



# Brewing & BEVERAGE INDUSTRIES BUSINESS Magazine

Showcasing your 'Products & Services' to  
UK breweries, distilleries & cider makers

The circulation of 'Brewing & Beverage Industries Business' is audited and certified by





# Who we are...

# Brewing & BEVERAGE INDUSTRIES BUSINESS Magazine



We're a quarterly 'Supply Chain' printed & online magazine providing 'Products & Services' buying information to the UK drinks manufacturing industry.

**So, if your business has something to sell to U.K. BREWERS, DISTILLERS, and CIDER MAKERS, our pages are your showcase!**

**Is there any other UK drinks trade magazine that ticks all these boxes?**

- ✓ **Free** subscription for a printed copy open to **ALL** U.K. brewers
- ✓ **Free** subscription for a printed copy open to **ALL** U.K. distillers
- ✓ **Free** subscription for a printed copy open to **ALL** U.K. cider makers
- ✓ Circulation figures which are **ABC audited** & certified
- ✓ **Free** editorial (no advertorials please!)
- ✓ Right-hand-page, **low-cost advertising**, with additional discounts and benefits (see page 7)
- ✓ Online page-flip version with editorial **live links** to advertisers' websites
- ✓ **Social media coverage** of advertisers' editorial

## NATIONAL & INTERNATIONAL TRADE SHOWS - Coverage in B&BIB



The UK's largest independent craft brewing trade show, organised by SIBA (the Society of Independent Brewers). The current exhibition is held annually, usually in March at the ACC Exhibition Centre in Liverpool.



The world's most important capital goods exhibition for the brewing industry. Over 40,000 trade visitors will travel to Nuremberg in November 2024 to see and discuss the latest innovations, products and services in the drinks production supply chain.



drinktec is the world's leading trade fair for the beverage and liquid food industries, and is staged in Munich every four years, the next event due to take place in September 2026.

To be included in B&BIB please email **[chris@brewingbusiness.co.uk](mailto:chris@brewingbusiness.co.uk)**

# Why we're different...

## ● CIRCULATION

- We are continually updating our mailing list to ensure that our print circulation includes virtually every active **brewery** in the U.K.
- In addition, our list includes most **U.K. craft distillers and cider makers**.
- Our print circulation is  **certified**.

## ● CONTENT

- Very much 'Products & Services' led, providing essential **BUYING** information for U.K. breweries, distilleries and cider makers, soft drinks and dairy producers etc.
- We include **PREVIEWS** of major industry exhibitions, informing your potential customers as to what they might expect to see on your stand.
- Our contributors include **INDUSTRY EXPERTS** in every field, including...



**ALAN POWELL**  
Alan Powell is a specialist excise duties consultant, who heads up the British Distillers Alliance.



**JULIAN GROCOCK**  
Julian Grocock is a former chief executive of SIBA with extensive experience in beer, brewery and pub politics.



**RUTH EVANS MBE**  
Ruth is CEO of BFBi, whose membership represents the supply chain for the brewing and beverage industries.

## ● 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 an additional discount available for a Series booking.
- There is **RIGHT HAND PAGE** availability for advertising, which can be positioned opposite any editorial you may have supplied.  
See Page 7 for additional Social Media benefits.

## ● ONLINE

- The magazine also appears **ONLINE** in page-flip format, with contact information linked to relevant company websites. See Page 8 for stand-alone Social Media options.

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**EMAIL [chris@brewingbusiness.co.uk](mailto:chris@brewingbusiness.co.uk) OR TEL: 0115 8 549 349**  
**FOR MORE INFORMATION AND ADVERTISING BOOKINGS**

# Where we go...

# Brewing & BEVERAGE INDUSTRIES BUSINESS Magazine



## PRINT CIRCULATION

**2,605\***  
2022

With the aim of reaching every known brewer, distiller, spirits brand owner and cider-maker in the U.K., which is where the vast majority of B&BIB's print readership is based.

However, the publication is available online to readers all around the world.

