

MEDIA PACK 2018

# BREWERS

JOURNAL

THE MAGAZINE FOR THE PROFESSIONAL BREWING INDUSTRY

# READERSHIP

Published ten 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, 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 launched as a bi-monthly publication, and now in its third year is a trade monthly, published 10 times a year. This 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 ten 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.

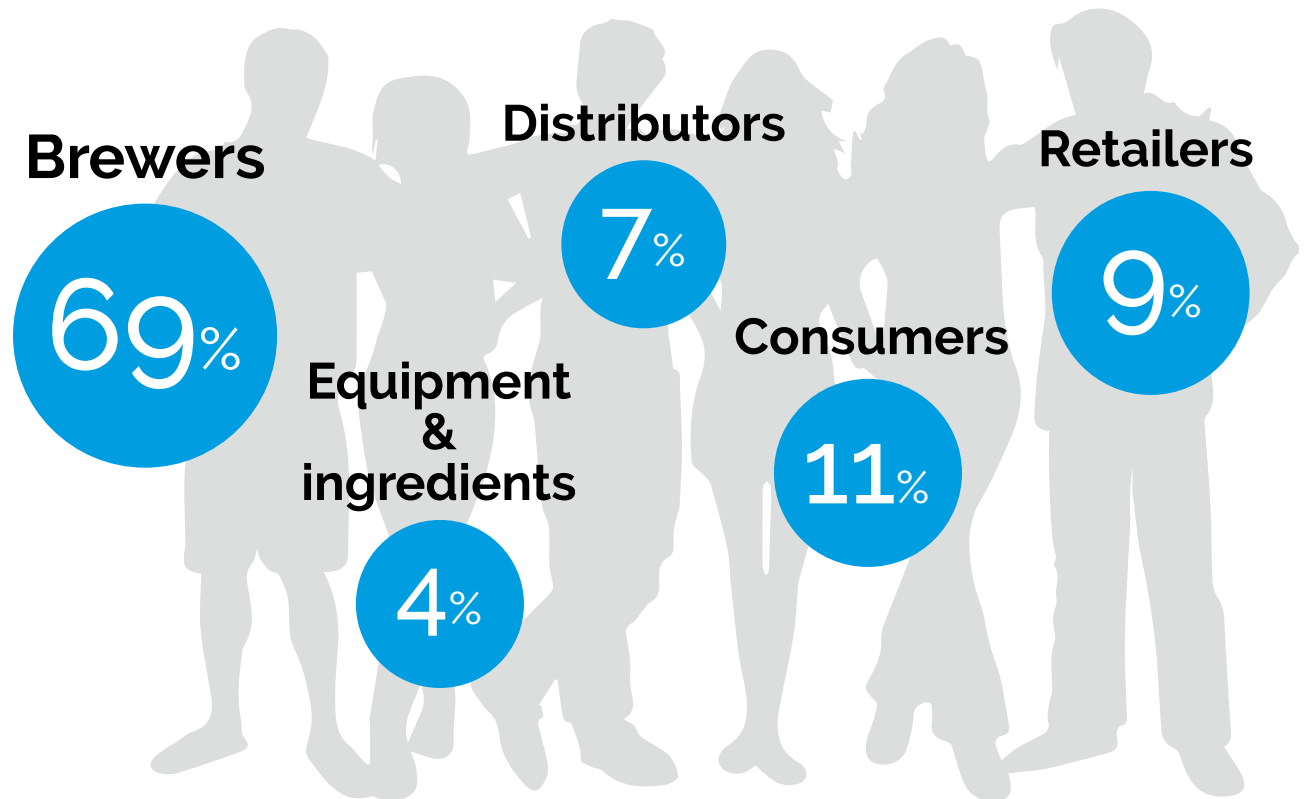
While this beer may be produced in the UK, it draws on inspiration from across the globe, using ingredients sourced internationally and equipment from a diverse number of manufacturers. And they have the purchasing power to invest.

The primary audience of The Brewers Journal are UK breweries. There are in excess of 1,600 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.

