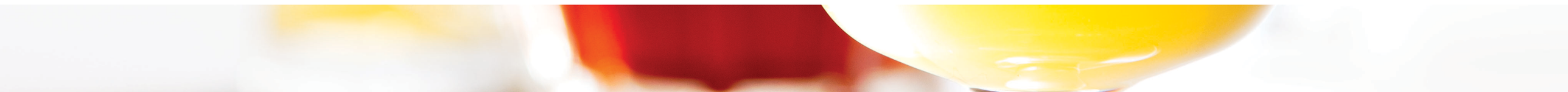
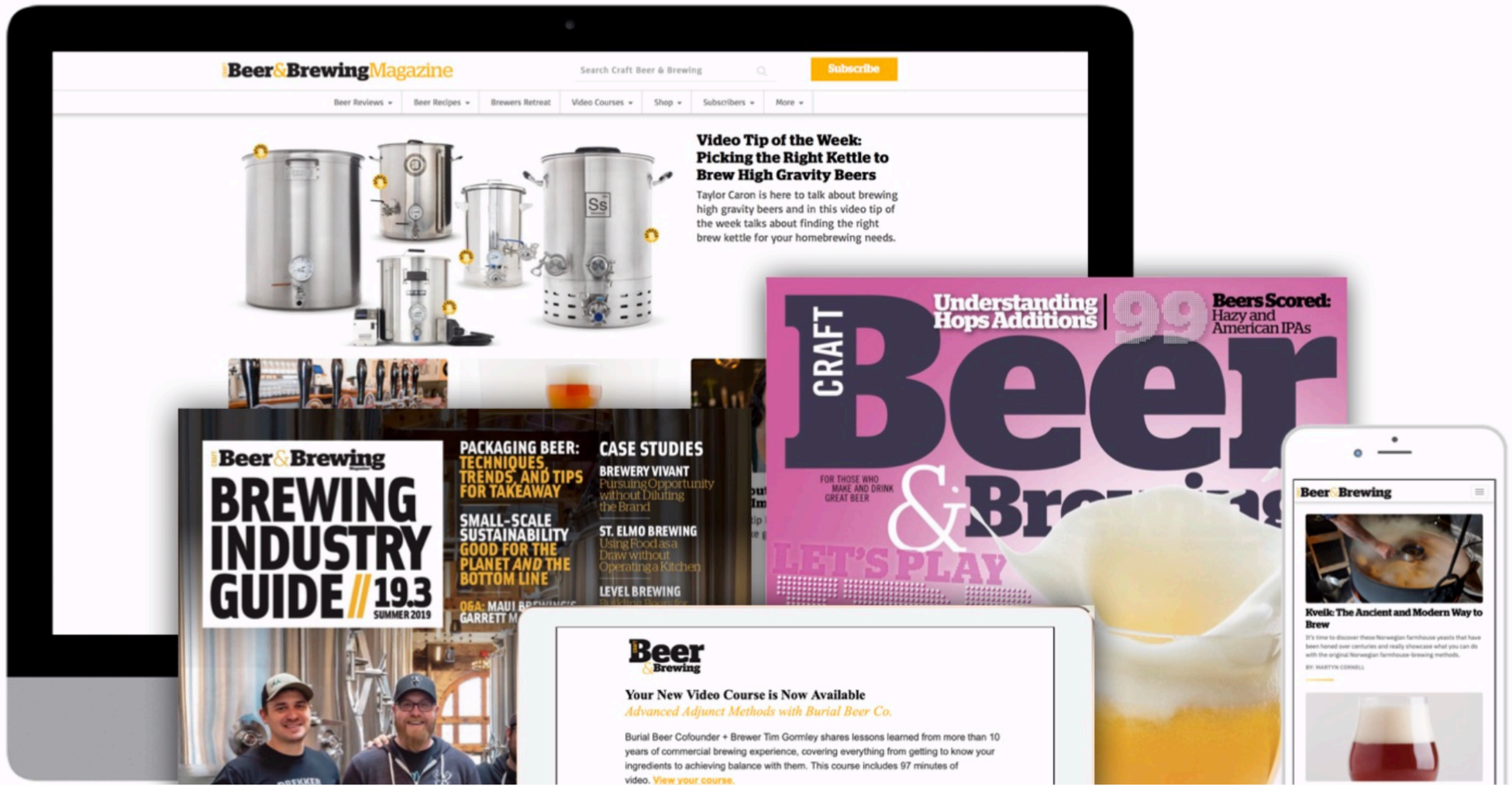
CRAFT BEER & BREWING

