



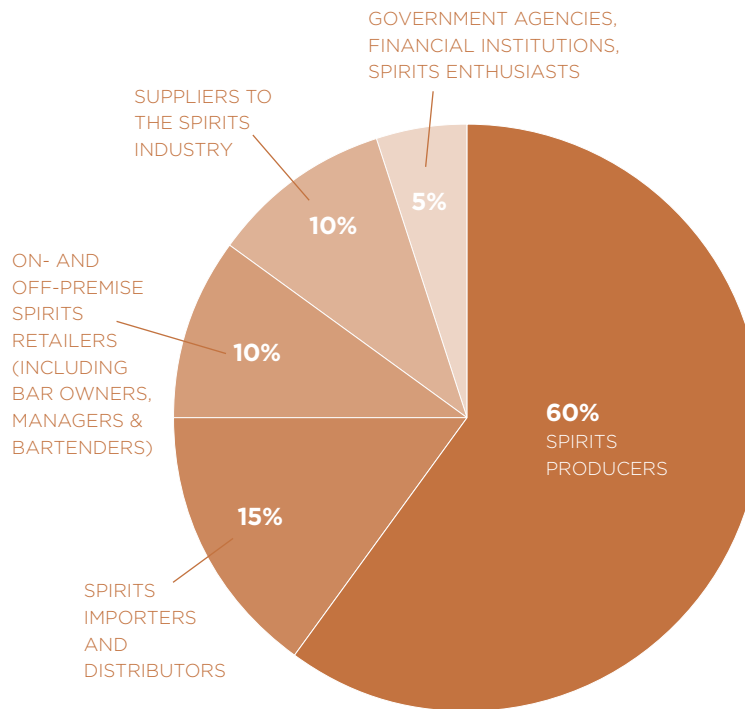
CRAFT SPIRITS

MAGAZINE

Craft Spirits Magazine is the unparalleled resource for in-depth insight and intelligence for the entire craft spirits universe. The bi-monthly digital magazine from the American Craft Spirits Association features the information and analysis that small, independent spirits producers and allied businesses need to operate in today's complex craft beverage market. The official website, CraftSpiritsMag.com, offers up-to-the-minute news, videos and features to keep the industry informed every single day.

READERSHIP: 10,000 per bi-monthly issue

SUBSCRIBER BREAKDOWN



WEBSITE

Ads are available on the CraftSpiritsMag.com home page and sponsorships are available for the individual channels within the site.

- General Distillery News/Features
- Whiskey
- Gin
- Rum
- Brandy
- Liqueurs
- Vodka
- Agave Spirits
- Distribution
- On & Off-Premise Retail
- Videos
- Podcast

DIGITAL MAGAZINE

DISTRIBUTION: 6 times per year
TOTAL CIRCULATION: 10,000 per issue

E-NEWSLETTERS

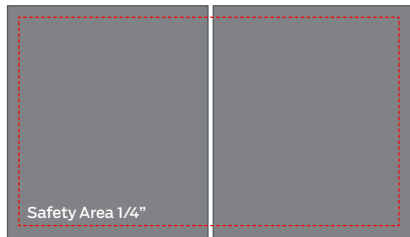
Sponsorships are also available on *Craft Spirits Weekly* and the *Monthly Mash* e-newsletters, which are e-mailed to American Craft Spirits Association members and craft spirits industry leaders worldwide.

RATES & SPECS

Rates (per run)	1x	2x	3x	4x	5x	6x
Full Page	\$2,800	2,600	\$2,400	\$2,300	\$2,200	\$2,000
2 Page Spread	\$4,300	\$4,100	\$4,000	\$3,900	\$3,800	\$3,600
½ Page	\$1,600	\$1,550	\$1,500	\$1,450	\$1,400	\$1,300
½ Page Spread	\$2,400	\$2,325	\$2,250	\$2,175	\$2,100	\$2,000
¼ Page	\$950	\$900	\$875	\$850	\$825	\$800

CLASSIFIEDS

\$150: small
\$250: large



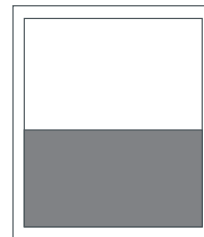
Two Page Spread

Trim: 17.5" x 10.875"
Bleed: 17.75" x 11.125"



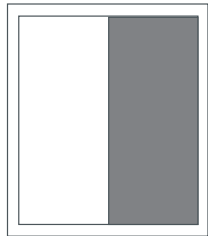
Full Page

Trim: 8.75" x 10.875"
Bleed: 9" x 11.125"



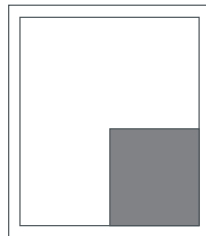
1/2 Page Horizontal

Non-Bleed:
7.5" x 4.5"



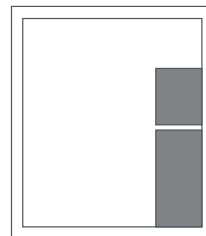
1/2 Page Vertical

Non-Bleed:
3.625" x 9.25"



1/4 Page

Non-Bleed:
3.625" x 4.5"



Classified Ads

Large:
1.75" x 4.5"
Small:
1.75" x 2.25"

All live matter must be kept inside these dimensions on all four sides. Keep text at least 1/4" from trim. For bleed, add 1/8" on all sides. Preferred file format: PDF/X1a. Native application files not accepted. Minimum resolution of 300 dpi.

