

MEDIA PACK

2016

THE  
**Brewers**

JOURNAL

# THE MAGAZINE FOR PROFESSIONAL BREWERS

Published six times a year, The Brewers Journal cuts deep into the issues that affect the industry. With analysis, insightful features, and essential entertainment, TBJ is the complete resource

**B**EER IS BIGGER THAN EVER IN THE UK, WITH MORE MONEY being spent than ever before and with more breweries per head of the population than any other country in the world.

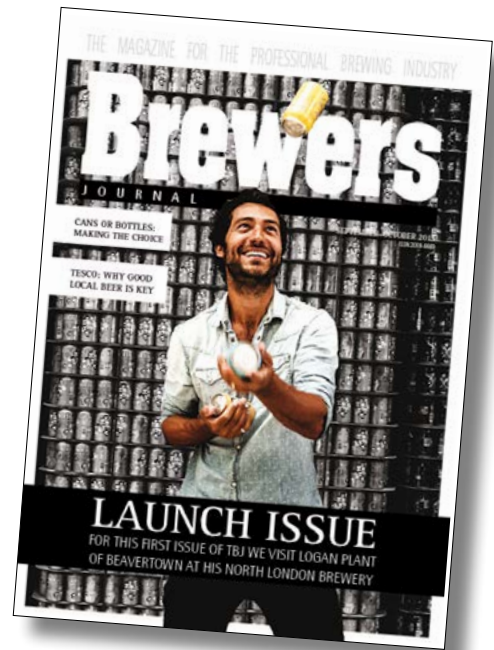
However, despite being a mainstay in modern culture, there has been something of a disconnect between breweries and those that enable that process. Until now.

The Brewer's Journal is a brand new bi-monthly publication designed to give UK breweries, distributors, and suppliers an essential insight into the issues that matter to them, and also how to take advantage of this growing market.

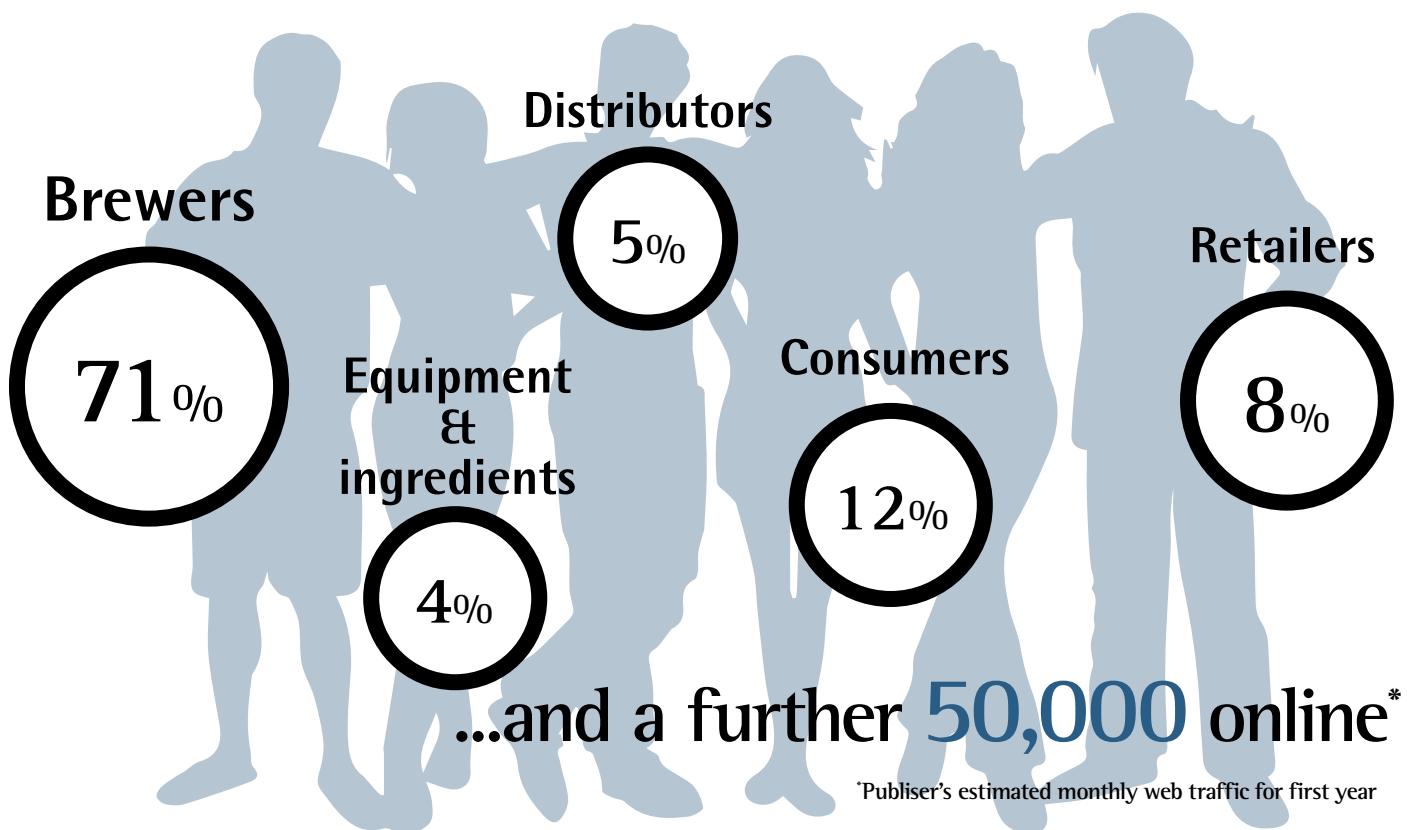
Produced by a team with a passion for beer, its production, and the culture surrounding it, The Brewer's Journal is the new go-to magazine for breweries and retail businesses such as bottle shops.

