

the SPIRITS BUSINESS

MEDIA PACK · 2009



the SPIRITS BUSINESS

WHAT IS IT?

The Spirits Business is the only international trade title that is solely dedicated to what is going on globally in the world of spirits. The magazine is dedicated exclusively to what is happening in the core spirits categories: vodka, whisk(e), gin, Cognac/brandy, liqueurs and cocktails.

Published by *The Drinks Business*, this bi-monthly magazine has a clean, cutting-edge and easily accessible design and has the all the high production features of its parent title.

The Spirits Business is published bi-monthly with a circulation of 13,000 copies, 73% Europe and 27% the rest of the world. *The Spirits Business* is distributed in the world's major spirits' markets, including Germany, Scandinavia, Benelux, France, Spain, Italy, the USA and the Far East.

WHY?

Responding directly to the demands of the spirits industry, *The Spirits Business* contains in-depth analysis of what is happening in the international arena of spirits.

WHAT'S IN IT?

The Spirits Business has an international perspective, analysing and commenting on what is at the heart of the business.

The Spirits Business covers the major trends affecting the global spirits industry in both the commercial and financial fields.

Along with informed comment and opinion, as well as in-depth news analysis, the regular features include business news, detailed market and category analysis, retail trends, brand advertising and marketing campaigns. All of which are supported by exclusive statistics. There are company, brand and key personality profiles and... much, much more.

WHO AND WHAT'S IT FOR?

The Spirits Business speaks directly to buyers and professionals who influence buying decisions as well as brand owners, marketeers, importers and their exporting/distribution partners worldwide. It is essential reading for retailers, importers, wholesalers and related service industries, plus on-trade professionals and City analysts.

The Spirits Business provides practical features that keep managers and decision-makers informed, helping them to advance their companies, their careers, and construct winning business strategies. It plays a vital part in any drinks media schedule, with extensive, up-to-date coverage of this developing sector.



FEBRUARY – (additional distribution at Prowein and the WSWA, US)

Category Focus – Gin
Country – Germany, Far East
Cocktail – Cognac
Marketing Matters – Vodka
Rum Masters

MARCH

Vodka Year Book

MAY – (additional distribution at Distil and the Bar Show London)

Brand Champions Special
and Distil Preview

JUNE – (additional distribution at Vinexpo)

Category Focus – Vodka
Country – Russia
Cocktail – South American
Spirits
Marketing Matters – Rum
Scotch Whisky Masters

AUGUST – ON-TRADE / COCKTAIL SPECIAL

Gin, Vodka, Whisky, Tequila and Rum Cocktails
Category Focus – Liqueurs
Top Bars around the world
Marketing Matters – Whiskies of the world
Gin Masters
Liqueur Masters

OCTOBER – (additional distribution at TFWA)

Category Focus – Whisky
Country Focus – India
Cocktail – Vodka
Bars in the Sky
Marketing Matters – Liqueurs
Vodka Masters

DECEMBER – WORLD SPIRITS REPORT

Including Latin American
Spirits / Cognac & Brandy
Masters



RATES & SPECS

STANDARD RATES

| | |
|--------------------|--------|
| Full page | £4,100 |
| Double page spread | £7,175 |
| Half page | £2,925 |
| Quarter page | £1,625 |

SPECIAL POSITIONS

| | |
|-----------------------|--------|
| Outside back cover | £5,925 |
| Inside front cover | £4,980 |
| Inside back cover | £4,630 |
| Page facing editorial | £4,400 |
| Page facing contents | £4,400 |

NB all rates for special monthly issues and stand-alone reports carry a minimum 20% premium.

ON-TRADE FORUMS, SPONSORSHIPS & PROMOTIONS

Sponsorship opportunities and company profiles are available on request. Special items such as mailings, inserts, gatefolds and wraparounds are available, price based on exact specifications.

ONLINE ADVERTISING

| | | | |
|--------------------------|------------------|---------|------------------|
| Standard banner | 590 x 60 pixels | 20k max | £750 per month |
| Skyscraper | 148 x 500 pixels | 30k max | £1,075 per month |
| Button Large | 148 x 148 pixels | 15k max | £750 per month |
| Button Small | 148 x 74 pixels | 10k max | £475 per month |
| Weekly Newsletter banner | | | £950 per week |

TECHNICAL SPECS

Full page

| | |
|-----------|---------------|
| Bleed | 303mm x 236mm |
| Trim | 297mm x 230mm |
| Type area | 262mm x 190mm |

Half page vertical

| | |
|-----------|---------------|
| Bleed | 303mm x 114mm |
| Trim | 297mm x 111mm |
| Type area | 262mm x 91mm |

Half page horizontal

| | |
|-----------|-----------------|
| Bleed | 148.5mm x 234mm |
| Trim | 144.5mm x 230mm |
| Type area | 127mm x 190mm |

Double page spread

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|-----------|---------------|
| Bleed | 303mm x 466mm |
| Trim | 297mm x 460mm |
| Type area | 262mm x 420mm |

Quarter page

| | |
|-----------|--------------|
| Type area | 127mm x 91mm |
|-----------|--------------|

