

DRINKS
INTERNATIONAL

**FOR GLOBAL
DRINKS
BUYERS**

MEDIA PACK 2020

INTRODUCTION

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 2020 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

"DI is certainly one of our go-to market-leaders for drinks press"
Ewan Topping, Global Brand Director, Ketel One

CIRCULATION & READERSHIP

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 Orlando, USA

Bar Convent Berlin, Germany

TFWA Cannes, France

TFWA Asia Pacific, Singapore

The World's 50 Best Bars Awards, London

The UK Rumfest, London, UK

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

Wine Vision, California

Anuga, Cologne

International Spirits Challenge Awards Dinner, London

Alimentaria, Barcelona

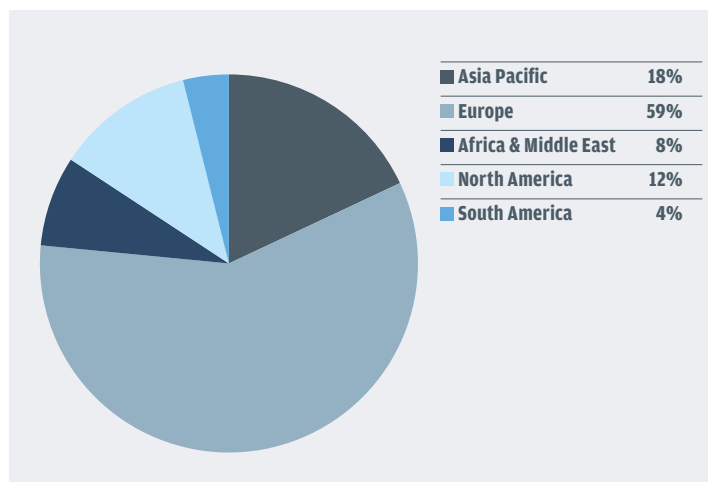
CIRCULATION & READERSHIP

Our top 20 countries are:

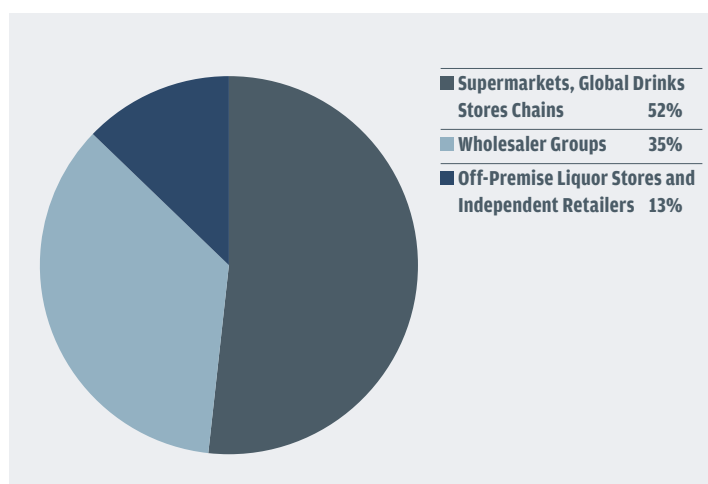
- United Kingdom
- USA
- France
- India
- Germany
- Russia
- Spain
- Brazil
- Japan
- Italy
- China & Hong Kong
- Belgium
- Australia
- Austria
- Portugal
- Canada
- South Africa
- Netherlands
- Finland
- Ukraine

GEOGRAPHICAL BREAKDOWN

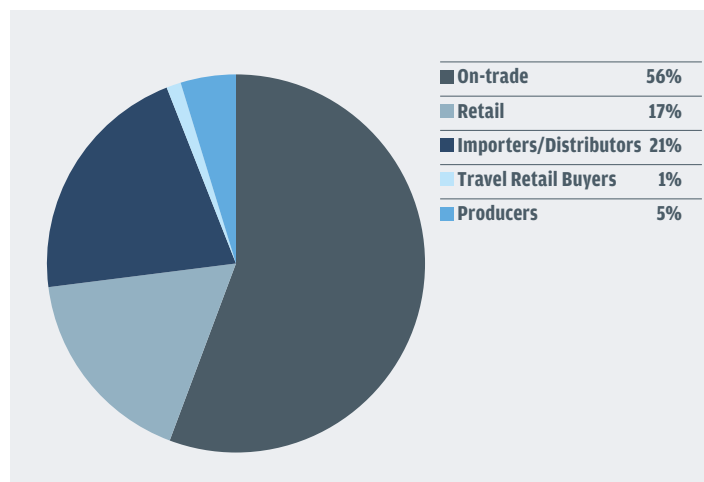
Drinks International has a truly global circulation. The magazine is sent to readers who have requested Drinks International in 84 countries around the world.