Media Kit Rates + Deadlines





CRAFT BEER & BREWING PROVIDES THE PLATFORMS TO REACH THOSE WHO MAKE AND DRINK GREAT BEER

If you're trying to reach the passionate, highly-engaged brewing and craft-beer consumer, there is no better way to do it than through the Craft Beer & Brewing channels. With top-quality content delivered through diverse channels (print, digital, events, social, video, apps) to large audiences, it is a cost-effective way to build your brand, help consumers discover your products, and engage with craft-beer consumers on a wide scale.

MORE THAN 2,200,000 PEOPLE ENGAGE WITH OUR CONTENT EVERY MONTH!

- The value off Craft Beer & Brewing content is clear with subscribers paying an average of $61.01/year.
- Over the past year, our number of paid subscribers has increased by 76.1%.

YOU'RE IN GOOD COMPANY

OUR ADVERTISING PARTNERS REACH MILLIONS OF PASSIONATE BEER MAKERS AND DRINKERS YEAR AFTER YEAR

ADVERTISE IN CRAFT BEER & BREWING MAGAZINE®

If you're trying to reach the passionate, highly-engaged brewer and craft-beer consumer, there is no better way to do it than through *Craft Beer & Brewing Magazine®*. With top-quality content delivered to large audiences, it is a cost-effective way to build your brand, help consumers discover your products, and engage with craft-beer enthusiasts on a wide scale.

Craft Beer & Brewing Magazine®'s successful strategy of spanning the beer consumer and beer creator markets has earned us prominent and coveted newsstand space at some of the world's best retailers, including Whole Foods Market, Walmart, Wegmans, Safeway, Sprouts, and many more. Buyers for these retail giants know that quality sells, and ***Craft Beer & Brewing Magazine®* is the top selling beer magazine on America's newsstands** for this reason.

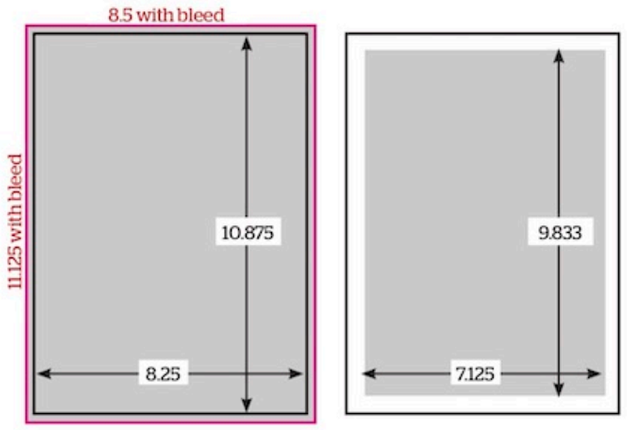
100,000 READERS/ISSUE WITH AN AVERAGE HOUSEHOLD INCOME OVER $110,000!

CRAFT BEER & BREWING MAGAZINE® EDITORIAL CALENDAR

Every issue of Craft Beer & Brewing Magazine® includes regular departments like Beercation, Breakout Brewers, Gearhead, Ask The Experts, Make Your Best, and more. In addition, we organize the main feature package of each issue around a theme, like “IPA Today” or “The Summer of Saison” and review commercial beers released in that style. Secondary features, product tests, service pieces, and similar content is developed on an issue-by-issue basis as trends and ideas develop throughout the year. Here’s a loose rundown of what we have planned, but themes are subject to change if more timely subjects present themselves!

