

THE SPIRITS BUSINESS

THE ONLY INTERNATIONAL TRADE MEDIA SOLELY
DEDICATED TO SPIRITS

MEDIA PACK 2020



THE SPIRITS BUSINESS

At the mercy of fast-moving market forces and capricious consumer desires, the spirits industry is in a constant state of flux and evolution. Its pace of change can be dizzying, which is why *The Spirits Business* aims to provide stakeholders with the most up-to-date news and trends that impact their fascinating industry.

As the world's only trade title exclusively dedicated to spirits, those with an interest in the sector need look no further than our website, daily e-newsletter and printed magazine. Covering all breaking spirits news, as well as providing in-depth analysis, interviews, data and opinion, *thespiritsbusiness.com* is a one-stop-shop to discover important industry developments. And since our readers are based around the world, we ensure that our content is truly international.

In addition to news and insights, our monthly magazine offers an in-depth look at individual spirits categories and markets, while our Back Bar section contains insightful features relating to the on-trade. Comprehensive previews of the world's leading spirits trade shows are also included – more details can be found on page 3. For 2020, our features list will also expand to include niche and disruptive spirits categories such as agave spirits and new-world whisky, and also pertinent trends such as low- and no-alcoholic drinks and the impact of cannabis.

Our award-winning team of journalists is passionate about all aspects of the spirits industry, and is constantly immersed in the on-trade, off-trade and global travel retail to ensure you have the latest news and analytic insight you need to drive your business forward. Meanwhile, our experienced events team strives to celebrate excellence in the industry by hosting The Global Spirits Masters – a series of blind-tasting and spirits assessment competitions judged by a panel of independent experts.

As a title dedicated to and immersed in the trade, we offer our media partners the optimal opportunity to reach a targeted audience through a range of bespoke communication packages. Whether through direct print or online banner advertising, strategic sponsorship opportunities or tailored events, our team would be delighted to help you achieve your marketing objectives for the coming year and beyond.

AMY HOPKINS
EDITOR



PRINT READERSHIP & CIRCULATION

The Spirits Business is the only international trade magazine and website in the world that is dedicated to spirits. Our circulation of up to 13,500 copies per month across 120 countries reaches more than 50,000 spirits professionals worldwide.

Readership

Our global audience comprises some of the world's biggest retail, hospitality and duty free buyers. In addition, The Spirits Business is sent to thousands of international bartenders.

Bonus distribution

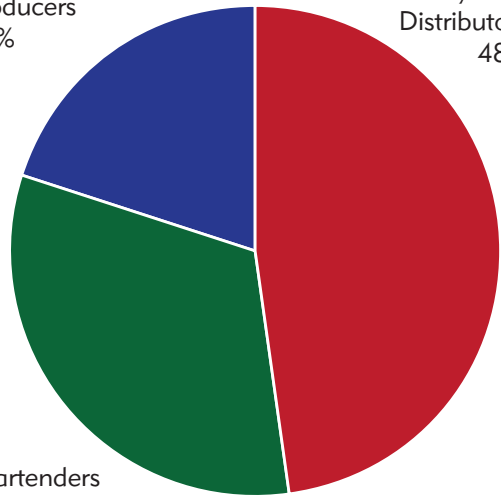
In addition to our regular subscribers, we are also distributed at all the major trade shows and events:

- Prowein, Düsseldorf • Duty Free & Travel Retail Summit of the Americas • TFWA Asia Pacific Exhibition & Conference • Vinexpo Paris/NewYork/Hong Kong • Tales of the Cocktail • Bar Convent Berlin • TFWA World Exhibition & Conference • London Cocktail Week

Readership

Producers
20%

Buyers & Distributors
48%



Top 10 countries

- | | |
|-----------|-------------|
| UK | Ireland |
| US | Sweden |
| Hong Kong | Germany |
| France | Netherlands |
| Spain | Canada |

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FEATURES LIST:

Our 2020 features list is more varied than ever, with category reports covering big players such as Scotch and vodka, and others focusing on niche, disruptive segments. Whether you're an emerging brand seeking additional distribution or an established name looking to communicate a fresh campaign, we hope this list will help you plan your most effective marketing strategy yet.