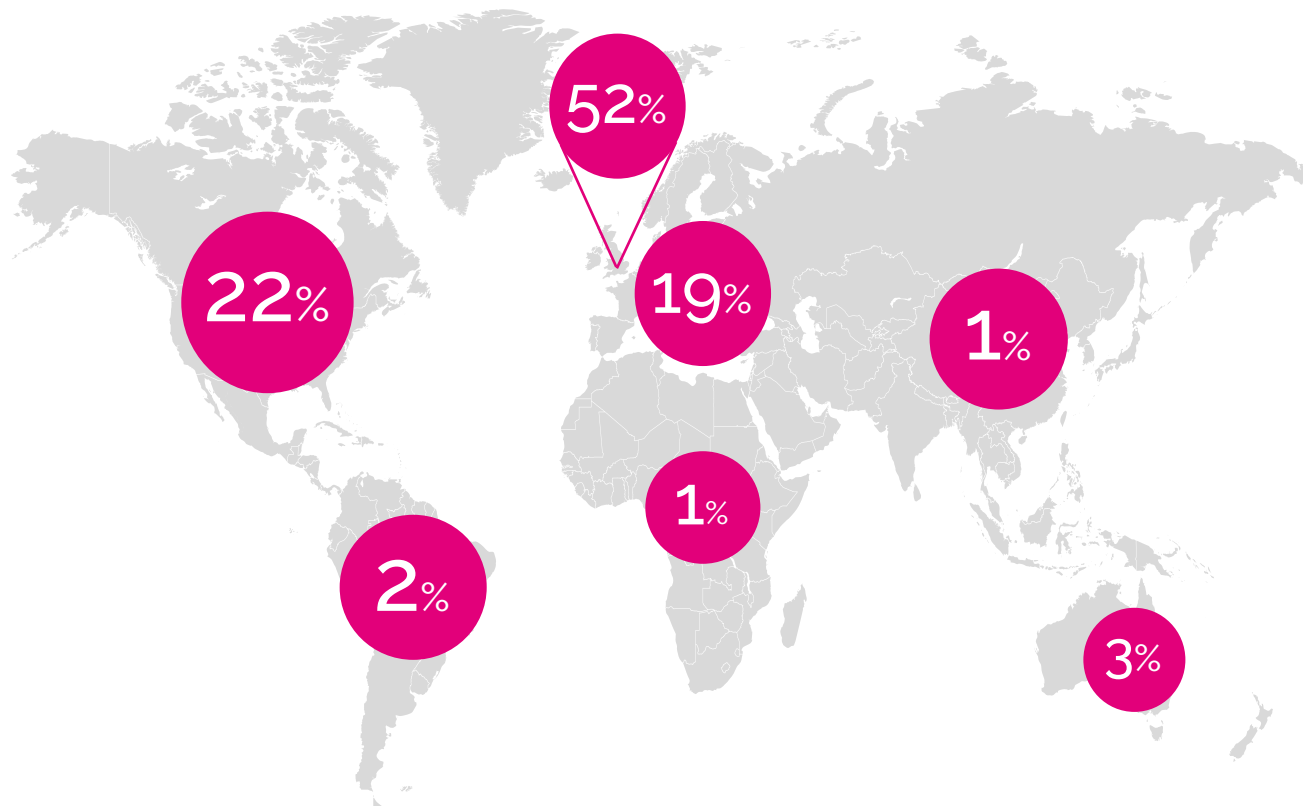
In addition, The Brewers Journal is produced with retail businesses such as bottle shop owners -companies sell beer for consumption on site and also frequently hold classes on brewing.

## REACH 8,750 READERS IN PRINT



# WEB & DIGITAL CIRCULATION

## REACH 50,000 READERS ONLINE



Online readership of the digital edition has grown to over 50,000 per issue over the course of the first two years of The Brewers Journal. The digital edition can be accessed via [brewersjournal.info](http://brewersjournal.info) or through various magazine sites and apps.

The [brewersjournal.info](http://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 month will see some 15,000-20,000 unique visitors. The web traffic is 67% UK, while the digital edition traffic is 52% UK.

Home page web banner or MPU  
**£550 per month**



# EDITORIAL

## FEATURES LIST

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:

- ◆ *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.
- ◆ *Insight:* A comprehensive news and feature overview of the latest launches and developments from the manufacturers of brewing equipment, ingredients producers and associated equipment and products.
- ◆ *Focus:* A spotlight feature on the latest trends and developments of equipment, service, product or methodology.

### FEBRUARY

*Insight:* Canning lines, modules, fillers and services  
*Focus:* Yeast, applications and trends

### MARCH

*Insight:* Quality Assurance, sensory training and laboratory equipment  
*Focus:* Trademarks, legal compliance and intellectual property  
*Bonus circulation:* Brewers Lectures Manchester

### APRIL

*Insight:* Point of sale, promotion and labelling  
*Focus:* Hops, new varieties, crop outlooks  
*Bonus circulation:* Craft Brewers Conference, USA

### MAY

*Insight:* Bottling lines, fillers, modules and labellers  
*Focus:* Barrel-ageing, the opportunities and pitfalls

### JUNE

*Insight:* Branding, design, marketing and creative  
*Focus:* Production equipment, centrifuge, hop-guns, lauter tuns  
*Bonus circulation:* Brewers Lectures Edinburgh  
**JULY/AUGUST**

*Insight:* Keg and cask ownership and rental, trends and production flows  
*Focus:* Off-trade and bottle-shops

### SEPTEMBER

*Insight:* Malts, speciality malts, storage and crop outlook  
*Focus:* Cold-chain, storage, logistics and warehousing

### OCTOBER

*Insight:* Brewery hygiene, CIP, milling, mashing, cooling and conditioning  
*Focus:* Low and no-alcohol beers  
*Bonus circulation:* Brewers Lectures Bristol

### NOVEMBER

*Insight:* Tax, accounting, and finance  
*Focus:* Water, treatment and wastewater  
*Bonus circulation:* Brewers Congress, London & BrauBeviale, Germany

### DECEMBER/JANUARY

*Insight:* Brewhouses  
*Focus:* HACCP (Hazard analysis and critical control points)



# EVENTS

When The Brewers Journal launched, there were approximately 1,300 breweries in the UK. Now, two years on, that figure has grown to more than 1,600, and it shows no sign of slowing down.

