



BREWER AND DISTILLER INTERNATIONAL

MEDIA PLANNER 2024

Reach key opinion leaders and decision makers in the brewing, distilling, malting and allied industries worldwide

The Institute of Brewing & Distilling members' monthly magazine ensures that your messages reach the key decision-makers and opinion leaders throughout the brewing, distilling and malting industries worldwide.

Brewer and Distiller International magazine (BDI) boasts a truly industrywide reach with a circulation to members and students of the Institute of Brewing & Distilling.

The IBD membership reaches across the entire industry supply chain, from those involved in the selection of raw materials all the way through to the brewing, packaging, logistics, dispense and distribution process. The profile of this membership is weighted toward those with leadership responsibilities, typically involving technical and 'capex' decision-making.

It is the mission of BDI to report on the latest developments - both the scientific and the practical - in brewing, distilling, malting and allied industries. This involves coverage from all the key industry conferences worldwide. The magazine also includes engaging news and comment

sections, which have a strong resonance with the readers, due in no small part to frequent contributions from the members themselves.

BDI features contributions from experienced practitioners within the brewing and distilling industry, reporting on a wide breadth of topics; from tours of plants around the world featuring the latest technological innovations, through to commentary on the rich heritage that underpins the hugely competitive industry of today.

All in all, BDI enables its highly engaged audience of key decision-makers and opinion leaders to be kept informed with compelling content that represents an essential overview of their industry.

READERSHIP

Readership includes senior company executives and professionals in production, packaging, logistics, quality/technical, R&D, academia, engineering and procurement.

While we are UK-based, we have an extensive distribution throughout the rest of the world. There is also a strong constituency of those studying for the IBD professional qualifications and consequently members and students review the magazine in depth for the latest on relevant material. These are the senior directors of the future.

Monthly distribution for 2023 was between 3,300 and 4,100 magazines.

Meet the BDI team at the following events in 2024 ...

MARCH:

SIBA BEERX

Liverpool, UK

APRIL:

CRAFT BREWERS CONVENTION

Las Vegas, NV

AUGUST:

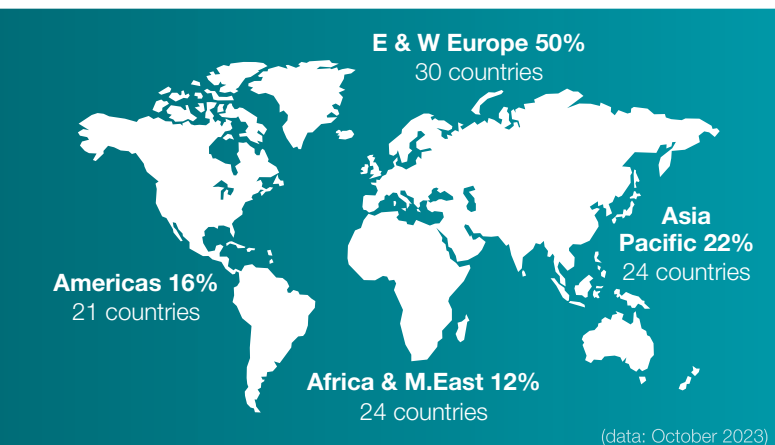
WORLD BREWING CONGRESS

Minneapolis, MN

NOVEMBER:

BRAUBEVIALE

Nuremberg, Germany





EDITORIAL/PUBLISHING SCHEDULE 2024

Each issue of BDI features a lead article on a special topic or event, which is always backed by news features and authoritative articles covering other aspects of brewing, distilling, malting and cider making.

Issue		Booking deadline	Final copy date	Publication date
January	Hops and hop products	Fri 01 Dec	Fri 08 Dec	Fri 29 Dec 2023
February	Sustainable brewing and distilling	Fri 19 Jan	Fri 26 Jan	Fri 09 Feb 2024
March	SIBA BeerX 2024 Craft brewing	Fri 16 Feb	Fri 23 Feb	Fri 08 Mar 2024
April	Craft Brewers Convention 2024 Low/No alcohol brewing	Fri 15 Mar	Fri 22 Mar	Fri 05 Apr 2024
May	Distilling	Fri 12 Apr	Fri 19 Apr	Fri 03 May 2024
June	Malt and malting	Fri 10 May	Fri 17 May	Fri 31 May 2024
July	Cider and cidermaking	Fri 07 Jun	Fri 14 Jun	Fri 28 Jun 2024
August	World Brewing Congress 2024	Fri 05 Jul	Fri 12 Jul	Fri 26 Jul 2024
September	Beer and spirit packaging	Fri 02 Aug	Fri 09 Aug	Fri 23 Aug 2024
October	Analytical methods and equipment	Fri 06 Sep	Fri 13 Sep	Fri 27 Sep 2024
November	BrauBeviale 2024	Fri 04 Oct	Fri 11 Oct	Fri 25 Oct 2024
December	Yeast and fermentation	Fri 01 Nov	Fri 08 Nov	Fri 22 Nov 2024
January 2025	Welcome to 2025	Fri 29 Nov	Fri 06 Dec	Fri 27 Dec 2024

Conference / Exhibition Preview editions (March, April and November) will offer the opportunity for advertorial (300 words plus image plus logo) for **conference exhibitors only** - free for magazine print advertisers.

For further details, or to offer editorial, please contact editor@ibd.org.uk (steve.curtis@ibd.org.uk)

ADVERTISING RATES 2024

PRINT

DISPLAY ADVERTISING

Print advert within *Brewer and Distiller International*, the monthly magazine IBD members, examination candidates and subscribers:

2-page spread	£2400
Full page	£1600
Half page	£1100
Junior page	£950
Quarter page	£700

Discounts are available for multiple insertions.

