



## WELCOME TO THE EXCITEMENTS OF ELECTRONIC PUBLISHING

If you're a journalist looking for a story, there are few more interesting subjects to be covering at the moment than beer and brewing. The reshaping of the global landscape following Anheuser-Busch InBev's acquisition of SABMiller continues to unfold; health-conscious consumers are turning non-alcoholic and mid-strength beers into growth opportunities; and of course there's the rise and rise of craft beer.

Editorially, *Brewers' Guardian* remains manifestly interested in what's new, what's different, what's up-and-coming. Have a look at the adjoining features list for our e-magazines: the words 'trend' and 'innovation' feature prominently, and that's not by accident.

We'll be looking at depth at all these developments and much more in the pages of our bi-monthly e-magazine. For advertisers the format offers numerous advantages – chiefly immediacy and interactivity. E-magazines zip around the world in a moment, making sure that's what written remains 'fresh' and shared by the world-wide community.

As to interactivity, the joy of electronic publishing is the ability to convey a story not only in words but also with use of voice clips, videos – and especially downloadable PDF files, turning your advertisement into a virtual trade fair stand.

Ask us to help you make the most of the added value elements on offer in *Brewers' Guardian*. Virtually nothing is impossible.

## CIRCULATION

*Brewers' Guardian* e-magazines – and news alerts from our website – are sent around the world to more than 6,000 named recipients who are leaders working in the brewing industry.

And with the possibility of e-magazines being forwarded within companies and amongst social networks the final circulation is often quite higher.

Contact us now to make the most of your advertising budget. There are special offers available in advance of Brau Beviiale 2018. And do tell us what you're working on at the moment – we're always on the lookout for a story!

**Larry Nelson**  
Publisher

### ● May – June

- Craft beer: multinational engagement
- Product trends: no-and low-alcohol beers
- Multinational brewer innovation policies
- Marketing: social media trends
- Market profile: United States

### ● July – August

- Craft beer: towards a new understanding
- Production trends: filtration & separation
- Product trends: Radlers and biermix
- Environment: energy reduction/ alternative energy use
- Market profile: Australia

### ● September – October

- Craft beer: style trends
- Production trends: packaging lines
- Marketing: bottles vs cans premiumisation
- Product trends: gluten-free beers
- Market profile: India

### ● November – December

- Brau Beviiale 2018 preview
- Environment: water use reduction
- Hop varieties and trends
- Malting barley innovations
- Production trends: brewhouses
- Market profile: Chinat



## ADVERTISING RATE CARD (£)

BANNERS AND VIDEO	Leaderboard*	MPU	Video
Home page plus News pages	500	500	600
Features pages	400	400	-
Within Feature article	-	300	-

Rates are per month, discounts are available for longer bookings.

Leaderboard rotates with a maximum of three banners; MPUs are single banners

### ONLINE LISTINGS

B2B International Directory	250 for 12 months
Product news	150 for 3 months

### E-MAGAZINES

Full-page (full screen)	1,200
Half-page (half screen)	900

Video/audio clips and product brochures can be embedded in digital ads

All bookings are subject to our Terms & Conditions, available on request.  
Prices are quoted in £ per month unless otherwise stated.  
Our € and US\$ rates are available on request.  
The minimum go-live period is one month.  
All feature articles and e-magazines will be subsequently archived on the website.

### KEY CONTACTS

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## WEBSITE SPECIFICATIONS

- Banner:** average file size 30Kb; max 100Kb  
file format static jpeg, animated gif, flash
- Video:** format as .FLV file web-optimised; max 10MB
- Listing:** images & logos as jpeg with average file size 500Kb; text in Word

