

THE Brewers

JOURNAL

MEDIA PACK 2017

THE MAGAZINE FOR THE PROFESSIONAL BREWING INDUSTRY



READERSHIP

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

Beer is bigger than ever in the UK, even bigger than when The Brewers Journal launched in September 2015.

More money is being spent than ever before and with more breweries per head of the population than any other country in the world.

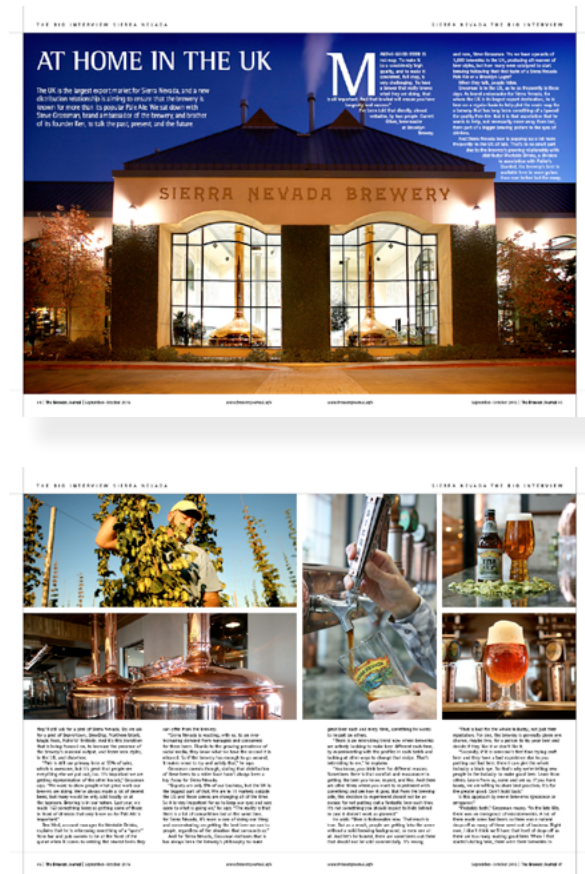
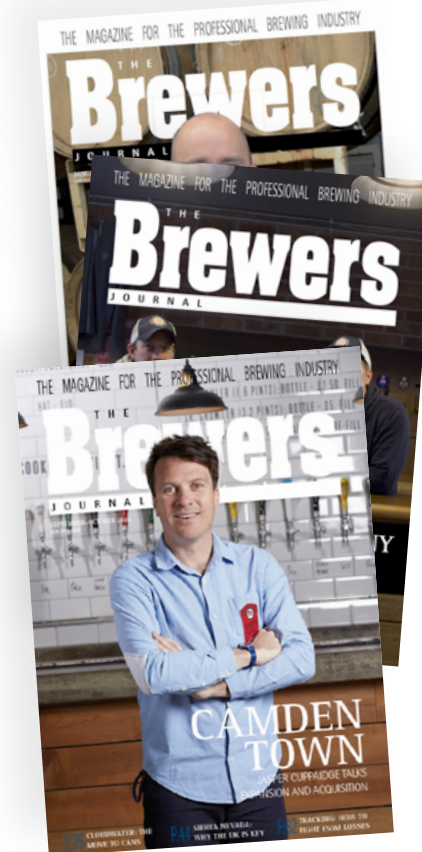
The Brewers Journal was launched to bridge the disconnect between breweries and those that enable the brewing process and the wealth of products and services that exist around that.

The Brewers Journal is a bi-monthly publication that gives 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 Brewers Journal remains the go-to magazine for breweries and retail businesses such as bottle shops.

The Brewers 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, complemented by a fully-fledged website updated on daily-basis and a digital edition that is individually read in excess of 30,000 times each issue, The Brewers Journal is essential reading for those involved, or interested, in the UK brewing industry.





PRINT CIRCULATION

The readers of The Brewers 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.