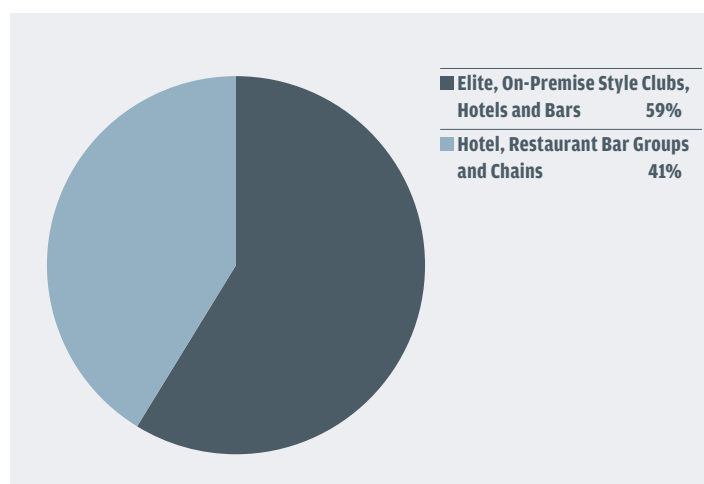
RETAIL BUYERS



BUYING SECTORS



ON-TRADE BUYERS



FEATURES 2020

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)
January	Indian Whisky Cava Low and Alc Free Mocktails Drinks Tourism Challenge Results	Annual Brands Report	
February	Chinese New Year Genever Pre-mixed Cocktails Liqueurs in Cocktails Bar Accessories & Equipment Vinexpo Paris Preview	World's Most Admired Champagne Brands 2020	Vinexpo, Paris
March	IAADFS Preview Irish Whiskey Ribera Del Dueno Wine Herbal Bitters Australian Wine Prowein Preview		
April	Armagnac Mezcal Cocktail Bitters Tonic Water Craft Beer New Zealand Wine	World's Most Admired Wine Brands 2020	
May	Gin Calvados Cream Liqueurs Wines of Romania Wines of Chile ISC Gins & Liqueurs TFWA Asia Preview London Wine Fair Preview	BarWorld 100	
June	CSR & Sustainability Dark Rum Rioja Premium Cider Drinks Design & packaging ISC Whisky	Millionaires Club 2020	Bar Convent Brooklyn, New York Vinexpo, Hong Kong Cocktails & Spirits, Paris

FEATURES 2020

Month	Feature	Supplements	Bonus Distribution (subject to alteration)
July	American Whiskey Tequila Sambuca Wines of Argentina ISC Results Low and Alc Free Tales of Cocktail preview		International Spirits Challenge Dinner
August	Vodka Aquavit Prosecco Sherry Premium Packaged Beers Premium Mixers Cocktail Trends	International Spirits Challenge 2020 Results Magazine	
September	Scotch Blends White Rum Cachaca Amaretto	World Whisky Supplement	Alcohol Strategies in Asia Alimentaria, Barcelona
October	TFWA Cannes Preview Cognac in Global Travel Retail Vodka in Global Travel Retail Classic Liqueurs Champagne in Global Travel Retail Wine in Global Travel Retail Bar Convent Berlin Preview Travel Retail Awards Preview	Global Bar Guide 2020	Vinexpo, Tokyo TFWA, Cannes Bar Convent Berlin Travel Retail Awards, Cannes
November	Chianti Wines of South Africa Spanish Brandy Port Vermouth Lebanese Wine W50BB Review Travel Retail Awards Review		Prowein, China
December	DI Dozen Aged Rum Single Malt Scotch Limoncello Raki Ginger Ales & Beers Cream Liqueurs Wines of Germany CSR & Sustainability Cocktail Challenge results	Gin Supplement	