| Month | Features | Awards results | Additional Distribution | Editorial Deadline |
|--------------|---|--|--|--------------------|
| January | Most Innovative Spirits list Category reports: Spirits trends to watch; Japanese whiskey; Distilleries focus | The Spirits Business Awards | | 6 December |
| February | Tequila report Category reports: Mezcal; Low- and no-alcohol Regional report: Western Europe Travel retail report: Gin | Tequila & Mezcal Masters | Vinexpo Paris, Vinexpo New York, Prowein, Düsseldorf, Summit of the Americas | 3 January |
| March | Rum report Category report: Third-party spirits Regional report: Latin America Travel retail report: Tequila Prowein preview, Summit of the Americas preview | Rum & Cachaça Masters | Prowein, Düsseldorf Summit of the Americas | 7 February |
| April | Vodka report Category report: RTDs; Tonics and mixers Country report: Eastern Europe Travel retail report: Vodka | | TFWA Asia Pacific; Vinexpo Hong Kong | 6 March |
| May | Cognac report Category report: Asian spirits. Regional report: Asia Pacific Travel retail report: Irish whiskey TFWA Asia Pacific and Vinexpo Bordeaux previews | Cognac & Brandy Masters | TFWA Asia Pacific, Vinexpo Hong Kong, London Wine Fair | 3 April |
| June | Brand Champions 2019* Category reports: Scotch; Rum; Cannabis in drinks Travel retail report: Cognac | Scotch Masters | | 8 May |
| July | Gin report Category reports: Genever; 'Other' agave spirits Regional report: North America Travel retail report: American whiskey Tales of the Cocktail preview | Gin Masters | Tales of the Cocktail, New Orleans | 5 June |
| August | Whiskies of the world special Category reports: American whiskey; Australian whiskey; Spirits packaging Tales of the Cocktail review | American Whiskey, Irish Whiskey & World Whisky Masters | | 3 July |
| September | Travel retail special Global travel retail report Category reports: Irish whiskey; Calvados; Vodka; TFWA World Exhibition preview | Vodka & Travel Retail Masters | TFWA World Exhibition | 7 August |
| October | Luxury spirits special Category report: South African brandy Regional report: Africa & Middle East Travel retail report: Scotch Bar Convent Berlin preview; London Cocktail Week preview; Boutique Bar Show London preview | Luxury Masters | Bar Convent Berlin London Cocktail Week | 4 September |
| November | The Bars to Watch Category reports: Craft spirits; Liqueurs; Tonics and mixers | Liqueurs & Speciality Spirits Masters | | 2 October |
| December | World Spirits Report Category reports: Scotch; UK retail; Sustainability Travel retail report: Rum | Design Masters | The Global Spirits Masters Awards Lunch | 6 November |
| January 2021 | Most Innovative Spirits list Category reports: Spirits trends to watch; Japanese whiskey; Distilleries focus | | | 4 December |

* The definitive guide to spirits brands selling over one million nine-litre cases per annum. The Brand Champions series will contain exclusive and comprehensive data on spirits brands' sales volumes, equipping industry professionals with unparalleled information relevant to this dynamic industry.

Join 10,000 subscribers and sign up to the free SB newsletter Subscribe with your email Sign Up!

THE SPIRITS BUSINESS AWARDS ▾ EVENTS ▾ BRAND CHAMPIONS ▾ JOBS SUBSCRIPTIONS

NEWS | PRODUCT | ON-TRADE | TRAVEL RETAIL | PEOPLE | MARKETING | FEATURES | OPINION | SBTV | SPONSORED

NEMIROFF INTRODUCING THE INKED COLLECTION

Campari Group in talks to buy French distributor
 Italian drinks firm Campari Group has begun exclusive negotiations to acquire its French distributor, Baron Philippe de Rothschild France Distribution

Kate Hudson launches vodka
 Film star Kate Hudson is the latest celebrity to move into the drinks world with the launch of King St. Vodka

Cognac salvaged from 100-year-old shipwreck
 Treasure hunters have explored a 100-year-old shipwreck to recover 65 cases of Cognac and liqueurs that were headed to Russia at the time of Nicholas II's reign

The week in pictures
 From British explorer Sir Ranulph Fiennes to Made in Chelsea star Spencer Matthews, celebrity launches came thick and fast in another jam-packed week for the spirits industry