Issue	Feature Focus	Secondary Focus	Products Reviewed	Ad Reservation Deadline	Ad Materials Due	Newsstand Date
Dec-Jan 2020	Best in Beer 2019	Barrel-Aging	Recipe Kits	9/27/2019	10/7/2019	11/26/2019
Feb-Mar 2020	The Elements of Beer (Water, Malt, Yeast, Hops)	Enzymes	Beer Fridges	11/22/2019	12/2/2019	12/31/2019
Apr-May 2020	Funk & Fruit	Dark Lagers	Compact Brewing Systems	1/10/2020	1/20/2020	2/18/2020
June-July 2020	Craft Lagers	Mead	Testing Equipment (pH Meters, Hydrometer, wireless monitors, etc).	3/27/2020	4/6/2020	5/5/2020
Aug-Sept 2020	IPA	Cheese Pairing	Kettles	5/29/2020	6/8/2020	7/7/2020
Oct-Nov 2020	Stout	Adjuncting	Coolers	7/10/2020	7/20/2020	8/18/2020
Dec-Jan 2021	Best in Beer 2020	TBD	TBD	9/18/2020	9/28/2020	10/27/2020

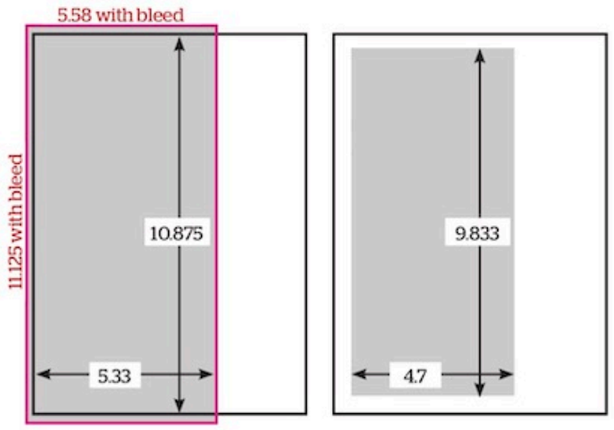
CRAFT BEER & BREWING MAGAZINE® AD SIZES & RATES



Full Page

Full Bleed:
8.25" wide x 10.875" tall trim size, *plus bleed* (.125" on all sides) = **8.5" x 11.125" total image area including bleed**

No Bleed:
7.125" wide x 9.833" tall



Two Thirds

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No Bleed:
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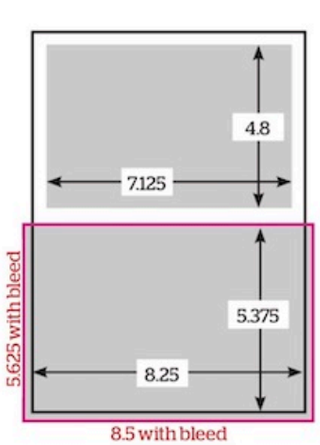

Half Page Horizontal

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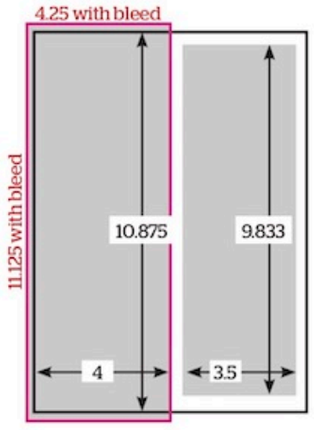
8.25" wide x 5.375" tall plus bleed = **8.5" x 5.625" total image area including bleed**

No Bleed:
7.125" wide x 4.8" tall



Half Page Vertical

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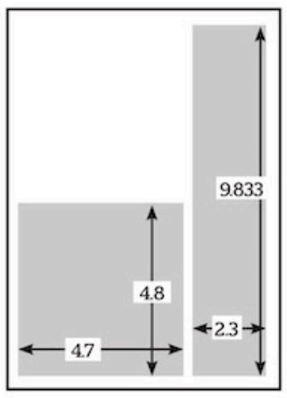
No Bleed:
3.5" wide x 9.833" tall



Third Page

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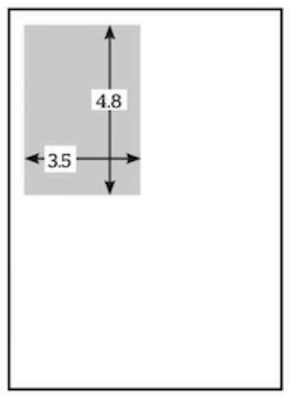
Vertical, No Bleed:
2.3" wide x 9.833" tall



Quarter Page

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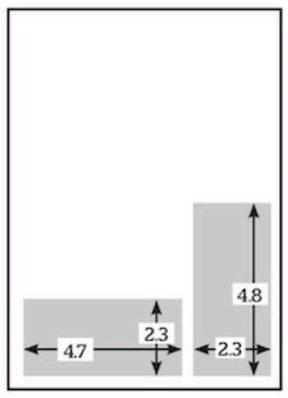

Sixth Page

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For full-bleed ads, please add .125" bleed to all four sides of the ad. When outputting ad file, please do not include crop marks within the bleed area.

