

**DRINKS**  
INTERNATIONAL

# FOR GLOBAL DRINKS BUYERS

MEDIA PACK 2022



# 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 84 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 2022 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 12,486 individuals per month in 84 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 AND 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, Bordeaux**

**Vinexpo, New York**

**Vinexpo, Paris**

**Travel Retail Awards Cannes**

**Bar Convent Brooklyn, New York**

**World's Most Admired Wine Brands Awards, Dusseldorf, Germany**

**Cocktails & Spirits, Paris**

**Luxe pack, Monaco**

**London Cocktail Week**

**London International Wine Fair**

**Anuga, Cologne**

**International Spirits Challenge Awards Dinner, London**

**Alimentaria, Barcelona**

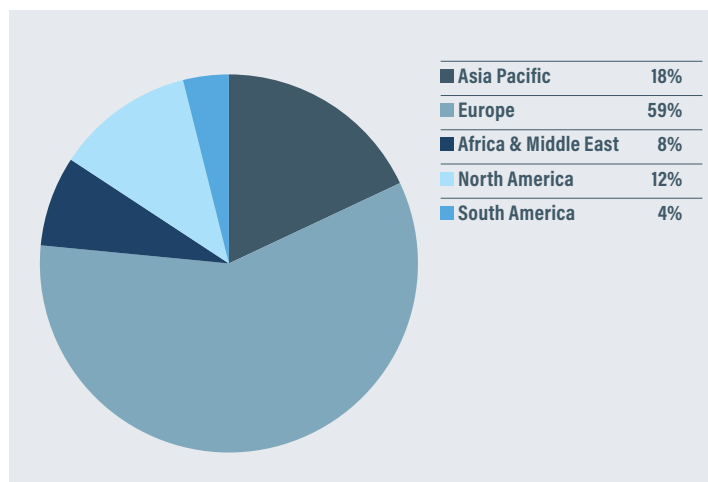
# CIRCULATION & READERSHIP

## Our top 20 countries are:

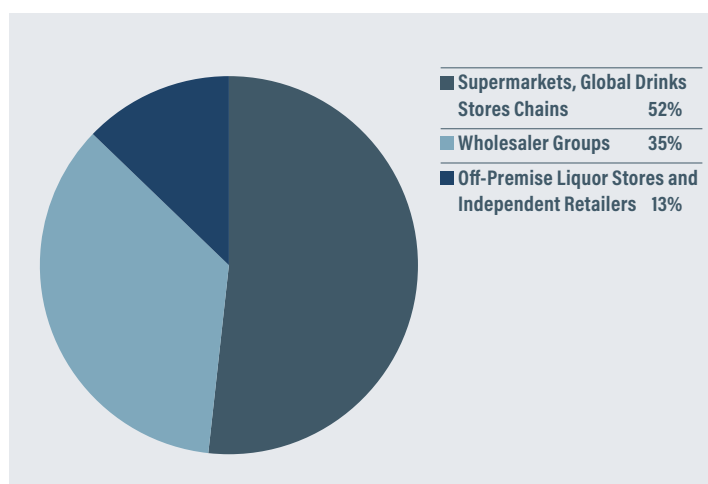
- United Kingdom
- USA
- France
- India
- Germany
- Russia
- Spain
- Brazil
- Japan
- Italy
- China & Hong Kong
- Belgium
- Australia
- Austria
- Portugal
- Canada
- South Africa
- Netherlands
- Finland
- Ukraine

## GEOGRAPHICAL BREAKDOWN

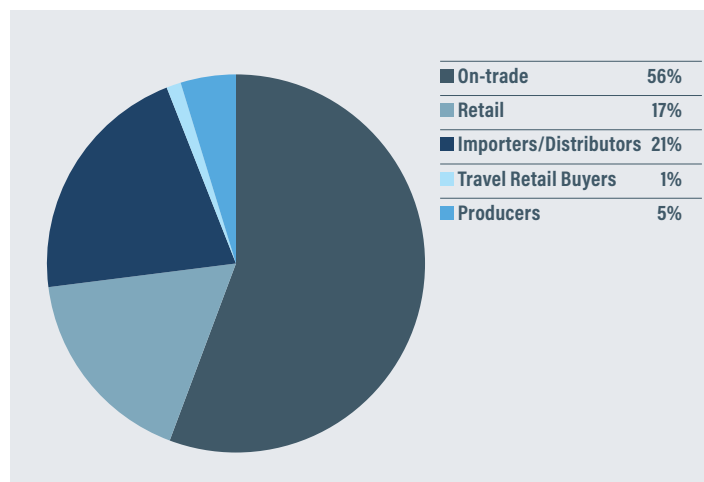
Drinks International has a truly global circulation. The magazine is sent to readers who have requested Drinks International in 84 countries around the world.