Lock and load: How closures makers are

Coupette unveils winter craft-inspired

VODKA BOKER
 Follow Your Instincts

ELEVATE YOUR FAVORITE

TOVARITCH!
 WORLD'S MOST AWARDED VODKA

THE SPIRITS MASTERS 2019 AWARDS LUNCH
 COCKTAILS FOLLOWED BY LUNCH

The Spirits Business
 September 18
 LABEL 5 fans have voted in their thousands and chosen their favorite street art-inspired design, which will feature on the next LABEL 5 limited edition. This launch comes along a dedicated street art plan which will be released worldwide, including digital media, social networks, in-store visibility, events, and PR activations. The bottle will be unveiled at the Tax-Free World Association show in Cannes.

LABEL 5
 SCOTCH WHISKY

WWW.FACEBOOK.COM
LABEL 5 reveals its new graffiti limited edition! Learn More
 127 3 Comments 6 Shares 24K Views
 Like Comment Share

LABEL-5.COM
LABEL 5 reveals its new graffiti limited edition! Learn More
 622 32 Comments 48 Shares 64K Views
 Like Comment Share
 Most Relevant
 Write a comment...

WEB & SOCIAL

Updated daily with relevant and timely news, interviews and features from the global drinks industry, *thespiritsbusiness.com* is viewed by around 325,000 unique users each month.

With numerous display and sponsorship opportunities across both our websites and newsletters, brands can access a cost-effective platform with *The Spirits Business* to target our expanding global online readership.

In addition, we reach and influence thousands of followers every day via social media. Whether it is Twitter, Instagram, Facebook, Pinterest or LinkedIn, we are constantly engaged with key industry figures and consumers.

Monthly stats:

Unique users: 325,000
 Visits from more than 140 countries

Social channels:

Twitter: 26.5k followers
 Facebook: 17.5k page likes
 Instagram: 150 likes per post

More than 10,000 people subscribe to our daily newsletter, which gives you the chance to advertise to a global digital audience.

Top 10 countries

| | |
|-----------|-------------|
| US | France |
| UK | Germany |
| India | Netherlands |
| Canada | Ireland |
| Australia | Singapore |



EVENTS

The Spirits Business has a thriving events portfolio, including our internationally recognised blind-tasting competition, The Global Spirits Masters, as well as consumer and trade events. We pride ourselves on ensuring the highest calibre, independent judges are used for The Global Spirits Masters series, guaranteeing total credibility and results that give a real insight into current consumer tastes.

In addition, our annual party to celebrate the winners of the Vodka and Travel Retail Masters is held at the TFWA World Exhibition & Conference in Cannes, while our Spirits Masters Awards Lunch is held in London. 2019 saw the launch of The Spirits Business Awards, which seeks to recognise excellence in retail, distribution, marketing, brand development, production and sustainability. Following a successful debut, the awards will once again take place in 2020.

Events schedule (sponsorships available)

The Wine & Spirits Show – April 2020

The Wine Show Chelsea – TBC Autumn 2020

The Vodka and Travel Retail Masters Beach Party – September 2020

The Global Spirits Masters Awards Lunch – November 2020

The Spirits Masters

| Masters | Deadline for entries* | Deadline for sending samples | Results published |
|--------------------|-----------------------|------------------------------|-------------------|
| Tequila & Mezcal | 2 January 2020 | 7 January 2020 | February 2020 |
| Rum | 23 January 2020 | 28 January 2020 | March 2020 |
| Cognac & Brandy | 4 March 2020 | 11 March 2020 | May 2020 |
| Scotch Whisky | 23 April 2020 | 28 April 2020 | June 2020 |
| Gin | 27 May 2020 | 29 May 2020 | July 2020 |
| Irish Whiskey | 26 June 2020 | 1 July 2020 | August 2020 |
| World Whisky | 26 June 2020 | 1 July 2020 | August 2020 |
| American Whiskey | 26 June 2020 | 1 July 2020 | August 2020 |
| Vodka | 24 July 2020 | 28 July 2020 | October 2020 |
| Travel Retail | 27 July 2020 | 31 July 2020 | October 2020 |
| Luxury | 25 August 2020 | 28 August 2020 | September 2020 |
| Liqueurs | 24 September 2020 | 30 September 2020 | November 2020 |
| Speciality Spirits | 24 September 2020 | 30 September 2020 | November 2020 |
| Design & Packaging | 23 October 2020 | 29 October 2020 | December 2020 |