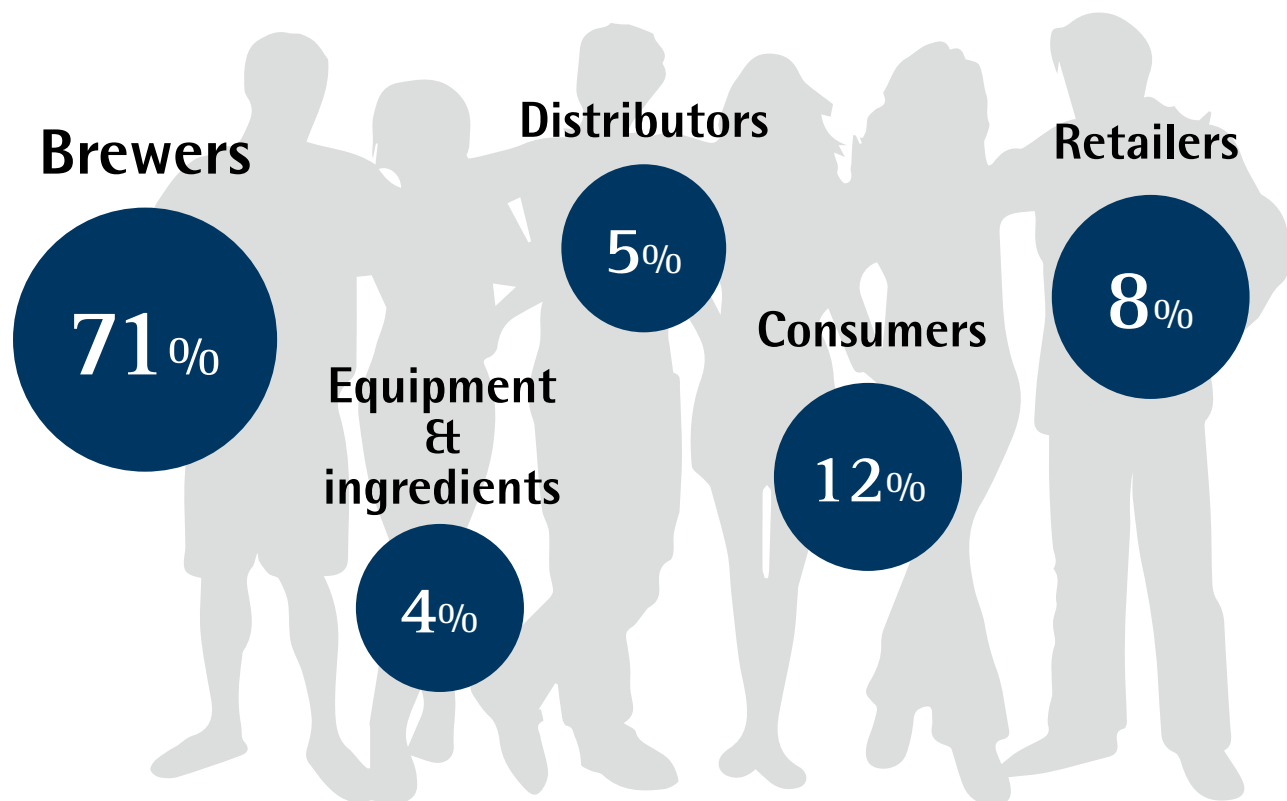
The primary audience of The Brewers Journal are UK breweries. There are in excess of 1,500 breweries operating in Britain.

This category is the title's primary audience and encompasses breweries such as Beavertown, Cloudwater, Five Points Brewing Company, Siren and Camden Town to Fuller's, Shepherd Neame and Greene King.

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.

