



CRAFT BEER & BREWING

Media Kit Rates + Deadlines



CRAFT BEER & BREWING PROVIDES THE PLATFORMS TO REACH THOSE WHO MAKE AND DRINK GREAT BEER

If you're trying to reach the passionate, highly-engaged brewing and craft-beer consumer, there is no better way to do it than through the Craft Beer & Brewing channels. With top-quality content delivered through diverse channels (print, digital, events, social, video, apps) to large audiences, it is a cost-effective way to build your brand, help consumers discover your products, and engage with craft-beer consumers on a wide scale.

MORE THAN 2,000,000 PEOPLE ENGAGE WITH OUR CONTENT EVERY MONTH!

YOU'RE IN GOOD COMPANY

OUR ADVERTISING PARTNERS REACH MILLIONS OF PASSIONATE BEER MAKERS AND DRINKERS YEAR AFTER YEAR





ADVERTISE IN CRAFT BEER & BREWING MAGAZINE®

If you're trying to reach the passionate, highly-engaged brewer and craft-beer consumer, there is no better way to do it than through *Craft Beer & Brewing Magazine*®. With top-quality content delivered to large audiences, it is a cost-effective way to build your brand, help consumers discover your products, and engage with craft-beer enthusiasts on a wide scale.

Craft Beer & Brewing Magazine®'s successful strategy of spanning the beer consumer and beer creator markets has earned us prominent and coveted newsstand space at some of the world's best retailers, including Whole Foods Market, Walmart, Wegmans, Safeway, Sprouts, and many more. Buyers for these retail giants know that quality sells, and ***Craft Beer & Brewing Magazine*® is the top selling beer magazine on America's newsstands** for this reason.

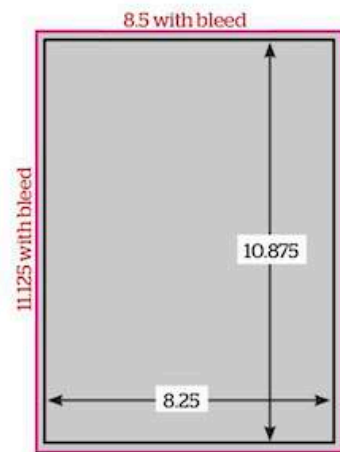
100,000 READERS/ISSUE WITH AN AVERAGE HOUSEHOLD INCOME OVER \$110,000!

CRAFT BEER & BREWING MAGAZINE® EDITORIAL CALENDAR

Every issue of Craft Beer & Brewing Magazine® includes regular departments like Beercation, Breakout Brewers, Gearhead, Ask The Experts, Make Your Best, and more. In addition, we organize the main feature package of each issue around a theme, like “IPA Today” or “The Summer of Saison” and review commercial beers released in that style. Secondary features, product tests, service pieces, and similar content is developed on an issue-by-issue basis as trends and ideas develop throughout the year. Here’s a loose rundown of what we have planned for 2018, but themes are subject to change if more timely subjects present themselves!

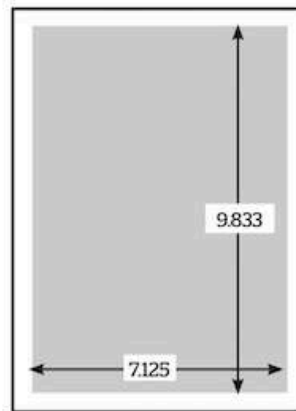
Issue	Feature Focus	Secondary Focus	Products Reviewed	Ad Reservation Deadline	Ad Materials Due	Newsstand Date
Special Issue 2018	Best In Beer 2018	Extract Brewing	Seamers	8/31/2018	9/10/2018	10/30/2018
Dec-Jan 2019	Barrel-Aged	Enzymes	Beer Fridges	9/28/2018	10/8/2018	11/27/2018
Feb-Mar 2019	Light, Not Lagers	Dark Lagers	Compact Brewing Systems	11/21/2018	12/3/2019	1/22/2019
Apr-May 2019	Wheat	Home Malting	Testing Equipment (pH Meters, Hydrometer, wireless monitors, etc).	1/11/2019	1/21/2019	3/12/2019
June-July 2019	Craft Lagers	Wild/Sour	Kettles	3/29/2019	4/8/2019	5/28/2019
Aug-Sept 2019	IPA	Adjuncting	Coolers	5/31/2019	6/10/2019	7/30/2019
Oct-Nov 2019	Stout	Low Gravity Brewing	Fermenters	7/12/2019	7/22/2019	9/10/2019
Dec-Jan 2020	Special Double Issue: Best in Beer 2019	Barrel-Aging	Recipe Kits	9/27/2019	10/7/2019	11/26/2019

