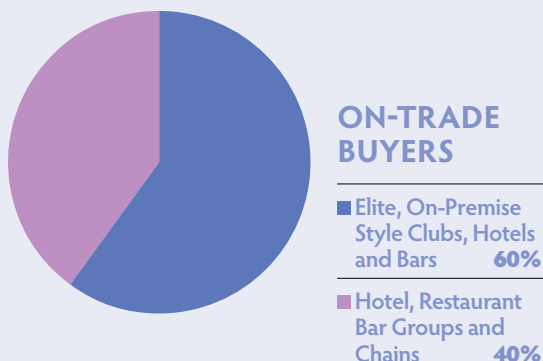
## BUYING SECTORS



## RETAIL BUYERS



## ON-TRADE BUYERS



# FEATURES 2024

Position your advertisement where it will gain most impact - our features schedule will help you plan the most effective advertising campaign for your brand.

Our selected features list creates strong commercial opportunities for drinks producers to promote their brands.

Drinks International is the essential read for international drinks buyers. Its unique position and its community of readers provides the perfect platform to deliver your brands key messages.

MONTH	FEATURE	SUPPLEMENTS	BONUS DISTRIBUTION (SUBJECT TO ALTERATION)
<b>JANUARY</b>	Indian Whisky Herbal Bitters Cava Armagnac	The Brands Report	
<b>FEBRUARY</b>	Pre-mixed drinks Liqueurs Wines of France Premium Mixers Mezcal Irish Whiskey		Vinexpo Paris
<b>MARCH</b>	Rhum Agricole Asian Spirits Ribera Del Duero wine Wines of South Africa Prowein Preview	World's Most Admired Champagne Brands 2024	Prowein, Dusseldorf
<b>APRIL</b>	Pisco Cocktail Bitters Tonic Water	World's Most Admired Wine Brands 2024	
<b>MAY</b>	Wines of Chile Wines of Australia Wines of New Zealand Gin Cognac Scotch TFWA Asia Preview London Wine Fair Preview	The Cocktail Report	TFWA Asia
<b>JUNE</b>	Dark Rum Rioja Sherry American Whiskey	Millionaires' Club Supplement 2024	London Wine Fair

# FEATURES 2024

MONTH	FEATURE	SUPPLEMENTS	BONUS DISTRIBUTION (SUBJECT TO ALTERATION)
<b>JULY</b>	Japanese Whisky Tequila Sambuca Wines of Argentina Calvados Tales of the Cocktail preview	<b>Bar World 100</b>	
<b>AUGUST</b>	Vodka Prosecco Rose Wines Cocktail Trends Italian Bitters Asia's 50 Best Bars Results		
<b>SEPTEMBER</b>	White Rum Cachaca Amaretto Pre-mixed drinks Premium Mixers Rye	<b>ISC Supplement 2024</b>	
<b>OCTOBER</b>	Dessert Wines Canned Wines Tonic Water Port Champagne Travel Retail Special	<b>Global Bar Guide 2024</b>	World's 50 Best Bars TFWA Cannes Bar Convent Berlin
<b>NOVEMBER</b>	Wines of Italy World Whiskey Spanish Brandy Aquavit Vermouth	<b>World's Most Admired Whiskies 2024</b>	Athens Bar Show Bar Convent Singapore
<b>DECEMBER</b>	DI Dozen Limoncello Beer Cream Liqueurs	<b>Rum Supplement</b>	



# PRINT RATES 2024

In addition to our publishing activities we also offer bespoke promotional packages including:

- Advertorials
- Special inserts with heavier paper (matt or gloss finish)
- Wraps and belly bands

To hear more on these opportunities please contact Rob Cullen at [rob.cullen@drinksint.com](mailto:rob.cullen@drinksint.com) or Carmen Poel at [carmen.poel@drinksint.com](mailto:carmen.poel@drinksint.com).