SPECIAL POSITIONS

Back cover	£1900
Inside front cover	£1800
Inside back cover	£1600

SUPPLIER LISTINGS

Advertise within the Supplier Listing section *Brewer and Distiller International* magazine:

2cm box (with logo)	£295
3cm box (with logo)	£395
4cm box (with logo)	£495

Prices shown are for 12 consecutive (monthly) listings. Business listings are free (12 months) for advertisers placing full page adverts. Includes entry on the IBD on-line Suppliers Directory for 12 months.

SUPPLIER NEWS

Supplier news listing **£595**
An advertorial (300 words) with photograph, contact details and logo within the Supplier News section (to fit 1/3 page horizontal)

CONFERENCE/EXHIBITION PREVIEWS

Exhibitor listing **£595**
An advertorial (300 words) with photograph, contact details and logo. Alternatively, advertorial is free of charge if a print advertisement is placed in the edition.

MAGAZINE INSERTS

Inserts (15g max) **£1000**

DIGITAL

NEWSLETTER ADVERTISING

IBD newsletters offer exciting advertising opportunities. Each newsletter features content for IBD members, examination candidates and subscribers, including upcoming events and publications. The newsletter is deployed twice monthly (weeks two and four) and will be fully optimized for mobile. Circulation: over 14,000 recipients (members, students and subscribers):



Headline (single) banner position:	£1000
Within body of newsletter:	
Sponsored event listing	£1000
Advertisements:	
Banner	£800
Square	£1000
Portrait	£1500
(all per newsletter)	
Fully sponsored newsletter:	£2000
(includes headline, banner adverts, plus advertorial within newsletter):	

RECRUITMENT ADVERTISING PACKAGES

IBD Website only basic package	£350
... add IBD Newsletter	£550
... add IBD Social Media Channels (Twitter and LinkedIn)	£700
... add BDI magazine print advert at:	
Quarter page (£500 discount)	£900
Half page (£600 discount)	£1200
Full page (£700 discount)	£1600

ONLINE ADVERTISING ON THE JOURNAL OF THE INSTITUTE OF BREWING

Advertise on the online library of the Journal of the Institute of Brewing, the leading scientific journal for the brewing, distilling and associated industries: jib.ibd.org.uk

Contact us for further details including up to date page views, available formats and CPM pricing.

IBD WEBSITE ADVERTISING

Advertise with banner advertising on specific landing pages within the IBD.org websites:

- **Brewer and Distiller International** home page
- **IBD Online Learning** home page
- **IBD media Library** home page

Contact us for further details including up to date page views, available formats and CPM pricing.

WEBINAR OPPORTUNITIES

Reach out to IBD members, examination candidates and subscribers around the world with a sponsored webinar. Options include global or regional audiences, multiple time zones, selective fee structure (chargeable or free) and selective audience. Includes lead generation (where legal) plus recording available in IBD website's Media Library.

Contact us for further details including up to date participant numbers, available platforms and pricing.

SPONSORSHIP OPPORTUNITIES

The IBD offers internationally recognised gold-standard qualifications for industry professionals, supported by training from a world-class community of experts. Sponsorship opportunities exist within these qualifications, including:

- Sponsorship of IBD Learning Materials
 - Scholarships for candidates
 - Awards for high achieving examination candidates
- Multi-year packages are available for companies across all levels of IBD qualifications.

Contact us for further details, including pricing and availability.

For all advertising opportunities, please contact Steve West at steve@mediawestinc.com

ADVERTISEMENT SPECIFICATIONS

Brewer & Distiller International size is an A4 publication: 297mm deep x 210mm wide. Printing is sheet feed and binding is perfect bound.

Advertisements should be submitted as high-resolution press-ready (300dpi) PDF files ensuring that all fonts are embedded, colour mode is CMYK and sized to the correct dimensions. Bleed: 3mm all round including crop marks.

Advertisement sizes (mm height x width)

Double page spread

Type area: 270 x 390 Trim: 297 x 420 Bleed: 303 x 426

Full page

Type area: 270 x 183 Trim: 297 x 210 Bleed: 303 x 216

Half page vertical

Type area: 270 x 96 Trim: 297 x 109 Bleed: 303 x 112

Half page horizontal

Type area: 130 x 190 Trim: 145 x 210 Bleed: 151 x 216

Quarter page vertical

Type area: 115 x 75 Trim: 121 x 81

Quarter page horizontal

Type area: 65 x 200 Trim: 75 x 210 Bleed: 81 x 216

Junior page

Type area: 195 x 130 Trim: 202 x 139 Bleed: 205 x 146

NEWSLETTER BANNER ADVERTISEMENTS

Banner format – colour mode RGB, 4:1 aspect ratio. Note that images will be compressed to 1686px width for email version and 564px for web-based version of newsletters. Larger sizes at 1:1 and 2:3 aspect ratios.

FOR ALL ENQUIRIES, PLEASE CONTACT THE IBD'S ADVERTISING SALES PARTNER:

Steve West

Brewer & Distiller International

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All bookings are subject to our terms and conditions available on request.

THE KEY TO
UNLOCKING
YOUR PURSUIT
OF PERFECTION.



The Institute of Brewing & Distilling has unlocked the hearts and minds of the industry for over 134 years. This last year has been one of the toughest. With the support of our members in the global community, we have been able to carry on with our mission.

Membership of the IBD gives you best in class technical education. It also connects you with a strong network of professionals, sharing knowledge and expertise, to support and contribute to our community and industry. Together, we can continue the pursuit of perfection.

ibd.org.uk



IN PURSUIT OF PERFECTION