CRAFT BEER & BREWING MAGAZINE® AD SIZES & RATES

Size	1x	2x	4x	6x	10x*
2 Page Spread	$4,499	$4,250	$3,800	$3,575	$2,999
Full Page	$2,499	$2,360	$2,100	$1,999	$1,799
2/3 Page	$1,759	$1,650	$1,475	$1,390	1,229
1/2 Page	$1,399	$1,300	$1,165	$1,095	$899
1/3 Page	$999	$945	$845	$795	$699
1/4 Page	$699	$655	$590	$550	$469
1/6 Page	$499	$460	$415	$390	N/A

*10x rate includes insertions in all four issues of the Brewing Industry Guide | All prices quoted in net

PREMIUM POSITION CHARGES:

- Back Cover – $500
- Inside Front Cover – $300
- Inside Back Cover – $300
- Page 1 - $300
- TOC Facing - $200
- 2-page spread (first 20 pages) – $400

CRAFT BEER & BREWING MAGAZINE®ADVERTISING PACKAGES

PRINT + DIGITAL PACKAGES

Our most popular package is a favorite of breweries and suppliers (homebrew and pro brew) and gives you 12 consecutive months of total market coverage reaching our magazine, online, and social media consumers in significant and engaging ways wherever they are. This package includes:

CBB Full-Page Package

$18,995.00 ~~$24,496.00~~

- 6 Full-page ads in *Craft Beer & Brewing Magazine®*
- 400,000 Web ad impressions on beerandbrewing.com
- 4 Dedicated email campaigns to CB&B subscriber list
- 4 Sponsored social campaigns (all 4 channels)

CBB Half-Page Package

$10,600.00 ~~$13,916.00~~

- 6 Half-page ads in *Craft Beer & Brewing Magazine®*
- 250,000 Web ad impressions on beerandbrewing.com
- 2 Dedicated email campaigns to CB&B subscriber list
- 2 Sponsored social campaigns (all 4 channels)

CBB Quarter-Page Package

$5,925.00 ~~$7,540.00~~

- 6 Half-page ads in *Craft Beer & Brewing Magazine®*
- 150,000 Web ad impressions on beerandbrewing.com
- 1 Dedicated email campaigns to CB&B subscriber list
- 1 Sponsored social campaigns (all 4 channels)

ADVERTISE IN THE BREWING INDUSTRY GUIDE (BIG)

The Brewing Industry Guide is the independent magazine that examines the challenges and opportunities facing in-planning, new, and growing breweries from the editors of *Craft Beer & Brewing Magazine*®! If you're trying to **reach important decision makers in the world of commercial brewing**, there is no better way to do it than through the Brewing Industry Guide. We deliver top-quality content through diverse channels to a focused and engaged audience. The Brewing Industry Guide is the cost-effective way to build your brand and help industry professionals discover your products and services.

Craft Beer & Brewing's successful strategy of spanning the beer consumer and beer creator markets has earned us a reputation for quality content through-out the commercial brewing world. Brewery professionals trust and look toward the Brewing Industry Guide for honest insight from the leading voices in the brewing and brewing business world.

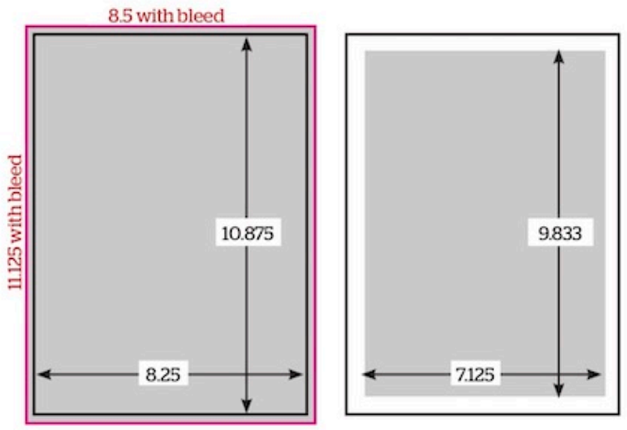
35,000 READERS/ISSUE - 50%+ ARE BREWERY OWNERS, INVESTORS, OR THE HEAD BREWER

BIG EDITORIAL CALENDAR

Each issue of the Brewing Industry Guide includes a feature package focusing on one aspect of commercial brewery operation, from technical brewing to sales and marketing and more. In addition, regular departments focus on different aspects of the business of beer and secondary features explore timely issues affecting the brewing world.