The Brewer's Journal gives breweries the latest insights into brewing equipment and associated technologies, as well as the drivers impacting the supply and production of essential ingredients such as hops, malts, and yeast.

Published in print six times a year, and complemented by a fully-fledged website updated on daily-basis, The Brewer's Journal is essential reading for those involved, or interested, in the UK brewing industry.



## Reach 7,000 print readers



# Readers

**T**HE READERS OF THE BREWER'S JOURNAL share a common bond, a dedication to the production and supply of good beer. While this beer may be produced in the UK, it draws on inspiration from across the globe, using ingredients sourced internationally and equipment from a diverse number of manufacturers. And they have the purchasing power to invest.

The primary audience of The Brewers Journal are UK breweries. There are approximately 1,500 breweries operating in Britain. This category is the title's primary audience and encompasses the major breweries such as Fuller's, Marston's and Greene King to growing brands such as Beavertown, Cloudwater, Kernel, Siren and Magic Rock.

The magazine is also aimed at microbreweries and BrewPubs, are growing trends in the UK, encompassing pubs that brew on site to small startups.

In addition, The Brewers Journal is produced with retail businesses such as bottle shop owners -companies sell beer for consumption on site and also frequently hold classes on brewing.

# Editorial

**E**ACH ISSUE OF THE BREWER'S JOURNAL FEATURES comprehensive, and diverse, editorial coverage that ranges news of the latest product launches to in-depth features analysing growth areas of UK brewing. These include:

■ *Equipment insight:* A comprehensive news and feature overview of the latest launches and developments from the manufacturers of brewing equipment and associated equipment and products.

■ *Regional reports:* In-depth features investigating the growth, or decline, of certain regions, the breweries located here, the beers they specialise in, and the economic, legislative or government-led drivers behind this.

■ *New beers:* A breakdown of the latest beer launches from the major breweries across the globe.

■ *Beer business news:* A section dedicated to the news that will inform future feature articles. The focus here is news ranging from hop shortages and price increases or decreases to the incentives being offered to fledgling breweries to expand their business.

■ *Meet the brewer:* A classic profile piece but coupled with relevant market intelligence. A look at the background of the business, its journey, its current position regarding the beers it offers, and also where it anticipates growth.