## UK PRINT DISTRIBUTION

**BREWERIES** 1,741

**DISTILLERS & Spirits brand owners** 275

**CIDER MAKERS** 95

**SUPPLY CHAIN** 397

**MEDIA** 45

**OVERSEAS** 28

**MISC.** 24

\* Audited and certified by ABC in February 2023 and indicates average figures per issue for the 4 issues of 2022.

# Brewing & BEVERAGE INDUSTRIES BUSINESS



The print circulation of B&BIB magazine is audited and certified by the Audit Bureau of Circulations (ABC).

The Audit Bureau of Circulations (UK) is a non-profit organisation owned and developed by the media industry. ABC delivers industry-agreed standards for media brand measurement of print publications, digital channels and events.

ABC data is trusted because it's audited to industry agreed standards. These standards are developed by a number of industry Reporting Standards Groups and provide for each media type:

- Clear metric definitions and requirements
  - Details of what data must be publicly reported and additional reporting options
  - The types of evidence auditors need to see
- This ensures the data we release is accurate and comparable, and that it's based on consistent, factual evidence.

## DIGITAL CIRCULATION

Our website **brewingbusiness.co.uk**  
Every issue is posted on our website in 'page flip' format and includes external links on editorial and advertising content.

Issuu.com

As of January 2022 the publication had been read 8,796 times with exposure (impressions) to some 73,076 visitors.

Social Media

Every issue is promoted on our social media pages, with key articles and advertisers gaining additional promotion through these channels.

# What's coming up...

## Spring 2024 Issue 31

Including a PREVIEW of 'Who's Showing What' at **BeerX**, the annual UK trade exhibition

### 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:

**29th February 2024**

Last editorial copy:

**Fri 2nd February**

Last advert artwork:

**Thurs 8th February**

## Summer 2024 Issue 32

### Showcase - CONTAINERS

- New, or pre-owned and re-furbished **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**

### Showcase - BRANDING

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

Published:

**31st May 2024**

Last editorial copy:

**Fri 3rd May**

Last advert artwork:

**Wed 8th May**

### Focus

### DISTILLING

- A look at the UK market

## Autumn 2024 Issue 33

### 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**

### Showcase - BOTTLING & CANNING EQUIPMENT

- 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:

**30th August 2024**

Last editorial copy:

**Fri 2nd August**

Last advert artwork:

**Thurs 8th August**

### Focus

### CIDER

- A look at the UK market

## Winter 2024 Issue 34

Including a PREVIEW of some of the companies exhibiting at **Brau**, Europe's biggest brewing trade exhibition

### Showcase - PRODUCTION EQUIPMENT

- New / pre-owned **production equipment** available to UK brewers, distillers & cider-makers
- Companies that will **install** your equipment and work with you in commissioning and initial production, in addition to providing **tuition**

### Showcase - BUSINESS SERVICES

- Insurance, financial & 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

Published:

**20th November 2024**

Last editorial copy:

**Thurs 3rd October**

Last advert artwork:

**Tues 5th November**

# What we charge...

# Brewing & BEVERAGE INDUSTRIES BUSINESS Magazine



## Advertising rates 2024

Prices are per insertion per issue - all prices in GBP and exclusive of VAT

ADVERT SIZE	SINGLE ISSUE	SERIES (4 consecutive issues)
<b>1/4 page</b> advert size - w87mm x h128mm	<b>£245</b>	<b>£195</b>
<b>1/2 page</b> advert size - w182mm x h128mm OR w87 x h260mm	<b>£375</b>	<b>£295</b>
<b>Full inside page</b> advert size - w210mm x h297mm	<b>£595</b>	<b>£495</b>
<b>Double-page Spread</b> advert size - w420mm x h297mm	<b>£895</b>	<b>£725</b>

Please note that B&BIB is a full colour publication and that all prices are standard irrespective of the advert being colour or mono.

**EMAIL** [chris@brewingbusiness.co.uk](mailto:chris@brewingbusiness.co.uk) **OR TEL:** 0115 8 549 349  
**FOR MORE INFORMATION**



# What we offer...

# Brewing & BEVERAGE INDUSTRIES BUSINESS Magazine



Appearing in B&BIB needn't cost you anything, but a little outlay can go a long way!