Issue	Feature Focus	Ad Reservation Deadline	Ad Materials Due	Distribution Date
BIG Winter 2019	Raw Ingredients	11/15/2019	11/25/19	1/08/20
BIG Spring 2020	Brewhouse Equipment	2/7/2020	2/18/2020	3/30/2020
BIG Summer 2020	Packaging	5/1/2020	5/11/2020	6/22/20
BIG Fall 2020	Marketing + Technology	8/7/2020	8/17/2020	9/29/20
BIG Winter 2020	Beer + Beyond	10/30/2020	11/9/2020	12/21/20

BREWING INDUSTRY GUIDE AD SIZES & RATES



Full Page

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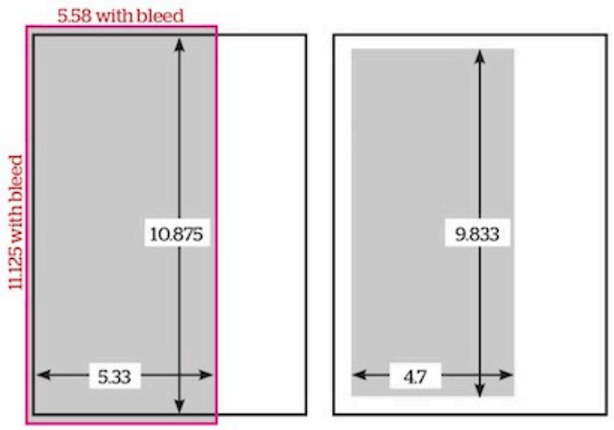

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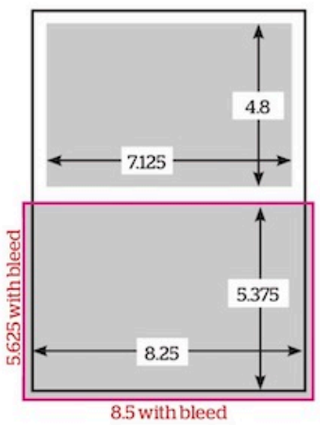

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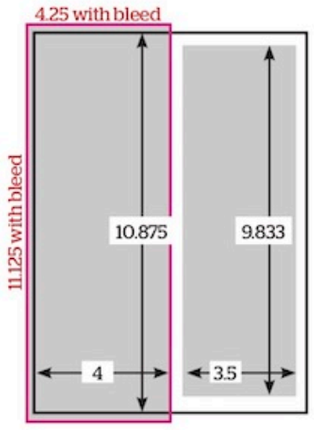

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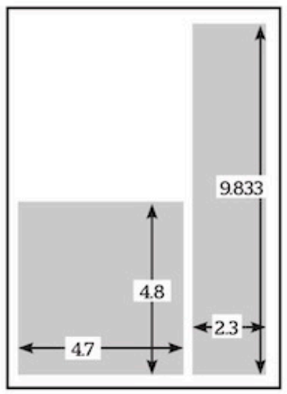

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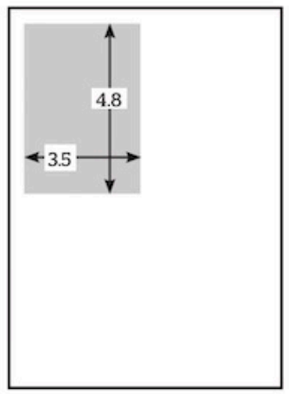

Quarter Page

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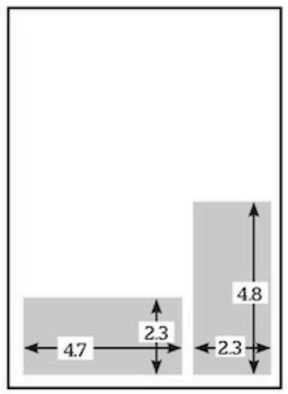

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BIG AD SIZES & RATES

Size	1x	2x	4x	10x*
2 Page Spread	$4,499	$3,575	$3,299	$2,999
Full Page	$2,499	$1,999	$1,899	$1,799
2/3 Page	$1,759	$1,390	$1,299	1,229
1/2 Page	$1,399	$1,095	$949	$899
1/3 Page	$999	$795	$739	$699
1/4 Page	$699	$550	$499	$469

* 10x rate includes insertions in all six issues of the *Craft Beer & Brewing Magazine®* | All prices quoted in net

All 1/2 and full page advertisements include a spot in our New and Notable Sponsored Content Pages.