The level of innovation and invention taking place across the sector is astounding, but these success stories do not take place overnight. The effort poured in to breweries to make them sustainable is surely rivalled by very few other industries.

Part of that journey is characterised by the drive to learn more about the craft of brewing, and the art of business. And one of the key reasons UK brewing remains on its upward trajectory has been the sharing of knowledge forged by the community and camaraderie that exists within the sector.

The Brewers Events are designed to complement this. To inform, educate and entertain.

## BREWERS

### CONGRESS

The Brewers Congress 2018 will again be held in London. It is the most prestigious gathering of European brewing professionals. The Congress includes a packed schedule of talks and a trade exhibition

#### SPONSORSHIP

Gold level sponsorship includes branding on all marketing and online; A large stand at in the trade hall; an advert on the Brewers Lectures Podcast; three tickets to the event **£3,500**

#### EXHIBITION

A standard sized exhibition stand and two tickets to the event: **£750**

## BREWERS

### LECTURES

The lectures programme is a series of regional events placing the spotlight on the the core issues that impact a brewery, and also on less traditional topics, that might push a brewery and our industry in a new direction. The 2018 lectures will include:

**March - Manchester**

**June - Edinburgh**

**October - Bristol**

#### SPONSORSHIP

Sponsorship of the Lectures includes a table top display on the day; branding on all marketing material and on venue banners; An advert on the Brewers Lectures Podcast.

**£3,500**

# 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."

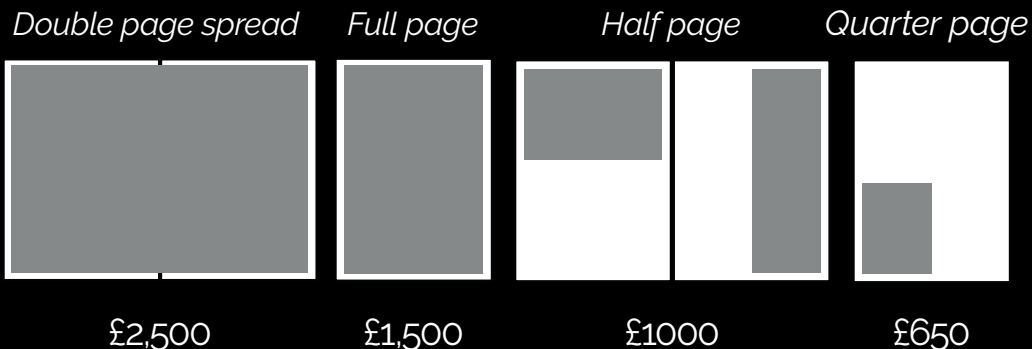
## KATHRYN TYE, SHEPHERD NEAME

"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, WRITER & 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 1,600 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.



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

EDITOR  
**Tim Sheahan**  
[tim@rebymedia.com](mailto:tim@rebymedia.com)  
+44 (0)1442 780 592

HEAD OF SALES  
**Jim Robertson**  
[jim@rebymedia.com](mailto:jim@rebymedia.com)  
+44 (0)1442 780 593

ACCOUNT MANAGER  
**Josh Henderson**  
[josh@rebymedia.com](mailto:josh@rebymedia.com)  
+44 (0)1442 780 594

## REQUIREMENTS

To supply your advertising please follow these guidelines:

### Email adverts

[production@rebymedia.com](mailto: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](http://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) - 260mm tall x 90mm wide  
Half page (horizontal) - 125mm tall x 190mm wide  
Quarter page - 125mm tall x 90mm wide



# CLASSIFIED

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.

In its new monthly format The Brewers Journal is able to offer cost effective classified listings that means even the smallest company can reach the loyal readership in every issue throughout the year. Classified adverts are available in 10 issue insertions, either double or single boxes. All artwork can be created by our design team for you free of charge. Classified entries are listed under a category heading of your choice. All entries are also listed free of charge on [brewersjournal.info](http://brewersjournal.info)

*Classified Single box  
28mm high  
54mm wide  
(actual size show here)*

**£700 full year (10 issues)**

*Classified Double box  
60mm high  
54mm wide  
(actual size show here)*

**£1200 full year (10 issues)**

# MARKET PLACE

Along side the classified section at the rear of the magazine is Market Place. This is the spot for used equipment sales and recruitment advertising. All entrants will be listed under either "Used equipment" or "Recruitment".

Artwork can be created free of charge as part of the listing. The advert can be bought as a bundle with a one month web banner or MPU on the [brewersjournal.info](http://brewersjournal.info) homepage for £600.

*Market place box  
78mm high  
83mm wide  
(actual size show here)*

**£250 per insertion**