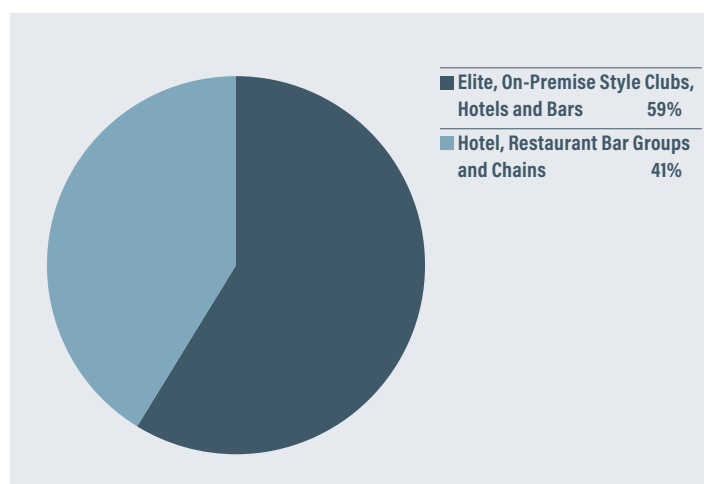
## RETAIL BUYERS



## BUYING SECTORS



## ON-TRADE BUYERS





# FEATURES 2022

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	Brands Report	
<b>February</b>	Pre-mixed Cocktails Liqueurs in cocktails Wines of France Premium Mixers Rhum Agricole		Vinexpo New York
<b>March</b>	St Patrick's Day Ribera Del Duero wine Canadian Whisky Wines of Australia Prowein preview	World's Most Admired Champagne Brands 2022	Summit of the Americas, Palm Beach, Florida Prowein, Dusseldorf
<b>April</b>	Mezcal Cognac Cocktail Bitters Tonic Water Wines of New Zealand Vinitaly Preview	World's Most Admired Wine Brands 2022	
<b>May</b>	Gin Pisco Wines of Chile Cocktail Trends Rhum Agricole Scotch TFWA Asia preview		TFWA Asia
<b>June</b>	CSR & Sustainability Dark Rum Rioja Sherry Rose Wines London Wine Fair preview	Millionaires Club Supplement 2022	London Wine Fair

# FEATURES 2022

Month	Feature	Supplements	Bonus Distribution (subject to alteration)
<b>July</b>	American Whiskey Tequila Sambuca Wines of Argentina Calvados Tales of the Cocktail preview		
<b>August</b>	Vodka Prosecco Japanese Whisky Cocktail Trends Italian Bitters	BarWorld 100 ISC Supplement 2022	ISC
<b>September</b>	White Rum Cachaca Amaretto Dessert Wines Rye		
<b>October</b>	RTDs Canned Wines Tonic Water Port Champagne TFWA Cannes preview Travel Retail Special (all categories)	Global Bar Guide 2022	World's 50 Best Bars TFWA Cannes Bar Convent Berlin
<b>November</b>	Chianti Wines of South Africa Spanish Brandy Aquavit Port Vermouth	World's Most Admired Whisky Brands 2022	
<b>December</b>	DI Dozen Limoncello Ginger Ales & Beers Cream Liqueurs CSR & Sustainability	Rum Supplement	

# RATES 2022

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		4,860
Inside Front Cover		4,665
Inside Back Cover		4,470
Special Advertisement Positions		
False Front Cover (Front Cover & Inside Front Cover)		11,500
Double Page Spread	<b>DPS with bleed</b> 303mm high x 426mm wide (6mm trim)	6,650
Double Page Centre Spread		7,315
Double Page Inside Cover Spread		7,695
Display Advertising		
Full Page	<b>Full Page with bleed</b> 303mm x 216mm (6mm trim)	3,885
Half Page	<b>Half Page Landscape</b> 133mm x 190mm <b>Half Page Portrait</b> 270mm x 93mm	2,375