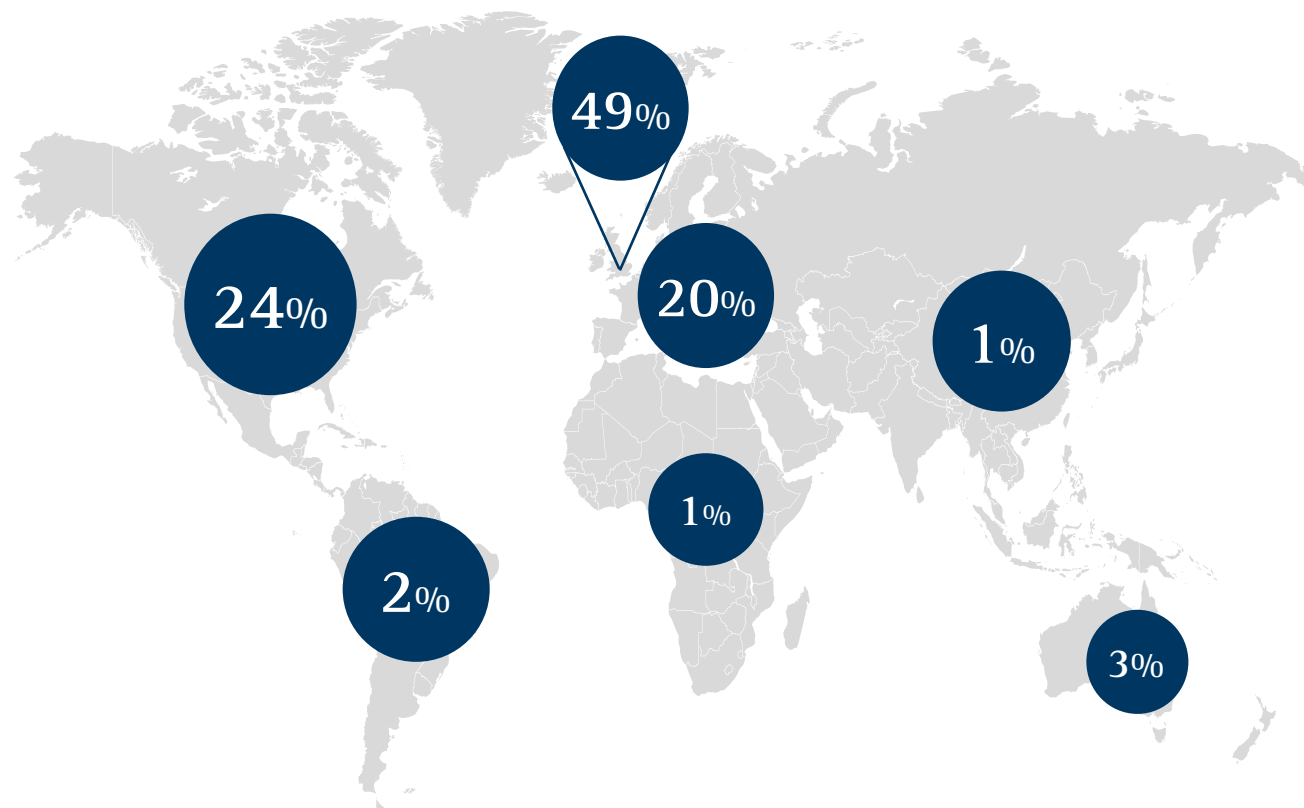
REACH 7,000 READERS IN PRINT





WEB & DIGITAL CIRCULATION

REACH 50,000 READERS ONLINE



Online readership of the digital edition has grown to over 40,000 per issue over the course of the first year of The Brewers Journal. The digital edition can be accessed via brewersjournal.info or through various magazine sites and apps.

The brewersjournal.info website is the first place for brewing industry news and comment and an opportunity for readers to experience feature content enriched with multimedia. The web traffic has grown so that each bimonthly cycle will see some 10,000 unique visitors. The web traffic is 74% UK, while the digital edition traffic is 49% UK.



EDITORIAL

Each issue of The Brewers 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.

▮ *Meet the brewer:* A classic profile piece 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.

▮ *Ingredients focus:* A spotlight feature on the latest trends, environmental factors and developments that impact the production and supply of, among others, hops, malt and yeast.

▮ *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.

FEATURES LIST

JANUARY ~ FEBRUARY

Equipment insight: Labelling and Packaging

The Big Issue: Starting a Brewery Part One

MARCH ~ APRIL

Briefing: Hops, Supplies and Contracts

The Big Issue: Starting a Brewery Part Two

MAY ~ JUNE

Equipment insight: Process & In-Line Measurement

Briefing: Retail and Distribution

JULY ~ AUGUST

Equipment insight: Keg/Cask fillers and cleaners

Briefing: Malting and Speciality Malts

SEPTEMBER ~ OCTOBER

Equipment insight: Hygiene

Briefing: Contract Brewing

NOVEMBER ~ DECEMBER

Equipment insight: Tracking & Logistics

Briefing: Acquisitions and Exporting

TESTIMONIALS

Listening to our readers and our advertisers is the fundamental way of keeping the magazine relevant and reliable. Here is what some of our readers and advertisers have to say

“Since launch last year *Brewers Journal* has gone from strength to strength. The wide-ranging topics, analytical content and insightful interviews make it a must-read publication that is both informative and enjoyable. A great job so far, keep it up!”