All bookings are subject to our terms and conditions, available on request or online at www.thedrinksbusiness.com

All prices exclusive of VAT

CONTACTS

Daisy Jones

Associate Publisher
Tel: +44 (0) 20 7803 2452
Mobile: +44 (0) 7879 448 475
Email: daisy.jones@thespiritsbusiness.com

Bert Cason

Advertisement manager
Tel: +44 (0) 20 7803 2449
Mobile: +44 (0) 7946 366 398
Email: bert.cason@thespiritsbusiness.com

Patience Gould

Editor
Tel: +44 (0)20 8663 3018
Mobile: +44 (0)7809 108 472
Email: patience.gould@thespiritsbusiness.com

David Rose

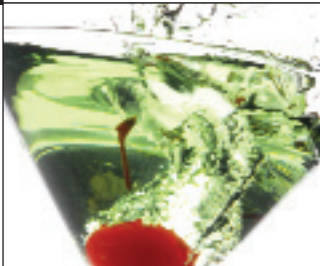
Deputy Chairman
Tel: +44 (0) 20 7803 2450
Mobile: +44 (0) 7973 403513
Email: david.rose@thedrinksbusiness.com

The Spirits Masters 2008

The Spirits Masters Dinner 2008

Venue: **The Imagination Gallery, South Crescent,
25 Store Street, London WC2**

Date: **Tuesday 2 December 2008**



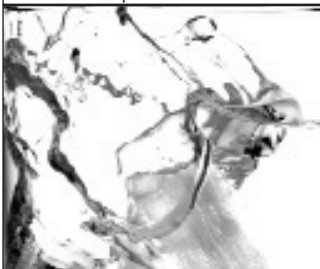
The Vodka Masters



The Whisky Masters



The Liqueur Masters



The Gin Masters

You are invited to the first annual awards dinner to celebrate the amazing Master and Gold award winners in the 2008 series of the Spirits Masters.

Plus, the Grand Spirit Masters will be exclusively revealed on the night – the best of the best for this year covering all the fantastic entries into the Scotch Whisky Masters, the Gin Masters, the Liqueur Masters and, of course, the Vodka Masters.

Enjoy a fabulous meal at London's award-winning Imagination Gallery and the remarkable Vodka Bar supplied by Dannoff Vodka.

The Programme

6.30pm Cocktails on arrival in the atrium

6.30-7pm Gold medal winners presentation in the gallery

8pm Dinner in the gallery

9pm Presentation of the:

- Gin Masters
- Scotch Whisky Masters
- Liqueur Masters
- Vodka Masters

10pm Announcement of the:

- Grand Gin Master
 - Grand Scotch Whisky Master
 - Grand Liqueur Master
 - Grand Vodka Master
- plus the prestigious overall
- Grand Spirit Master 2008

11pm Carriages

To book your tickets simply contact: Sheila Crisp, events manager, on sheila@thespiritsbusiness.com t: +44 (0)20 7803 2430

Individual tickets **£200+VAT** or take a table for 10 for **£1,800+VAT**



Sponsored by



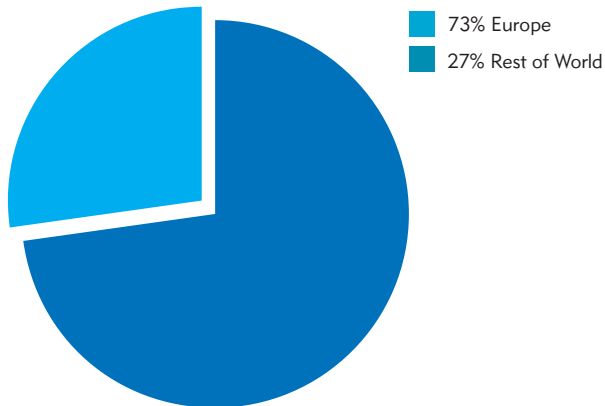
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For more information and details of sponsorship opportunities please contact:

Daisy Jones, associate publisher, at: daisy@thespiritsbusiness.com t: +44 (0)20 7803 2452

THE SPIRITS BUSINESS

Circulation split



The Spirits Business helps decision-makers to advance their international businesses as it focuses on marketing, branding, sales and distribution.

The Spirits Business, a sister publication to *The Drinks Business* was launched in October 2007. The *Spirits Business* is the first only international trade title to be solely dedicated to what is going on globally in the world of spirits.

The Spirits Business has an international distribution split between all of the key markets around the world including the UK, key markets in mainland Europe, such as Germany, Scandinavia, Benelux, France, Spain, Italy, the USA, the Far East and major exporting nations such as Australia, South Africa, New Zealand, Chile and Argentina.

The Spirits Business has a quarterly circulation of 13,000 copies. The circulation split is 73% Europe and 27 % Rest Of The World.

The Spirits Business has distribution at every key international trade fair including Prowein, WSWA/US, Vinitaly, The London International Wine & Spirit Fair, The Bar Show, Vinexpo, in Bordeaux and Hong Kong and The Tax Free World Show, in Singapore and Cannes.

Our circulation profile includes key named people involved in the industry: CEO's, MD's, directors, buyers, marketing and PR managers and leading on-trade decision makers.