CRAFT BEER & BREWING MAGAZINE® AD SIZES & RATES

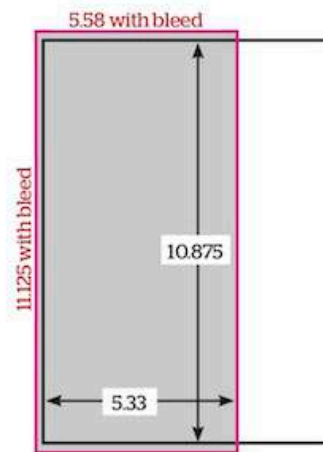


Full Page

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trim size, *plus bleed* (.125"
on all sides) = 8.5" x 11.125"
total image area including
bleed

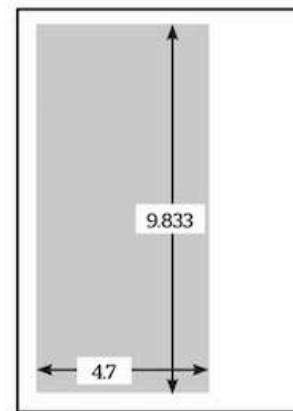


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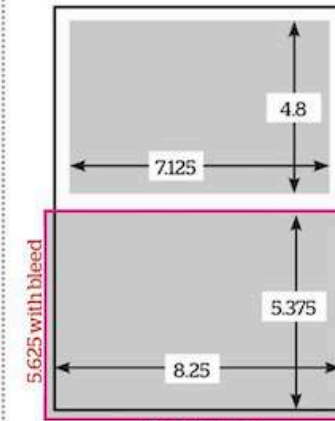


Two Thirds

Full Bleed:
5.33" wide x 10.875" tall
plus bleed = 5.58" x 11.125"
total image area including
bleed



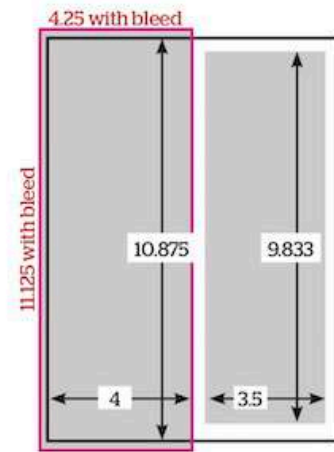
No Bleed:
4.7" wide x 9.833" tall



Half Page Horizontal

Full Bleed:
8.25" wide x 5.375" tall *plus
bleed* = 8.5" x 5.625" total
image area including
bleed

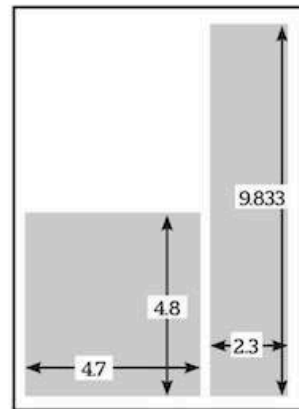
No Bleed:
7.125" wide x 4.8" tall



Half Page Vertical

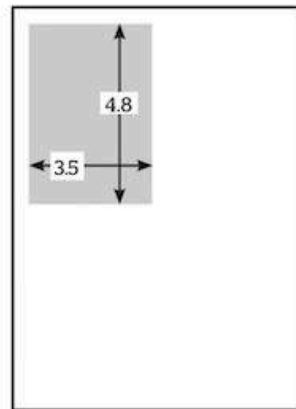
Full Bleed:
4" wide x 10.875" tall *plus
bleed* = 4.25" x 11.125" total
image area including
bleed

