

Brewing & BEVERAGE INDUSTRIES BUSINESS

The Products & Services magazine
for the UK drinks production industry

MEDIA PACK 2019

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The circulation of Brewing & Beverage Industries Business is



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So what's different about B&BIB?

● CIRCULATION

- We are continually updating our mailing list to ensure that our print circulation includes virtually **EVERY** brewery in the U.K.
- In addition, our list includes **U.K. craft distillers, cider makers, wine producers** and other beverage manufacturers.
- Our print circulation is **ABC certified.** 

● CONTENT

- Very much 'Products & Services' led, providing essential **BUYING** information for U.K. breweries and other beverage manufacturers.
- Our contributors include **INDUSTRY EXPERTS** in every field.
- Award-winning **FEATURE WRITERS** include 'Beer Writer of the Year' Adrian Tierney-Jones and Stephen Beaumont, plus BFBi CEO Ruth Evans and former SIBA Chief Executive Julian Grocock.
- We include **PREVIEWS** of major industry exhibitions, informing your potential customers as to what they might expect to see on your stand.

● EDITORIAL IS ALWAYS FREE

- All suitable editorial is included **FREE** of charge. We welcome objective articles, news stories, product profiles, case studies etc. *PLEASE NOTE: We do not print 'advertorials'.*

● LOW COST ADVERTISING

- We believe our advertising rates to be the **LOWEST** in the industry, with additional discounts available, including for a Series booking, and for **BFBi members**.
- There is **RIGHT HAND PAGE** availability for advertising, which can be positioned close to any editorial you may have supplied.

● ONLINE

- The magazine also appears **ONLINE** in page-flip format, with contact information linked to relevant company websites.

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FOR MORE INFORMATION AND ADVERTISING RATES

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What we print...and what we don't!

● **FORMAT**

- EDITORIAL is always included free-of-charge. Inclusion is at our discretion. There is no compulsion to advertise to support your editorial, but there are benefits (*see below*).
- Each issue consists of NEWS pages - split into categories - and one or more SHOWCASE features, which appear on colour-tinted pages. Some issues may also contain an EVENT PREVIEW feature, or a FOCUS feature on a particular sector of the market (eg. Cider, Distilling, etc).
- NEWS pages report on new products and services available to UK brewers, distillers, cider makers etc, in addition to very recent case studies involving UK customers. They should be presented to us as being written in the THIRD PERSON. Typical wordage around 350 with a hi-res picture.
- SHOWCASE features can be used by companies to illustrate their offerings to the UK market, be that specific items, or a total package. Case studies are also welcome. These can be presented to us as being written in the FIRST or THIRD PERSON. Typical wordage around 350 with a hi-res picture.
- Event PREVIEW and FOCUS features follow the same guidelines as SHOWCASE features.
- We are also happy to include any OBJECTIVE articles, relevant to the UK market, where we can credit a named author. Please note that these articles must be written for us and not offered to other publications, prior to appearing in B&BIB. Typical wordage around 600 with a short biography and a hi-res picture of the author. Some reference to the author's own company's products and services is allowable but must be included in moderation.
- We will not print blatant 'advertorials'. We also reserve the right to exclude any references to being the 'biggest', 'best', 'fastest' or similar claims for which independent confirmation is not provided.

● **ADVERTISING BENEFITS**

- We believe our advertising rates to be the **LOWEST** in the industry, with additional discounts available, including for a Series booking, and for **BFBi members**.
- There is **RIGHT HAND PAGE** availability for advertising, which can be positioned close to any editorial you may have supplied.
- Editorial submitted by an advertiser in that issue will appear with an **enhanced contacts information box**. We will also provide a further platform for this editorial via our **Social Media** (Facebook, Twitter, Instagram) pages.

● **ONLINE**

- The magazine also appears **ONLINE** in page-flip format, with contact information linked to relevant company websites.

Spring 2019 Issue 12

Including a PREVIEW of 'Who's Showing What' at **BeerX**, SIBA's annual trade exhibition in LIVERPOOL

Showcase - IN THE MIX

- Malts, hops, fruit, yeast and any other **raw materials** which contribute to the finished product
- **Chemicals** and other adjuncts used in the drinks production process
- Companies providing **power** and other resources, plus products and services to help meet **hygiene** regulations

Published:

1st March 2019

Last editorial copy:

1st February

Last advert artwork:

8th February

Summer 2019 Issue 13

Including a PREVIEW of 'Who's Showing What' at **BevExpo**, BFBi's annual trade exhibition in COVENTRY

Showcase - CONTAINERS

- New, or pre-owned and re-furnished **casks and kegs** - for purchase or lease - plus cask **repair and branding** services, and container **closures**
- **Bottles & cans** plus **labelling and decoration**, and on-shelf **packaging**.
- **Bulk packaging** & associated labelling for **transportation** of beer and other beverages
- IT systems for **container tracking**

Published:

1st June 2019

Last editorial copy:

3rd May

Last advert artwork:

10th May

Showcase - BRANDING

- Logo and image **design**, plus corporate **branding** on clothing, promotional literature, and other marketing material, including company websites

Focus

DISTILLING

- A look at the UK market

Autumn 2019 Issue 14

Including a PREVIEW of 'Who's Showing What' at **Brau Beviale** in Nuremberg - Europe's largest industry event

Showcase - EQUIPMENT

- New and pre-owned **production equipment** available in the UK, for brewing, distilling, wine-making, etc
- New and pre-owned **bottling & canning equipment** available in the UK
- Companies that will **install** your equipment and work with you in commissioning and initial production, in addition to providing **tuition**

Published:

1st September 2019

Last editorial copy:

2nd August

Last advert artwork:

9th August

Winter 2018 Issue 15

Showcase - BAR & CELLAR

- Drinks fonts, taps, beer engines, pump clips & lens, and also bar runners, anything **on the bar!**
- Promotional **branded glassware** for the retail market
- **Back-bar equipment** and services
- **Cellar equipment** and services, including stillaging and **cooling**

Published:

26th November 2019

Last editorial copy:

25th October

Last advert artwork:

1st November

Showcase - BUSINESS SERVICES

- Insurance, financial and legal services, recruitment, business training and other business services
- **Hardware & software** designed to smooth administration and production flow
- Drinks **wholesaling and distribution**, plus associated **sales** consultancies

Focus

CIDER

- A look at the UK market