PREMIUM ADVERTISEMENT POSITIONS		STERLING RATE
Outside Back Cover		£5355
Inside Front Cover		£5145
Inside Back Cover		£4935
SPECIAL ADVERTISEMENT POSITIONS		
False Front Cover (Front Cover & Inside Front Cover)		£12000
Double Page Spread	DPS with bleed: 303mm high x 426mm wide (6mm trim)	£7325
Double Page Centre Spread		£8065
Double Page Inside Cover Spread		£8505
DISPLAY ADVERTISING		
Full Page	Full Page with bleed: 303mm x 216mm (6mm trim)	£4285
Half Page	Half Page Landscape: 133mm x 190mm Half Page Portrait: 270mm x 93mm	£2620

# DRINKSINT.COM

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Drinks International's website drinksint.com is committed to providing a comprehensive daily news service and an archive of features from the printed magazine. Visitors to the site are able to read digital editions, follow developing news stories, as well as receive email news alerts. It's the essential website for drinks buyers, who want to keep track of the news. Advertising on drinksint.com will guarantee you regular click through to your own site and increase the awareness of your drinks brand.

## DRINKS INTERNATIONAL WEEKLY NEWSLETTER

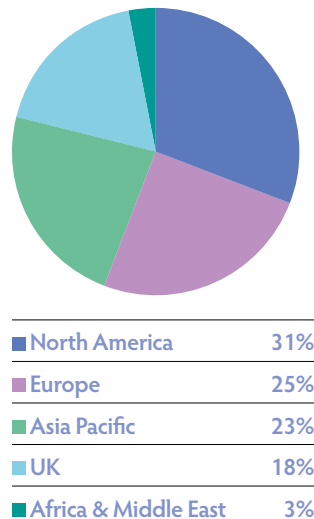
Every Thursday we round up the best of the weeks news from the global drinks industry in our weekly newsletter. Sent to more than 9,000 international subscribers, this is the perfect platform to reach a global audience of global drinks buyers, importers and producers. With various advertisement positions available every week. This is a cost effective and strong promotional opportunity.

## ONLINE READERSHIP:

Drinks International website drinksint.com has a truly global readership. Visitors from more than 200 countries log into www.drinksint.com on a monthly basis.

## OUR TOP COUNTRIES ARE:

- United States
- United Kingdom
- China
- France
- Australia
- India
- Germany
- Canada
- Netherlands
- Ireland
- Japan
- Italy
- Spain
- Singapore
- Finland
- South Korea
- Russia
- Philippines
- South Africa
- New Zealand
- Hong Kong
- Sweden
- Brazil
- Austria
- Mexico



## SUMMARY OF STATISTICS

- More than **170,000** unique visitors from more than 200 countries worldwide every year.
- Over **54,000** page views a month
- More than **9,000** newsletter subscribers in 141 countries worldwide



@drinksint - you can also follow us on Facebook, X and Instagram for daily tweets and updates



# ONLINE RATES 2024

ADVERT	DIMENSIONS	Discount				
		1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Leaderboard Banner (maximum 4 rotations)	468 pixels wide x 60 pixels high Plus 320 pixels wide x 50 pixels high for mobile site	£365	£1380	£1300	£1170	£1030
MPU Rectangle Banner (maximum 4 rotations)	300 pixels wide x 250 pixels high Plus 320 pixels wide x 50 pixels high for mobile site	£365	£1380	£1300	£1170	£1030
DI Weekly Newsletter (Skyscraper)	160 pixels wide x 600 pixels high	£420	£1600	£1520	£1365	£1200
DI Weekly Newsletter (Leaderboard Banner)	468 x 60 pixels	£420	£1600	£1520	£1365	£1200
Sponsored articles (including 1 Enewsletter banner)			£1950			

## SPECIFICATIONS FOR ONLINE ADVERTISING

### Leaderboard Banner

468 pixels wide x 60 pixels high

### MPU Rectangle Banner

300 pixels wide x 250 pixels high

### Skyscraper Banner

60 pixels wide x 600 pixels high

FORMAT: Gif, Jpeg, Tiff,

For website adverts please also include a  
320 x 50 banner for mobile users

## ELECTRONIC FILES

- Text should be supplied as a digital text file.
- All images must have a resolution of 72dpi+ and be physically no smaller than required by the design.

## SUBMISSION OF MATERIAL

Please send material for the  
attention of Rob Cullen, email:

[rob.cullen@drinksint.com](mailto:rob.cullen@drinksint.com)

# EVENTS 2024

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Drinks International is dedicated to providing innovative and effective marketing solutions. We produce many successful award schemes and events, with sponsorship opportunities available.