No Bleed:
3.5" wide x 9.833" tall



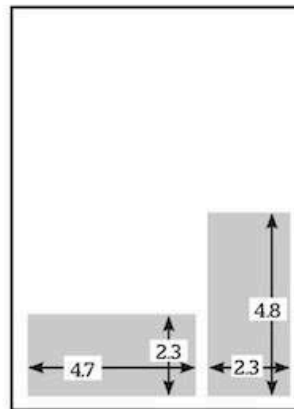
Third Page

Square, No Bleed:
4.7" wide x 4.8" tall
Vertical, No Bleed:
2.3" wide x 9.833" tall



Quarter Page

No Bleed:
3.5" wide x 4.8" tall



Sixth Page

Horizontal, No Bleed:
4.7" wide x 2.3" tall
Vertical, No Bleed:
2.3" wide x 4.8" tall

For full-bleed ads, please add .125" bleed to all four sides of the ad. When outputting ad file, please do not include crop marks within the bleed area.

CRAFT BEER & BREWING MAGAZINE® AD SIZES & RATES

Size	1x	2x	4x	6x	10x*
2 Page Spread	\$4,499	\$4,250	\$3,800	\$3,575	\$2,999
Full Page	\$2,499	\$2,360	\$2,100	\$1,999	\$1,799
2/3 Page	\$1,759	\$1,650	\$1,475	\$1,390	1,229
1/2 Page	\$1,399	\$1,300	\$1,165	\$1,095	\$899
1/3 Page	\$999	\$945	\$845	\$795	\$699
1/4 Page	\$699	\$655	\$590	\$550	\$469
1/6 Page	\$499	\$460	\$415	\$390	N/A

*10x rate includes insertions in all four issues of the Brewing Industry Guide | All prices quoted in net

PREMIUM POSITION CHARGES:

- Back Cover – \$500
- Inside Front Cover – \$300
- Inside Back Cover – \$300
- Page 1 - \$300
- TOC Facing - \$200
- 2-page spread (first 20 pages) – \$400

CRAFT BEER & BREWING MAGAZINE® ADVERTISING PACKAGES

PRINT + DIGITAL PACKAGES

Our most popular package is a favorite of breweries and suppliers (homebrew and pro brew) and gives you 12 consecutive months of total market coverage reaching our magazine, online, and social media consumers in significant and engaging ways wherever they are. This package includes:



CBB Full-Page Package

\$18,995.00 ~~\$24,496.00~~

- **6 Full-page ads** in *Craft Beer & Brewing Magazine*®
- **400,000 Web ad impressions** on beerandbrewing.com
- **4 Sponsored emails** to CBB subscriber list (50,000+ people)
- **4 Social media posts** to all channels



CBB Half-Page Package

\$10,600.00 ~~\$13,916.00~~

- **6 Half-page ads** in *Craft Beer & Brewing Magazine*®
- **250,000 Web ad impressions** on beerandbrewing.com
- **2 Sponsored emails** to CBB subscriber list (50,000+ people)
- **2 Social media posts** to all channels



CBB Quarter-Page Package

\$5,925.00 ~~\$7,540.00~~

- **6 Quarter-page ads** in *Craft Beer & Brewing Magazine*®
- **150,000 Web ad impressions** on beerandbrewing.com
- **1 Sponsored emails** to CBB subscriber list (50,000+ people)
- **1 Social media posts** to all channels



ADVERTISE IN THE BREWING INDUSTRY GUIDE (BIG)

The Brewing Industry Guide is the independent magazine that examines the challenges and opportunities facing in-planning, new, and growing breweries from the editors of *Craft Beer & Brewing Magazine*®! If you're trying to **reach important decision makers in the world of commercial brewing**, there is no better way to do it than through the Brewing Industry Guide. We deliver top-quality content through diverse channels to a focused and engaged audience. The Brewing Industry Guide is the cost-effective way to build your brand and help industry professionals discover your products and services.