PREMIUM POSITION CHARGES:

- Back Cover – $500
- Inside Front Cover – $300
- Inside Back Cover – $300
- Page 1 - $300
- TOC Facing - $200
- 2-page spread (first 20 pages) – $400

BIG ADVERTISING PACKAGES

BREWING INDUSTRY GUIDE PRINT + DIGITAL PACKAGES

Our most popular package is a favorite of breweries and suppliers (homebrew and pro brew) and gives you 12 consecutive months of total market coverage reaching our magazine, online, and social media consumers in significant and engaging ways wherever they are. This package includes:

BIG Full-Page Package

$16,950.00 ~~$18,680.00~~

- 4 Full-page ads in the *Brewing Industry Guide*
- 100,000 Web ad impressions on brewingindustryguide.com
- 4 Dedicated email campaigns to pro-brew subscriber list
- 4 Sponsored social campaigns (all 4 channels)
- 13 Episode Podcast Sponsorship

BIG Half-Page Package

$8,500.00 ~~$9,840.00~~

- 4 Half-page ads in the *Brewing Industry Guide*
- 50,000 Web ad impressions on brewingindustryguide.com
- 2 Dedicated Email Campaigns to pro-brew subscriber list
- 2 Sponsored Social Campaigns (all 4 channels)
- 6 Episode Podcast Sponsorship

BIG Quarter-Page Package

$6,500.00 ~~$6,920.00~~

- 4 Quarter-page ads in the *Brewing Industry Guide*
- 25,000 Web ad impressions on brewingindustryguide.com
- 2 Dedicated Email Campaigns to pro-brew subscriber list
- 2 Sponsored Social Campaigns (all 4 channels)

TOTAL MARKET COVERAGE (TMC) PACKAGES

TMC Packages are ideal for Total Market Coverage of all Unfiltered Media Group. LLC audiences including homebrewers, pro brewers, craft beer consumers, and industry professionals.

TMC Packages include advertising in both Craft Beer & Brewing Magazine® and the Brewing Industry Guide publications—total of 10 consecutive issues! They also include Web Ads on beerandbrewing.com and brewingindustryguide.com. Sponsored eNewsletters and social media campaigns are built into these packages, as well as video and/or podcast campaigns. You'll work with our team to build a custom package that provides maximum ROI. Contact us for details.

Total Market Coverage Full-Page Package

$61,070.00

- **6 Full-page ads** in *Craft Beer & Brewing Magazine®*
- **4 Full-page ads** in the *Brewing Industry Guide*
- **52 Week** Presenting Podcast Sponsorship
- Digital deliverables customized based on campaign goals

Total Market Coverage Half-Page Package

$32,885.00

- **6 Half-page ads** in *Craft Beer & Brewing Magazine®*
- **4 Half-page ads** in the *Brewing Industry Guide*
- **26 Week** Presenting Podcast Sponsorship
- Digital deliverables customized based on campaign goals

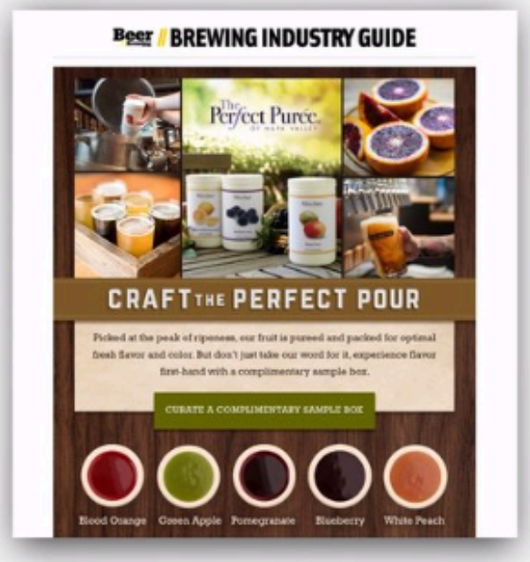
Total Market Coverage Quarter-Page Package