Entry forms can be downloaded from: www.thespiritsbusiness.com/spirits-masters

*Deadlines subject to change

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SPECIFICATIONS

SPONSORSHIPS & PROMOTIONS

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

WEB ADVERTISING

Large Leaderboard 1260 x 190 pixels + 320 x 90 pixels
Leaderboard 728 x 90 pixels + 320 x 90 pixels
MPU 300 x 250 pixels
Button 150 x 150 pixels

NEWSLETTER ADVERTISING

Banner 632 x 90 pixels
Button 150 x 150 pixels

OTHER ONLINE ADVERTISING OPTIONS

Fullsite Wrap-around
Solus Newsletter

For details and rates on these and other online options please contact a member of the sales team.

Union Press only work with certain file types, specifically static JPG and PNG files, animated GIF or rich media supplied in html5 format. Furthermore, these files must be kept to no more than 200kb in file size.

Also and that we have to have some sort of link supplied too (URL address, UTM tacking or whatever) at the same time as we get the banner artwork; Above the Facebook image please include the headline "Social Media Specifications"

Desktop & Mobile News Feed



Our Recommended Specs:
Headline: 25 characters
Text: 125 character
Link description: 30 characters
Video ratio: 9:16 to 16:9
Video file size: 4 GB max.
Video length maximum: 25-secs - 1min

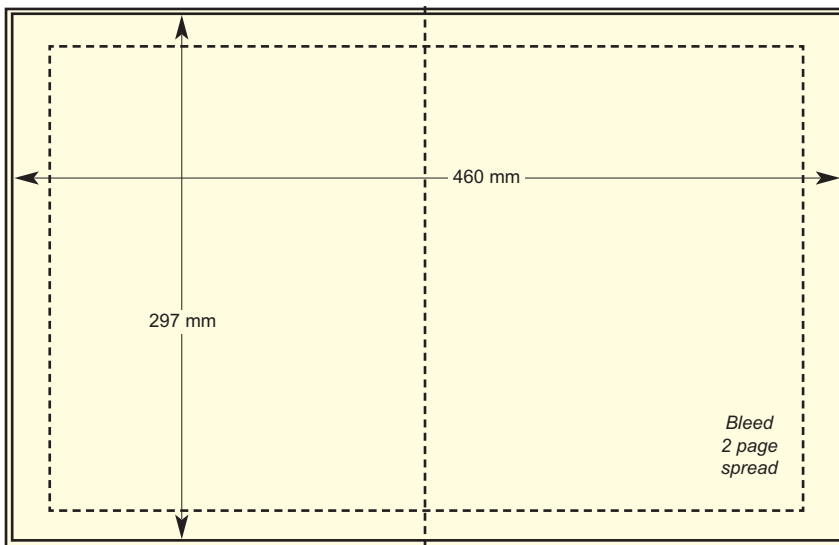
facebook Ad Creative

Desktop Right Column



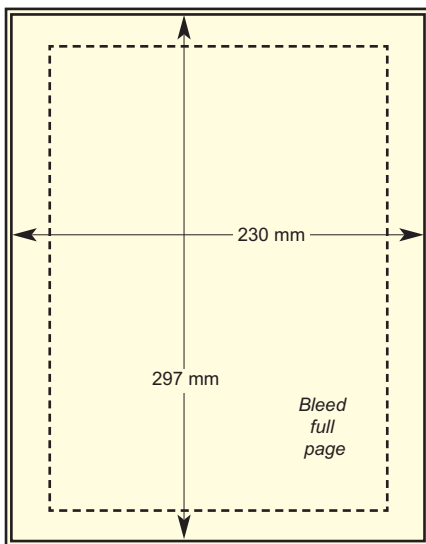
Our Recommended Specs:
Headline: 25 characters
Text: 125 character
Link description: 30 characters
File type: jpg or png
Image ratio: 1.91:1 to 4:5
Recommended resolution: at least 1,080 x 1,080 px
Images that consist of more than 20% text may experience reduced delivery.