Craft Beer & Brewing's successful strategy of spanning the beer consumer and beer creator markets has earned us a reputation for quality content through-out the commercial brewing world. Brewery professionals trust and look toward the Brewing Industry Guide for honest insight from the leading voices in the brewing and brewing business world.

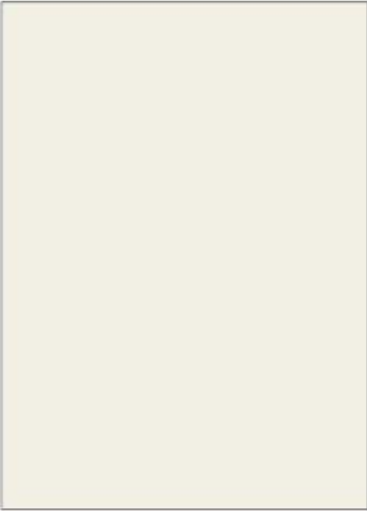
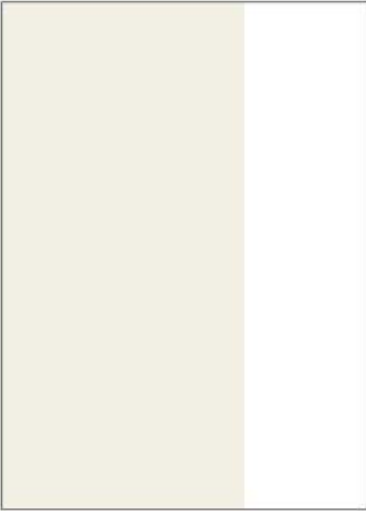


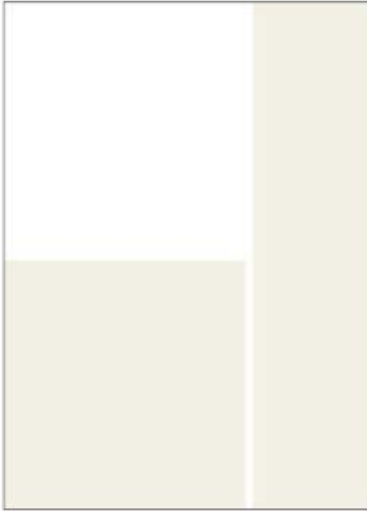
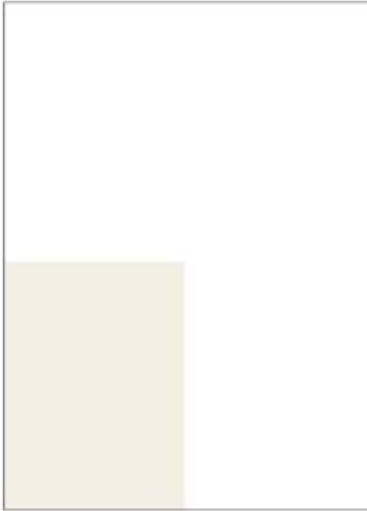
35,000 READERS/ISSUE - 50%+ ARE BREWERY OWNERS, INVESTORS, OR THE HEAD BREWER

BIG EDITORIAL CALENDAR

Each issue of the Brewing Industry Guide includes a feature package focusing on one aspect of commercial brewery operation, from technical brewing to sales and marketing and more. In addition, regular departments focus on different aspects of the business of beer and secondary features explore timely issues affecting the brewing world.

Issue	Feature Focus	Ad Reservation Deadline	Ad Materials Due	Distribution Date
BIG 2019 Q1	Raw Ingredients	11/16/2018	11/26/2018	12/28/2018
BIG 2019 Q2	Brewhouse Equipment	2/15/2019	2/25/2019	3/29/2019
BIG 2019 Q3	Packaging	5/3/2019	5/13/2019	6/14/2019
BIG 2019 Q4	Marketing	8/9/2019	8/20/2019	9/21/2019