■ *Meet the beer:* An informative section dedicated to one particular beer type or brewing technique each issue. This can range from Pale Ale varieties such as IPA and Saison to Lager, Gose, Lambic, Wheat, Sour and Dark Ales such as Stout and Porter. This will detail the main beers in each section, the market leaders and the newest brews that are having an impact on the market.

## Features list

### January ~ February 2016

■ *Equipment insight:* Packaging design

■ *Foreign focus:* Canada

### March ~ April 2016

■ *Equipment insight:* Printing and Labelling Technologies

■ *Briefing:* Hop Contracts

### May ~ June 2016

■ *Equipment insight:* Analyses & Instrumentation

■ *Briefing:* Starting a Brewery

### July ~ August 2016

■ *Equipment insight:* Process & In-Line Measurement

■ *Briefing:* Beer Distribution and Exporting

### September ~ October 2016

■ *Equipment insight:* Pipework, Pumps & Valves

■ *Briefing:* Contract Brewing

### November ~ December 2016

■ *Equipment insight:* Tracking & Logistics

■ *Briefing:* Retail and Supermarkets

To get involved with the editorial side of the magazine contact the editor at [tim@brewersjournal.com](mailto:tim@brewersjournal.com)

# ADVERTISING

**T**HE BREWER'S JOURNAL GIVES BREWERY equipment manufacturers, ingredient suppliers, and associated businesses, a premium venue to address companies that rely on them, day-in, day-out. Over the last year, more than 170 new breweries opened in the UK, which represents an annual growth rate of more than 10% per annum.

The Brewers Journal reaches some 1,500 of these breweries, offering your company the perfect forum to reach clients, existing and new.

Each issue of The Brewers Journal features informative and diverse editorial. This presents advertisers with the perfect medium to balance their commercial message against.

And for breweries, retailers will read the publication, giving your business a fantastic route to market for your beer launches.

## Contacts

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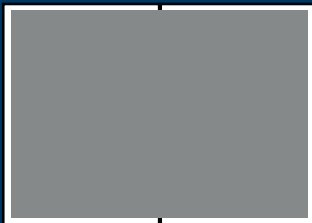
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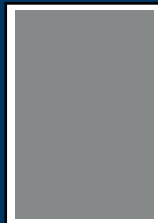
## Reach 7,000 readers in print and 50,000 online

Double page spread



£2,500

Full page



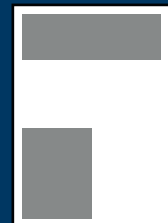
£1,500

Half page



£1,000

Quarter page



£650

*Inside front cover and back cover are 20% extra. Other Special positions are 10% extra*

### Requirements

To supply your advertising please follow these guidelines:

#### Email adverts

*production@rebymedia.com*

Please ensure email sizes are no larger than 10Mb. If you wish to send larger files please use a file transfer web site such as wetransfer.com. Alternatively you could send the files on a CD.

#### File name

Please supply your file named in the following format: magazine name, volume and issue number, company name (e.g. *TBJ 0101, Smiths Packing*)

#### Hard copy

We need to check what we receive against a match print (In colour if the ad is to run full colour). Please ensure that we receive a hard copy (not a fax) at the same time as your digital copy.

#### File formats

We can accept JPG, TIFF or EPS files. We can also accept files from Adobe Indesign, Adobe PhotoShop or Adobe Illustrator. Please ensure that you supply all the necessary fonts (in Illustrator, fonts may be converted to outline to avoid this). Pictures should be saved as EPS, TIFF or JPG files with a minimum resolution of

300dpi (120dpm).

Colour pictures should be supplied CMYK but not RGB. Black and white pictures should be supplied as greyscale.

#### Mechanical data

All sizes in millimetres and vertical by horizontal:

Page (trim size) - 297mm x 210mm

Page (bleed) - 303mm x 216mm

Page (type area) - 280mm x 192mm

Half page (vertical) - 260mm x 89mm

Half page (horizontal) - 126mm x 190mm

Quarter page (vertical) - 126mm x 89mm

Quarter page (horizontal) - 60mm x 190mm