Technical specifications for **THE SPIRITS BUSINESS**



Double Page Spread

Bleed: 303 mm x 466 mm
Trim: 297 mm x 460 mm



PERFECT BINDING:

Please be aware that all of our magazines are perfect bound. It is the designer's responsibility to include double gutter image allowance if it is required. Also, we recommend that no type, logo or any important matter should appear within 8mm either side of the gutter on any spread to avoid being obscured.



Full Page

Bleed: 303 mm x 236 mm
Trim: 297 mm x 230 mm

COPY REQUIREMENTS

We require that all copy be supplied only in digital format, and as specified below.

ACCEPTABLE FORMATS:

- Print Optimised (high resolution) PDF to PDF/X-1a:2001 standard, otherwise,
- High-resolution CMYK flat bitmap file (eg TIFF, PSD or JPG format)
- Please always include crop marks and 3mm of bleed on ALL FOUR EDGES
- Max ink coverage = less than 290%
- If you use ICC profiles, please set your output to FOGRA39 (ISO 12647-2:2004)
- Please do **NOT** send us live files such as InDesign, Illustrator or Quark documents

IMPORTANT: All artwork must be converted to CMYK before sending. In all instances where colour fidelity is critical, a certified colour match is required two weeks prior to printing.

DELIVERY to the Production Dept:

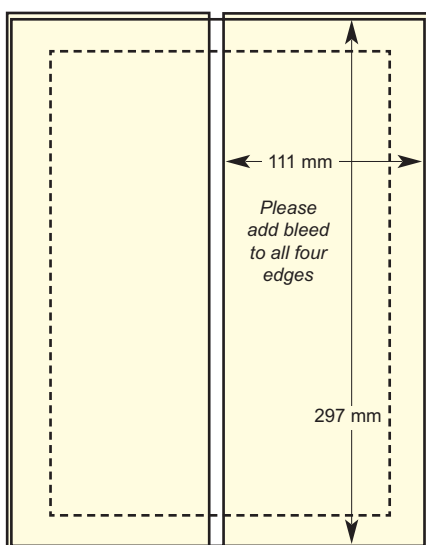
For files up to 25Mb (approx) in size

- Send your PDF file/s by email to: production@unionpress.co.uk

For files over 25Mb in size:

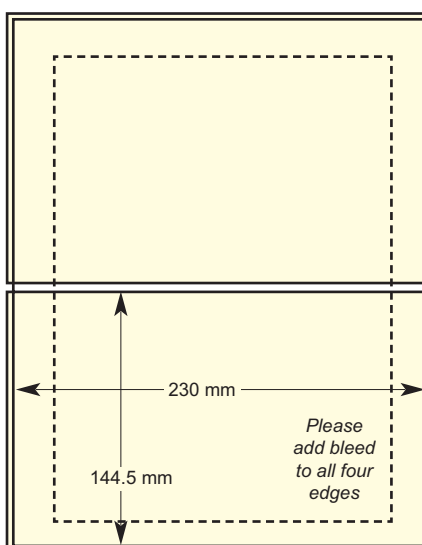
- We would recommend use of one of the free-of-charge online services such as **wetransfer, hightail, sendspace, dropbox** or any other such similar site.

We will check and preflight supplied files against our standard print profiles and return a summary acknowledgement of receipt and suitability for use. If problems are found in any files we will contact the sending party to make amendments.



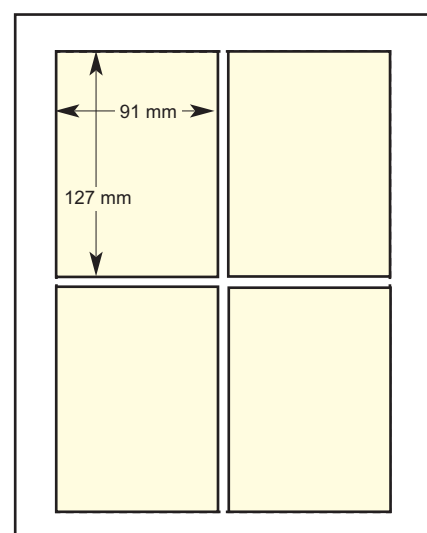
Half Page Vertical

Bleed: 303 mm x 118 mm
Trim: 297 mm x 112 mm



Half Page Horizontal

Bleed: 151 mm x 236 mm
Trim: 145 mm x 230 mm



Quarter Page

Please note: these are type-area only adverts
Type Area: 127 mm x 91 mm

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