BIG AD SIZES & RATES

					
Full Page	Two Thirds	Half Page Horizontal	Half Page Vertical	Third Page	Quarter Page
<i>Full Bleed:</i> 10.875" tall x 8.25" wide plus bleed	<i>Full Bleed:</i> 10.875" tall x 5.33" wide plus bleed	<i>Full Bleed:</i> 5.375" tall x 8.25" wide plus bleed	<i>Full Bleed:</i> 10.875" tall x 4" wide plus bleed	<i>Square, No Bleed:</i> 4.8" tall x 4.7" wide	<i>No Bleed:</i> 4.8" tall x 3.5" wide
<i>No Bleed:</i> 9.833" tall x 7.125" wide	<i>No Bleed:</i> 9.833" tall x 4.7" wide	<i>No Bleed:</i> 4.8" tall x 7.125" wide	<i>No Bleed:</i> 9.833" tall x 3.5" wide	<i>Vertical, No Bleed:</i> 9.833" tall x 2.3" wide	

For full-bleed ads, please add .125" bleed to all four sides of the ad. When outputting ad file, please do not include crop marks within the bleed area.

BIG AD SIZES & RATES

Size	1x	2x	4x	10x*
2 Page Spread	\$4,499	\$3,575	\$3,299	\$2,999
Full Page	\$2,499	\$1,999	\$1,899	\$1,799
2/3 Page	\$1,759	\$1,390	\$1,299	1,229
1/2 Page	\$1,399	\$1,095	\$949	\$899
1/3 Page	\$999	\$795	\$739	\$699
1/4 Page	\$699	\$550	\$499	\$469

* 10x rate includes insertions in all six issues of the *Craft Beer & Brewing Magazine*® | All prices quoted in net

All 1/2 and full page advertisements include a spot in our New and Notable Sponsored Content Pages.

PREMIUM POSITION CHARGES:

- Back Cover – \$500
- Inside Front Cover – \$300
- Inside Back Cover – \$300
- Page 1 - \$300
- TOC Facing - \$200
- 2-page spread (first 20 pages) – \$400

BIG ADVERTISING PACKAGES

BREWING INDUSTRY GUIDE PRINT + DIGITAL PACKAGES

Our most popular package is a favorite of breweries and suppliers (homebrew and pro brew) and gives you 12 consecutive months of total market coverage reaching our magazine, online, and social media consumers in significant and engaging ways wherever they are. This package includes:



BIG Full-Page Package

\$16,950.00 ~~\$18,680.00~~

- **4 Full-page ads** in the *Brewing Industry Guide*
- **100,000 Web ad impressions** on brewingindustryguide.com
- **4 Sponsored emails** to pro-brew subscriber list (10,500+ people)
- **10 Podcast sponsorships**
- **4 Social media posts** to all channels



BIG Half-Page Package

\$8,500.00 ~~\$9,840.00~~

- **4 Half-page ads** in the *Brewing Industry Guide*
- **50,000 Web ad impressions** on brewingindustryguide.com
- **2 Sponsored emails** to pro-brew subscriber list (10,500+ people)
- **5 Podcast sponsorships**
- **2 Social media posts** to all channels



BIG Quarter-Page Package

\$6,800.00 ~~\$6,920.00~~

- **4 Quarter-page ads** in the *Brewing Industry Guide*
- **25,000 Web ad impressions** on brewingindustryguide.com
- **2 Sponsored emails** to pro-brew subscriber list (10,500+ people)
- **3 Podcast sponsorships**
- **2 Social media posts** to all channels

TOTAL MARKET COVERAGE (TMC) PACKAGES

TMC Packages are ideal for Total Market Coverage of all Unfiltered Media Group. LLC audiences including homebrewers, pro brewers, craft beer consumers, and industry professionals.

TMC Packages include advertising in both Craft Beer & Brewing Magazine® and the Brewing Industry Guide publications—total of 10 consecutive issues! They also include Web Ads on beerandbrewing.com and brewingindustryguide.com. Sponsored eNewsletters and social media campaigns are built into these packages, as well as video and/or podcast campaigns. You'll work with our team to build a custom package that provides maximum ROI. Contact us for details.