## EDITORIAL

**Always FREE**

We don't make any charge for editorial inclusion, but we do ask you to kindly observe the guidelines printed on page 9 of this Media Pack.

## ADVERT

**See Rate Card on P6**

The vast majority of advertising in B&BIB appears on right-hand pages. There is also a healthy (10-20%) discount if you book a 'Series-of-4', ie. an advert (size can vary) in each of 4 consecutive issues.

In addition, Full Page advertisers enjoy the following benefit at no extra cost:-

- If you provide us with additional artwork, we will host banner advertising on our website for the duration of each issue.

## EDITORIAL & ADVERT

**See Rate Card on P6**

Editorial is still free and your advert can appear on the right-hand-page opposite. Discounts (as per the box above) are available.

In addition, you will enjoy the following benefits at no extra cost:-

- Enhanced contacts box with your editorial, which in our online (PageFlip) version links directly to your website.
- Your editorial is promoted via our Social Media platforms (Facebook, Twitter, Instagram).
- If you provide us with additional artwork, we can host rotating banner advertising on our website for the duration of each issue (full page advertisers only).

## ONLINE ONLY

**See details on P8**

We also offer a 'digital-only' service for companies not wishing to appear in the printed magazine.

# What we offer...

## 'DIGITAL-ONLY' OPTIONS

Our website and social media accounts serve to compliment our printed magazine. Indeed, customers who book an advert and also provide us with editorial content will have their article promoted on our website, social media accounts AND be included on our home page advertising banner, at no extra charge

**HOWEVER**, you can still promote your company and services **AT ANY TIME** with one of our 'online' packages detailed below.



## 'DIGITAL-ONLY' PACKAGE

Includes:

- An editorial / image posted to our website news page and our social media pages Facebook, Twitter, Instagram and LinkedIn.
- The content will be posted once during a 1 month period or three times during a 3 month period on our social media pages based on your choice.

### 1 MONTH PERIOD:

Artwork/content..

- Provided by customer: £95+vat
- Created by B&BIB: £125+vat

### 3 MONTH PERIOD:

Artwork/content..

- Provided by customer: £195+vat
- Created by B&BIB: £225+vat

Brewing  
BUSINESS  
Magazine



twitter

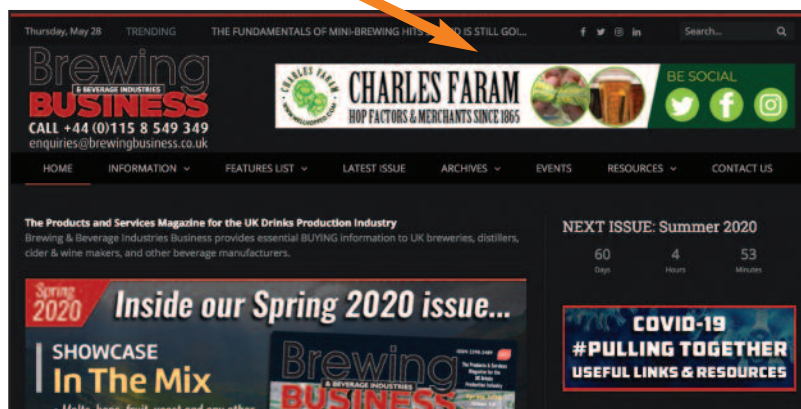
LinkedIn

## WEBSITE BANNER PACKAGE

[www.brewingbusiness.co.uk](http://www.brewingbusiness.co.uk)

Have your company featured on our homepage advertising banner either for a 3 month period (maybe to coincide with an upcoming issue) or for a 12 month (annual) period.

The banner size is h:90px x w:730px and has a link to a web or email address of your choice (to be supplied). Please note that each banner appears on a 'rotating' basis in turn with other banners.



### 3 MONTH PERIOD:

Artwork/content..

- Provided by customer: £195+vat
- Created by B&BIB: £225+vat

### 12 MONTH PERIOD:

Artwork/content..