LOTTE PELOW, THE BREWERS ASSOCIATION

“The craft brewing sector is of great importance for Schafer and we want to share in and enjoy the benefit’s of its fantastic growth in the years to come.

“So its great news that we now have another magazine dedicated solely to the craft brewer and his products, where we know our advert or news of new product development will reach hundreds of potential customers.

“Shared experience of equipment and services can be of great help to the small brewer and save him time and money making costly mistakes, as well as great articles such as recent ones on Camden and Lost and Grounded. It’s always good to see your customers faces staring back at you from the front page of *The Brewers Journal*.”

MIKE HICKMAN, INDUSTRY CONSULTANT

“It’s a great mix of the serious trade stuff and the lighter features pieces which for me makes it more readable and more useful. I’m unusual at *Simply Hops* in that I’m not from a brewing background originally, so the mix of content that *Brewers Journal* uses has been great for me over the last year.

“It helps me continue to educate myself on some of the more technical and complex aspects of the brewing industry. It also however, is one source that can help me to get more of a feeling for the industry and which direction aspects of it might be taking. Just a good one stop shop for UK brewing info.”

DANIEL CHRISTMAS, MARKETING MANAGER, SIMPLY HOPS

“The *Brewers Journal* embraces an original range of diverse topics relevant to this sector. It does not shy away from exploring the depths of the most interesting issues or introducing new aspects or stakeholders to them.”

CSABA BABAK, AUTHOR, BEER MEANS BUSINESS



“The *Brewers Journal* stands out from the other titles in the market as it really does live up to its name, focusing on issues of interest to brewers.

“It has plenty of well-written editorial content, and its long-read pieces are a particular highlight as the editor manages to secure interviews with some high-profile and interesting characters in the industry.”

KATHRYN TYE, SHEPHERD NEAME

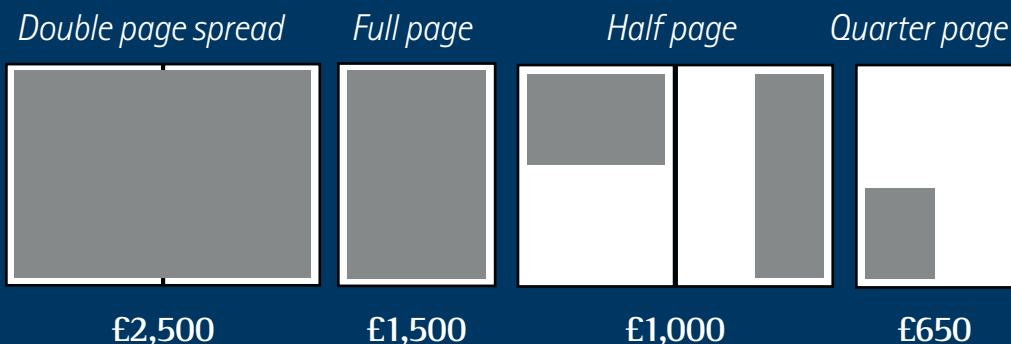
“I’ve enjoyed *The Brewers Journal* ever since it launched and feel it goes from strength to strength with each issue. *The Brewers’ Journal* provides essential insight into a rapidly evolving UK beer industry.”

MATTHEW CURTIS, CONSULTANT

ADVERTISING

The 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.



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

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REQUIREMENTS

To supply your advertising please follow these guidelines:

Email adverts

production@rebymedia.com
Please ensure emails 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. MPJ 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 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

Page (trim size) - 297mm tall x 210mm wide
Page (type area) - 280mm tall x 192mm wide
Page (bleed) - 303mm tall x 216mm wide
Half page (vertical) - 243mm tall x 75mm wide
Half page (horizontal) - 130mm tall x 185mm wide
Quarter page - 130mm tall x 83mm wide