Total Market Coverage Full-Page Package

\$48,070.00

- **6 Full-page ads** in *Craft Beer & Brewing Magazine®*
- **4 Full-page ads** in the *Brewing Industry Guide*
- Digital deliverables customized based on campaign goals



Total Market Coverage Half-Page Package

\$25,735.00

- **6 Half-page ads** in *Craft Beer & Brewing Magazine®*
- **4 Half-page ads** in the *Brewing Industry Guide*
- Digital deliverables customized based on campaign goals



Total Market Coverage Quarter-Page Package

\$18,890.00

- **6 Quarter-page ads** in *Craft Beer & Brewing Magazine®*
- **4 Quarter-page ads** in the *Brewing Industry Guide*
- Digital deliverables customized based on campaign goals



DIGITAL ADVERTISING

EMAIL, DISPLAY, VIDEO, SOCIAL, AND MORE MODERN CHANNELS TO MEET YOUR MARKETING GOALS



EMAIL

Reach 60k+ passionate beer lovers in their most engaged medium, their inbox.

- **Email subscribers: 60,000+**
- **Typical open rate: 18% - 32%**
- **Targeted sub-segments such as pro-brew, homebrew, and geographical regions are also available**



DISPLAY ADVERTISING

Reach our passionate audience of beer lovers with industry leading click-through rates, banner size, and banner placement.

- **Highest CTR (minimum 50k impressions): 2.27%**
- **Typical CTR range: 0.2 - 0.5%**
- **Larger unit sizes for better branding and engagement**

PODCAST SPONSORSHIP

Sponsor our weekly podcast, featuring industry leading guests ranging from wily veterans (Ken Grossman, Founder, Sierra Nevada) to trendy upstarts (e.g. Henry & Adriana Nguyen, Founders, Monkish Brewing).

- **Listenership range: 12,000 - 20,000**
- **Brewery owners: 14% of listeners (1,680 - 2,800 people/episode)**
- **Work at a brewery: 26% of listeners (3,120 - 5,200 people/episode)**
- **Sponsorship includes: 20 second pre- and post-roll, link in article, and acknowledgement in description**



SPONSORED + NATIVE CONTENT

Get your message in front of the millions of readers of Craft Beer & Brewing, both in print and digitally.

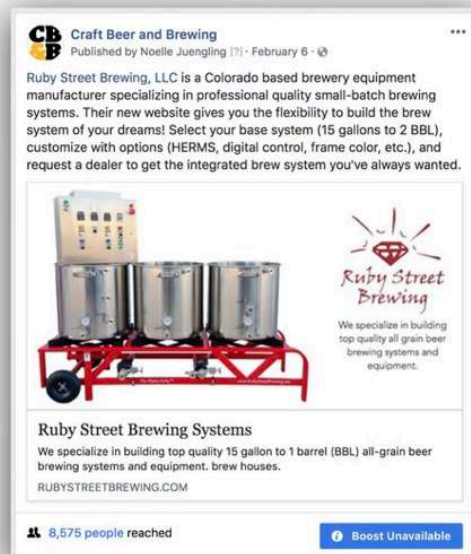
- **BeerAndBrewing.com annual page views: 7,000,000+**
- **Typical read time per article: 2:15 - 6:32**
- **We can work with you to craft your story**



SOCIAL POSTS

Post your message on our social channels to reach our hundreds of thousands of followers.

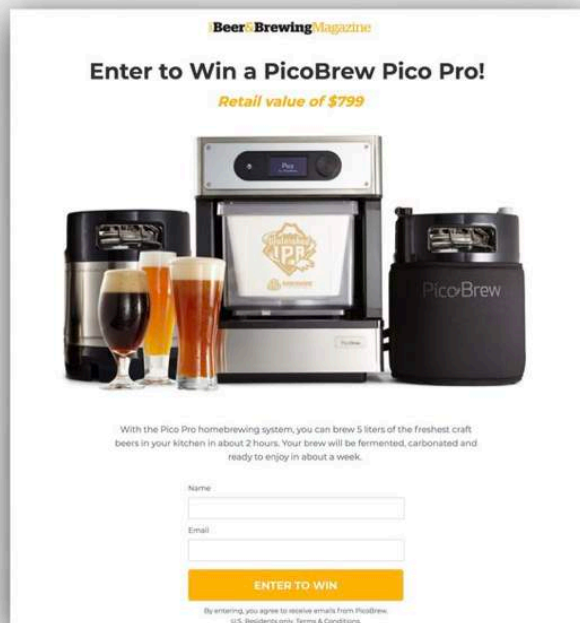
- **Facebook followers: 78,000+**
- **Twitter reach: 50,000+/month**
- **Pinterest reach: 450,000+/month**
- **Instagram followers: 20,000+**