# DRINKS INTERNATIONAL ONLINE

Drinks International's website [drinksint.com](http://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](http://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. Requested by 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:

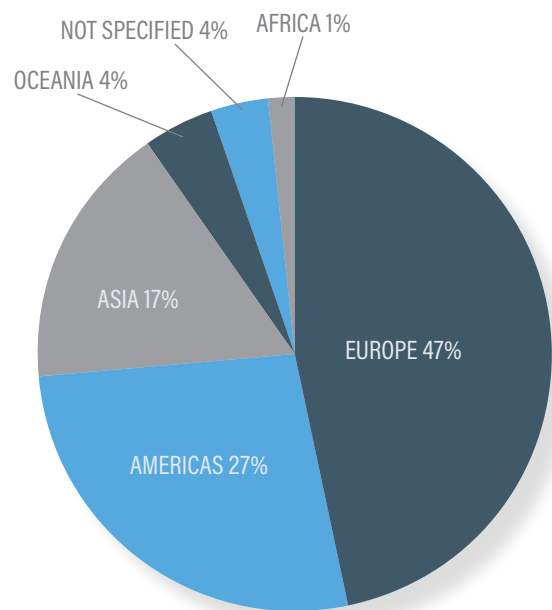
Drinks International website [drinksint.com](http://drinksint.com) has a truly global readership. Visitors from more than 200 countries log into [www.drinksint.com](http://www.drinksint.com) on a monthly basis.

## OUR TOP COUNTRIES ARE:

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

## SUMMARY OF STATISTICS

- More than **384,000** unique visitors from more than 200 countries worldwide every year.
- Over **54,000** page views a month
- More than **9,000** newsletter subscribers in 142 countries worldwide



## SOCIAL MEDIA

You can also follow us on Facebook, Twitter and Instagram for daily tweets and updates





# ONLINE RATES 2022

Advert	Dimensions	1 week	1 Month	Discount	Discount	Discount
				5%	15%	25%
Leaderboard Banner (maximum 4 rotations)	468 pixels wide x 60 pixels high Plus 320 pixels wide x 50 pixels high for mobile site	£330	£1250	£1180	£1060	£935
MPU Rectangle Banner (maximum 4 rotations)	300 pixels wide x 250 pixels high Plus 320 pixels wide x 50 pixels high for mobile site	£330	£1250	£1180	£1060	£935
DI Weekly Newsletter (Skyscraper)	160 pixels wide x 600 pixels high	£380	£1450	£1380	£1235	£1090
DI Weekly Newsletter (Leaderboard Banner)	468 x 60 pixels	£380	£1450	£1380	£1235	£1090
Sponsored articles (including 1 enewsletter banner)			£1750			

**Agency commission – 10% Credit terms - strictly 30 days from invoice**

## MECHANICAL SPECIFICATIONS FOR SUPPLIED ADVERTISING

### Leaderboard Banner

468 pixels wide x 60 pixels high

### MPU Rectangle Banner

300 pixels wide x 250 pixels high

### Skyscraper Banner

160 pixels wide x 600 pixels high

FORMAT: Gif, JPEG or SWF, TIFF, EPS

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

# EVENTS 2022

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)



## TRAVEL RETAIL AWARDS

The industry's finest gather in Cannes each September to celebrate the best campaigns, designs and initiatives in the travel retail business. Our supplier categories celebrate the quality of drinks brands and their initiatives within this luxury retail sector, whilst the operator awards honour the best innovation and standards of drinks retailing within this luxury retail sector.

**Website:** [www.drinksint.com](http://www.drinksint.com)

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**Email:** [jo.morley@drinksint.com](mailto:jo.morley@drinksint.com) or [rick.beaumont@drinksint.com](mailto:rick.beaumont@drinksint.com)

# TECHNICAL SPECIFICATIONS DISPLAY ADVERTISING

## MECHANICAL DATA - 2022

All measurements are in mm – height x width

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.

## 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).

## 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)

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