## INTERNATIONAL SPIRITS CHALLENGE

The ISC is the premier event in promoting quality spirits across the globe. The competition is founded on a rigorous and independent judging process, receiving thousands of entries from nearly 70 countries worldwide makes the ISC a truly global competition. It is supported by many of the world's leading spirits producers who regard it as the international standard for quality and excellence. The world's leading drinks producers and design specialists come together for the prestigious awards ceremony each July in London, and pay tribute to some of the finest spirits and designs in the world.

Website:  
[www.internationalspiritschallenge.com](http://www.internationalspiritschallenge.com)

Website: [www.drinksint.com](http://www.drinksint.com)  
Contact: +44 (0)1293 558130 or +44 (0)1293 590044  
Email: [jo.morley@drinksint.com](mailto:jo.morley@drinksint.com) or [rick.beaumont@drinksint.com](mailto:rick.beaumont@drinksint.com)



## TRAVEL RETAIL AWARDS

The Drinks International Travel Retail Awards have been celebrating innovation and excellence in the travel retail drinks sector since it was founded in 2007. It remains the only dedicated drinks awards for this unique retail sector.

They aim to recognise and highlight the importance of alcoholic drinks within the global travel retail sector with our judging process designed to uncover the best drinks retailing initiatives. Suppliers who have generated successful product launches, packaging designs and marketing campaigns are recognised through a submission process and are judged by an esteemed panel of travel retail experts.

Winners will be announced each September through a virtual presentation via Drinks International's social media platforms.

Drinks producers can enter online at [drinksint-travelretailawards.com](http://drinksint-travelretailawards.com)

# PRINT SPECIFICATIONS

SIZE	FORMAT	DIMENSIONS
DPS	Bleed	303mm high x 426mm wide (6mm trim)
Full page	Bleed	303mm x 216mm (6mm trim)
1/2 page horizontal	Type Area	133mm x 190mm
1/2 page vertical	Type Area	270mm x 93mm

- All live matter to be 10mm away from trim measurement bleed should be added to all four edges.
- Double page spreads - a 20mm gutter is required for all live matter. This is included in the measurement given.

## FILE PREPARATION AND DELIVERY

### ARTWORK IDENTIFICATION

All files submitted and correspondence must be identified by our artwork reference number and the issue date of the publication. Call the contact number below for an artwork reference number.

### PDF FILES

PDF is our preferred format, supplied as PDFv1.3, composite CMYK. PDF's made to the PPA Pass4Press standard will meet our specifications.

### OTHER FORMATS

We can also accept files in these formats, providing they adhere to the file specifications shown on page 2: Quark Xpress 5, 6, & 7, Indesign CS, CS2 & CS3, Photoshop, Illustrator CS & CS2 & CS3, or as EPSF.

### SUBMISSION OF MATERIAL

Please send material for the attention of:  
Carmen Poel: [carmen.poel@drinksint.com](mailto:carmen.poel@drinksint.com) Rob Cullen: [rob.cullen@drinksint.com](mailto:rob.cullen@drinksint.com)

## FILE PREPARATION NOTES

- All files should be supplied in CMYK process only without ICC profiles. The maximum ink density should not exceed 280% (C+M+Y+K).
- No spot, rgb, lab or solid pantone colours should be used.
- Images must be CMYK and 300dpi at the finished size, preferably supplied in TIFF or EPS format without compression. Avoid logos or images from web sites, as the resolution will be 72dpi.

## FONTS

- Fonts should be PostScript type 1. We cannot guarantee that Opentype, or Multiple Master fonts will print correctly.
- No finished artwork can be accepted as a Word, Powerpoint, Excel, Corel Draw, MS Publisher or PageMaker file.
- Text for setting should be supplied as a digital text file.

## FILE DELIVERY

File delivery by FTP upload can be made at:

- Host: <ftp.itm.bsky.net>
- User name: drinksint
- Password: lodlup91

If you are sending complete artwork and not a PDF file your must first place all the relevant artwork into a folder and compress/zip the folder. Files can also be sent by email, mail on CD or DVD, Mac or ISO 9660 format. (Disks will only be returned if accompanied by return packaging).

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