All design & production of ad materials must be complete prior to submission.

WEBSITE ADVERTISING RATES

LEADERBOARD: (728x90px)-above the fold \$500 per month, \$950 for 2 months, \$1,350 for 3 months

LEADERBOARD: (728x90px)-below the fold \$350 per month, \$665 for 2 months, \$995 for 4 months

SKYSCRAPER: (160x600px) \$400 per month, \$760 for 2 months, \$1,080 for 3 months

MPU/MEDREC: (300x250px)-Above fold \$500 per month, \$950 for 2 months, \$1,350 for 3 months

MPU/MEDREC: (300x250px)-Below fold \$350 per month, \$950 for 2 months, \$1,350 for 3 months

EXCLUSIVE WEBSITE CHANNEL SPONSORSHIPS: \$750/month
QUARTERLY CHANNEL SPONSORSHIPS: \$1,600

PODCAST ADS: \$500 per advertiser per bi-weekly episode

E-NEWSLETTER SPONSORSHIP

CRAFT SPIRITS WEEKLY: \$1,250 Exclusive Monthly Sponsorship;
\$400 Exclusive 1-Week Sponsorship

MONTHLY MASH: \$900 Exclusive Monthly Sponsorship

EDITORIAL CALENDAR

Issue	August 2019	October 2019	November 2019	December 2019	February 2020	April 2020	June 2020	August 2020	October 2020	December 2020
Special Focus	FET Countdown	The Brandy Issue	The Craft Spirits Data Project: State of the Craft Spirits Industry	2020 Spirits Trend Forecast	2020 ACSA Convention At-Show Issue	Post-Convention Wrap-Up	The Gin Report	The Rum—aissance	The Craft Spirits Data Project: State of the Craft Spirits Industry	2021 Spirits Trend Forecast
Packaging	Canning	Label Design	Closures	The Future of Spirits Packaging	Innovations in Glass	Secondary Packaging	Sustainable Packaging	Transparency in Labeling	Packaging Bells & Whistles	Gift Packs
Raw Materials	Grain & Malt Buyers Guide	Raw Fruit vs. Concentrate	Agave	Yeast	Rye	Unconventional Distillates	Botanicals	Liqueur Ingredients	Smoked Malt	Heirloom Corn
Sales & Marketing	Tasting Rooms	Influencer Marketing	Working with Local Convention & Visitors Bureaus	Co-Branding Partnerships	Merchandise	PR/Media	Signage	Point-of-Sale Materials	Sales Best Practices	Digital Marketing
Technically Speaking/ Production	Shelf Stability for Liqueurs	Cooperage's Effects on Fruit vs. Grain Spirits • Supplier Showcase: Stills	Filtration Technology	Experiments with Char • Supplier Showcase: Boilers	Facility Design/ Architecture	Distillery Sustainability • Supplier Showcase: Bottle Fillers	Detecting Off-Flavors	Fermentation Challenges & Solutions	Ask an Engineer • Supplier Showcase: Palletizers, & Shrink-Wrappers	Process Controls
Distribution	The Go-to-Market Puzzle	Distributor Contracts	Warehouse Equipment & Layout	The Ambassador-Distributor Dynamic	The Consolidation Conundrum	Distribution Technology	Self-Distribution	Delivery Vehicles	Terminating a Distributor Relationship	What Distributors Look for in a Partner
Retail: Off-Premise	Destination Shops	In-Store Tastings	Staff Training	Boutique Retailer Profile	National Chains	Non-Traditional Retailers	Farmers Markets	Top Off-Premise Retailers for Craft Spirits in the U.S.	Spirits Buying Clubs/ Loyalty Programs	Boutique Retailer Profile
Retail: On-Premise	Hotel Bars	Spirits Menu Design	Stadiums & Arenas	Top Bars for Craft Spirits in the U.S.	Food Pairing	Glassware	Airports	Casino Bars	Festival Sales	"Cocktails With a View"
Human Resources & Safety	Common Distillery Safety Mistakes	Employee Benefits	OSHA Compliance	Anti-Harassment Policies	Employee Recruitment & Retention Strategies	Employee Handbooks	Pay Equity	Distillery Compensation Survey	Diversity in the Spirits Industry	Staff Health & Well-Being
Business/Finance	Your Business Vision	Raising Capital	Accounting	Back Office Software Systems	Succession Planning	Crowdfunding Successes & Pitfalls	Location Scouting/ Real Estate	Crafting a Business Plan	Building an Adviser Network	T&E Planning
Distilling Destinations	Portland, OR	Iowa & Wisconsin	Western Pennsylvania	Texas	Colorado & Wyoming	Seattle	Washington, D.C.	Illinois & Indiana	San Diego	Idaho & Montana



CRAFT SPIRITS

MAGAZINE

FOR ADVERTISING INQUIRIES:

TODD CUSUMANO

Sales & Development Manager
todd@americancraftspirits.org
908.884.3735

FOR EDITORIAL INQUIRIES:

JEFF CIOLETTI

Editor-in-Chief
jeff@americancraftspirits.org
732.310.3328

JON PAGE

Assistant Editor
jon@americancraftspirits.org
919.906.3892

To submit a press release or new product announcement:
news@americancraftspirits.org



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