



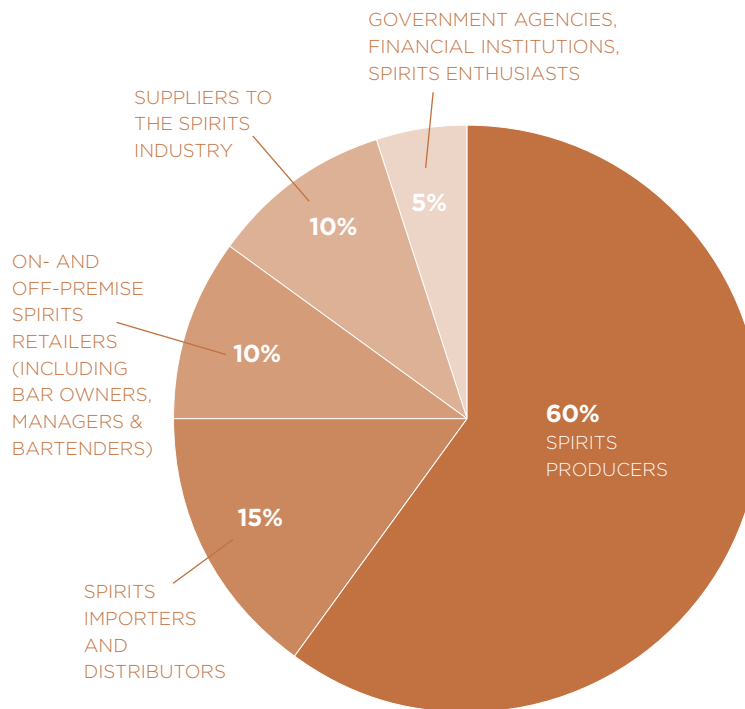
# CRAFT SPIRITS

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](http://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](http://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

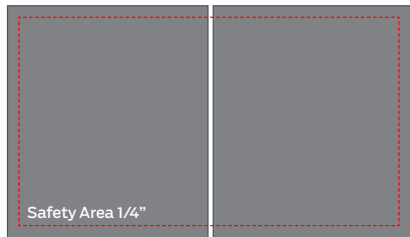
## E-NEWSLETTERS

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
<b>Full Page</b>	\$2,800	2,600	\$2,400	\$2,300	\$2,200	\$2,000
<b>2 Page Spread</b>	\$4,300	\$4,100	\$4,000	\$3,900	\$3,800	\$3,600
<b>½ Page</b>	\$1,600	\$1,550	\$1,500	\$1,450	\$1,400	\$1,300
<b>½ Page Spread</b>	\$2,400	\$2,325	\$2,250	\$2,175	\$2,100	\$2,000
<b>¼ Page</b>	\$950	\$900	\$875	\$850	\$825	\$800

**CLASSIFIEDS**  
 \$150: small  
 \$250: large



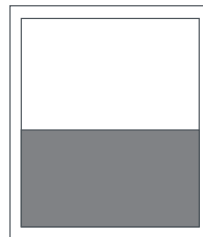
**Two Page Spread**

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



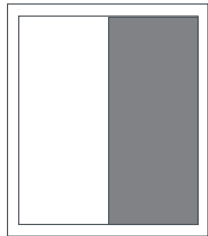
**Full Page**

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



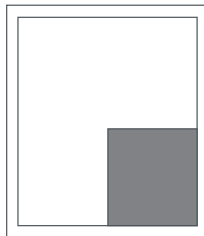
**1/2 Page Horizontal**

Non-Bleed:  
 7.5" x 4.5"



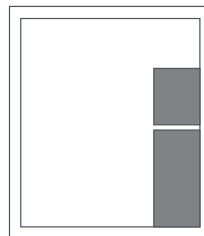
**1/2 Page Vertical**

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

## SPONSORED CONTENT

**FULL PAGE:** \$3,000 if written by advertiser; \$3,300 if written by *Craft Spirits*

**TWO PAGE SPREAD:** \$4,500 if written by advertiser; \$5,000 if written by *Craft Spirits*

# EDITORIAL CALENDAR

Issue	February 2020	April 2020	May 2020	June 2020	August 2020	October 2020	December 2020
<b>Special Focus</b>	2020 ACSA Convention Preview	2020 ACSA Convention At-Show Issue  Craft Spirits Data Project	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
<b>Packaging</b>	The Future of Spirits Packaging	Innovations in Glass	Secondary Packaging	Sustainable Packaging	Transparency in Labeling	Packaging Bells & Whistles	Gift Packs
<b>Raw Materials</b>	Agave	Rye	Unconventional Distillates	Botanicals	Liqueur Ingredients	Smoked Malt	Heirloom Corn
<b>Sales &amp; Marketing</b>	Co-Branding Partnerships	Merchandise	PR/Media	Signage	Point-of-Sale Materials	Sales Best Practices	Digital Marketing
<b>Technically Speaking/ Production</b>	Water Quality  • <b>Supplier Showcase: Boilers</b>	Facility Design/ Architecture  • <b>Supplier Showcase: Bottle Fillers</b>	Distillery Sustainability	Detecting Off-Flavors	Fermentation Challenges & Solutions	Ask an Engineer  • <b>Supplier Showcase: Palletizers, &amp; Shrink-Wrappers</b>	Process Controls
<b>Distribution</b>	The Ambassador-Distributor Dynamic	The Consolidation Conundrum	Distribution Technology	Self-Distribution	Delivery Vehicles	Terminating a Distributor Relationship	What Distributors Look for in a Partner
<b>Retail: Off-Premise</b>	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
<b>Retail: On-Premise</b>	Tiki Bars	Food Pairing	Glassware	Airports	Casino Bars	Festival Sales	“Cocktails With a View”
<b>Human Resources &amp; Safety</b>	OSHA Compliance	Employee Recruitment & Retention Strategies	Employee Handbooks	Pay Equity	Distillery Compensation Survey	Diversity in the Spirits Industry	Staff Health & Well-Being
<b>Business/Finance</b>	Accounting	Succession Planning	Crowdfunding Successes & Pitfalls	Location Scouting/ Real Estate	Crafting a Business Plan	Building an Adviser Network	T&E Planning
<b>Distilling Destinations</b>	Texas	Colorado & Wyoming	Seattle	Washington, D.C.	Illinois & Indiana	San Diego	Idaho & Montana



# CRAFT SPIRITS

MAGAZINE

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