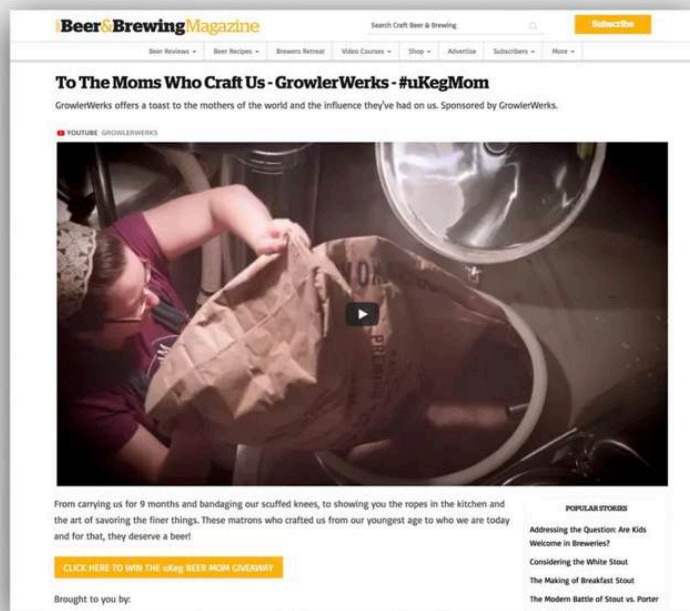


HOSTED CAMPAIGNS + LEAD COLLECTION

Want us design and host a giveaway or product page for you on beerandbrewing.com? Leverage the SEO our domain carries to launch a successful landing page.

- **Latest giveaway emails collected: 15,000+**
- **Landing page conversion rate average: 72%**
- **We can run A/B tests to dial in your perfect page**





VIDEO CAMPAIGNS

More of a visual storyteller? We can promote your video across all of our social channels, host it on our website, and get you in front of the audience that cares.

- Youtube minutes watched: 1,000,000/year
- BeerAndBrewing.com annual page views: 6,000,000+
- Typical video watches: 10,000+/video

DIGITAL ADVERTISING PACKAGES

DIGITAL PACKAGES

Our most popular digital packages for breweries and suppliers (homebrew and pro brew), reaching our online, audio, and social media consumers in significant and engaging ways wherever they are. This package includes:



Digital Gold Package

\$11,500.00

- **50,000 Premium web sds**
- **500,000 Web ads**
- **4 Sponsored emails** to subscriber list (60,000+ people)
- **4 Sponsored social** posts across all 4 channels
- **Featured story on beerandbrewing.com**



Digital Silver Package

\$6,500.00

- **300,000 Web ad impressions**
- **2 Podcast sponsorships**
- **2 Sponsored emails** to subscriber list (60,000+ people)
- **2 Social media posts** to all channels



Digital Bronze Package

\$4,650.00

- **200,000 Web ad impressions**
- **1 Podcast sponsorship**
- **1 Sponsored emails** to subscriber list (60,000+ people)
- **1 Social media posts** to all channels

GET IN TOUCH

For advertising inquiries, please contact Blake Osmond (Media Experience Manager) | 970-420-5344 | bosmond@beerandbrewing.com

For business inquiries, please contact Haydn Strauss (Publisher & COO) | 503-709-4667 | hstrauss@beerandbrewing.com

For editorial/content inquiries, please contact Jamie Bogner (Cofounder & CCO) | 888-875-8708 x701 | jbogner@beerandbrewing.com

Office Address: Craft Beer & Brewing / Unfiltered Media Group, 311 S. College Ave, Fort Collins, CO 80524