RATES 2020

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 or Carmen Poel at 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	DPS with bleed 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	Full Page with bleed 303mm x 216mm (6mm trim)	3,885
Half Page	Half Page Landscape 133mm x 190mm Half Page Portrait 270mm x 93mm	2,375

DRINKS INTERNATIONAL ONLINE

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. Requested by more than 8,000 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:

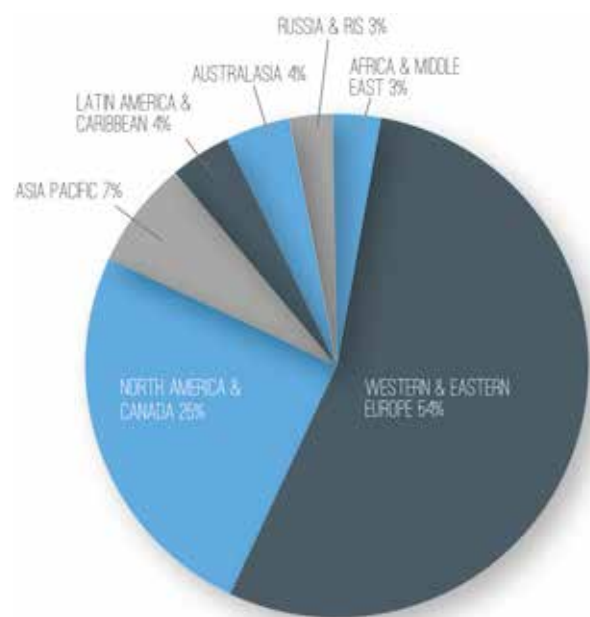
Drinks International website drinksint.com has a truly global readership. Visitors from more than 200 countries log into www.drinksint.com on a monthly basis.

OUR TOP COUNTRIES ARE:

- USA
- United Kingdom
- France
- Germany
- India
- Australia
- Canada
- Italy
- Ireland
- Spain
- Japan
- Netherlands
- Russia
- Hong Kong
- China
- Singapore
- South Africa
- Norway
- Switzerland
- Sweden
- Poland
- Brazil
- Philippines
- Ukraine
- Mexico

SUMMARY OF STATISTICS

- More than **254,000** unique visitors from more than 200 countries worldwide every year.
- Over **50,000** page views a month
- More than **8,000** 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 2020

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

EVENTS 2020

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

Now in its 25th year, 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 more than 1,700 entries from nearly 60 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 dinner in July 2020 at a London venue and pay tribute to some of the finest spirits and designs in the world.

Website: www.internationalspiritschallenge.com



WORLD'S MOST ADMIRED WINE BRANDS

On Sunday 15th March 2020 in Dusseldorf, as a curtain raiser to ProWein, Drinks International will host the second World's Most Admired Wines Awards party. This special evening will count down the top 50 brands, with specific awards for the most admired in each region; highest new entry; highest climber and the overall winner – the World's Number 1 Admired Wine Brand.

In the company of more than 200 masters of wine, judges, wine buyers, global wine retailers and writers, the wine world will celebrate success, at an energetic and contemporary evening party and drinks reception, with the chance to sample some of the world's most admired wine brands.

Sponsorship packages are available, providing an unrivalled opportunity to showcase your brand or product to this captive audience of buyers, producers and industry experts.

Website: www.drinksint.com

Contact: +44 (0)1293 558130 or +44 (0)1293 590044

Email: jo.morley@drinksint.com or rick.beaumont@drinksint.com



TRAVEL RETAIL AWARDS

The industry's finest will gather at the Hotel Majestic, Cannes in September 2020 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.



DRINKS INTERNATIONAL CHALLENGE SERIES

The Drinks International Challenge Series comprise of a vibrant mix of three different competitions which celebrate innovation and excellence within the global drinks industry.

The series offers drinks producers an objective, credible and highly competitive platform by which they can benchmark their brands, designs, campaigns and initiatives and gain recognition for their quality.

2020 CHALLENGES

WINE DESIGN CHALLENGE

DRINKS MARKETING CHALLENGE

DRINKS TOURISM CHALLENGE

TECHNICAL SPECIFICATIONS DISPLAY ADVERTISING

MECHANICAL DATA - 2020

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

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