$23,115.00

- **6 Quarter-page ads** in *Craft Beer & Brewing Magazine®*
- **4 Quarter-page ads** in the *Brewing Industry Guide*
- **13 Week** Presenting Podcast Sponsorship
- Digital deliverables customized based on campaign goals

DIGITAL ADVERTISING

EMAIL, DISPLAY, VIDEO, SOCIAL, AND MORE MODERN CHANNELS TO MEET YOUR MARKETING GOALS



EMAIL

Reach 70k+ passionate beer lovers in their most engaged medium, their inbox.

- **Email subscribers: 70,000+**
- **Typical open rate: 18% - 32%**
- **Targeted sub-segments such as pro-brew, homebrew, and geographical regions are also available**

DISPLAY ADVERTISING

Reach our passionate audience of beer lovers with industry leading click-through rates, banner size, and banner placement.

- **Highest CTR (minimum 50k impressions): 2.27%**
- **Typical CTR range: 0.2 - 0.5%**
- **Larger unit sizes for better branding and engagement**

PODCAST SPONSORSHIP

Sponsor our weekly podcast, featuring industry leading guests ranging from wiley veterans (Ken Grossman, Founder, Sierra Nevada) to trendy upstarts (e.g. Henry & Adriana Nguyen, Founders, Monkish Brewing).

- **Listenership range: 14,000 - 34,000**
- **Brewery owners: 14% of listeners (1,960 - 4,760 people/episode)**
- **Work at a brewery: 26% of listeners (3,640 - 8,840 people/episode)**

BREWERS ASSOCIATION

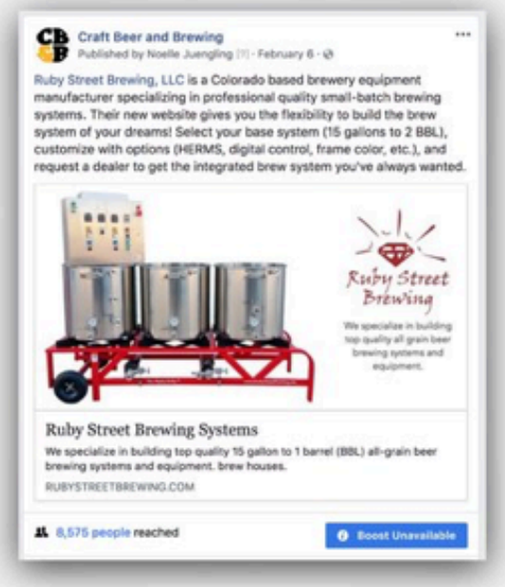
Do GABF Like a Pro

To avoid long lines and kicked kegs before each session, you need to get in early and hit the highest demand breweries as quickly as possible. The new staging area from the Welton Street entrance sped everything up in 2016, and 2017 will offer more of the same- quicker entrance for everyone. That also means you must enter with a plan to hit the biggest spots on your "must drink" list quickly, so download the free My GABF app, pore over the festival map to create an efficient route through the early part of the fest, and even use it to save and rate beers and breweries (if that's your thing). You'll have time to explore later on, but the first thirty minutes should focus on trying those beers you've always wanted to try.

SPONSORED + NATIVE CONTENT

Get your message in front of the millions of readers of Craft Beer & Brewing, both in print and digitally.

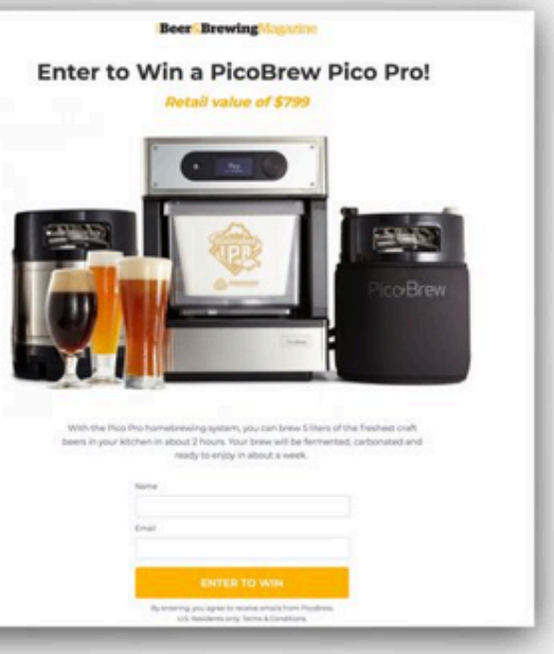
- **BeerAndBrewing.com annual page views: 10,000,000+**
- **Typical read time per article: 2:15 - 8:32**
- **We can work with you to craft your story**



SOCIAL POSTS

Post your message on our social channels to reach our hundreds of thousands of followers.