- Provided by customer: £495+vat
- Created by B&BIB: £525+vat



# What to supply...



# Brewing & BEVERAGE INDUSTRIES BUSINESS Magazine



## SUPPLYING EDITORIAL COPY FOR THE MAGAZINE

Copy for submission should be sent by email to: [chris@brewingbusiness.co.uk](mailto:chris@brewingbusiness.co.uk)

- Please send all editorial copy either in the body of the email, or as an attached Word document
- Please send pictures as hi-res (300dpi) JPEG attachments, and **do not embed** within the Word document.
- Editorial submitted as a Web attachment is not ideal and runs the risk of not being included!

## SUPPLYING ADVERT ARTWORK FOR THE MAGAZINE

Artwork for submission should be sent to: [chris@brewingbusiness.co.uk](mailto:chris@brewingbusiness.co.uk)

Ideally artwork should be supplied in Hi-Res PDF format. Hi-res JPEG is also acceptable.

- PDF files must be created to the same dimension as the proposed advertisement.
- All colours must be CMYK. Convert all other colour formats and objects into CMYK before making the PDF.
- All fonts must be embedded. Be sure to select this option in your PDF setup before making the PDF.
- All images must be hi-resolution (300 dpi) using CMYK process colour.
- Please add 3mm 'bleed' to the outside edges of all artwork.

### CREATIVE SERVICES

B&BIB can offer Graphic Design and Production services for your advert artwork. Please contact us for details.

### ARTWORK POLICY

All artwork produced by the Publisher (freerbutler limited) remains the property of the Publisher. All requests for authorisation of external use must be requested of the Publisher.

### GRAPHIC AND FILE FORMATS

B&BIB is printed using the four standard inks (CMYK) Cyan, Magenta, Yellow and Black.

All fonts and images must be embedded. If originally created in Photoshop or Illustrator all fonts must be embedded or outlined (changed to curves).

Please don't send font files. Either rasterize, embed or flatten fonts within your artwork.

## MAGAZINE CANCELLATION POLICY

Adverts will run in the first available issue after booking unless otherwise agreed. Series adverts will run in consecutive issues unless otherwise agreed.

Unless new artwork is supplied no later than the issue artwork deadline, previously used artwork will be used, unless deemed inappropriate (eg. out-of-date forthcoming show info etc.) Please refer to the Features List in this media pack or at [brewingbusiness.co.uk/features-list](http://brewingbusiness.co.uk/features-list) to find the artwork deadlines for each issue.

B&BIB is unable to accept cancellations after the artwork deadline closes.

# What we print...

## Brewing & BEVERAGE INDUSTRIES BUSINESS Magazine



## What we print...and what we won't!

- **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 page 7).
- Each issue consists of **NEWS** pages - split into categories - and one or more **SHOWCASE** features, each defined by its header. 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 delete any references to being the 'first', 'biggest', 'best', 'fastest' or similar claims for which independent confirmation is not provided.

# Brewing & BEVERAGE INDUSTRIES **BUSINESS** Magazine

## TERMS AND CONDITIONS

### Advertising Acceptance

B&BIB reserves the right to edit, reject and/or cancel any items submitted for publication. Standard advertising rates are available on request by email to [chris@brewingbusiness.co.uk](mailto:chris@brewingbusiness.co.uk). Adverts that do not follow our stated advertising criteria will not be accepted.

### Errors & Omissions

B&BIB assumes no responsibility, financial or otherwise, for errors and/or omissions in advertisements or pre-printed inserts. B&BIB will not be responsible for errors in proof-reading by the advertiser.

### Cancellations & Corrections

B&BIB cannot be responsible for orders, corrections, or cancellations given verbally. E-mailed confirmations of orders, corrections or cancellations must be received prior to any deadline.

### Lawful Advertising

Advertisers assume all liability for all content of advertisements and agree to indemnify B&BIB, its publishers, agents and employees against any and all liability of any type.

### Order Acceptance

B&BIB accepts orders for advertising space with the understanding that the terms and conditions set forth shall apply to all advertising.

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[brewingbusiness.co.uk](http://brewingbusiness.co.uk)

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