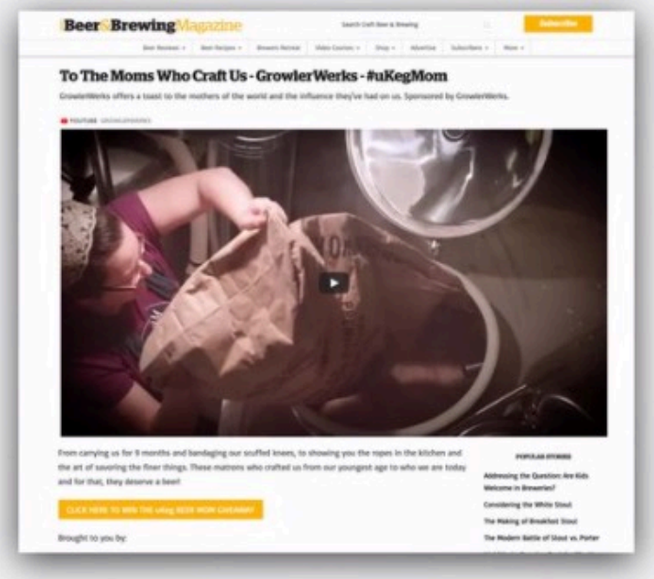
- **Facebook followers: 82,000+**
- **Twitter reach: 50,000+/month**
- **Pinterest reach: 450,000+/month**
- **Instagram followers: 23,500+**



HOSTED CAMPAIGNS + LEAD COLLECTION

Want us design and host a giveaway or product page for you on beerandbrewing.com? Leverage the SEO our domain carries to launch a successful landing page.

- **Latest giveaway emails collected: 15,000+**
- **Landing page conversion rate average: 72%**
- **We can run A/B tests to dial in your perfect page**



VIDEO CAMPAIGNS

More of a visual storyteller? We can promote your video across all of our social channels, host it on our website, and get you in front of the audience that cares.

- **Youtube minutes watched: 4,400,000/year**
- **BeerAndBrewing.com annual page views: 10,000,000+**
- **Typical video watches: 10,000+/video**

VIEW DETAILS + RATES

DIGITAL ADVERTISING PACKAGES

DIGITAL PACKAGES

Our most popular digital packages for breweries and suppliers (homebrew and pro brew), reaching our online, audio, and social media consumers in significant and engaging ways wherever they are. This package includes:

Digital Gold Package

$11,500.00 ~~$16,535.00~~

- 50,000 Premium web ads
- 500,000 Web ads
- 4 Dedicated email campaigns
- 4 Sponsored social campaigns (all 4 channels)
- 1 Editorial email inline ad
- Featured native story on beerandbrewing.com and brewingindustryguide.com

Digital Silver Package

$6,750.00 ~~$9,950.00~~

- 350,000 Web ads
- 2 Dedicated email campaigns
- 2 Sponsored social campaigns (all 4 channels)
- 1 Editorial email inline ad
- Featured native story on beerandbrewing.com

Digital Bronze Package

$4,500.00 ~~$5,897.00~~

- 200,000 Web ads
- 1 Dedicated email campaign
- 1 Sponsored social campaign (all 4 channels)
- 1 Editorial email inline ad

GET IN TOUCH

For advertising inquiries, please contact Blake Osmond (Media Experience Manager) | 970-420-5344 | bosmond@beerandbrewing.com

For business inquiries, please contact Haydn Strauss (Publisher & COO) | 503-709-4667 | hstrauss@beerandbrewing.com

For editorial/content inquiries, please contact Jamie Bogner (Cofounder & CCO) | 888-875-8708 x701 | jbogner@beerandbrewing.com

Office Address: Craft Beer & Brewing / Unfiltered Media Group, 311 S. College Ave, Fort Collins, CO 80524