At the mercy of fast-moving market forces and capricious consumer desires, the spirits industry is in a constant state of flux and evolution. Its pace of change can be dizzying, which is why The Spirits Business aims to provide stakeholders with the most up-to-date news and trends that impact their fascinating industry.

As the world’s only trade title exclusively dedicated to spirits, those with an interest in the sector need look no further than our website, daily e-newsletter and printed magazine. Covering all breaking spirits news, as well as providing in-depth analysis, interviews, data and opinion, thespiritsbusiness.com is a one-stop-shop to discover important industry developments. And since our readers are based around the world, we ensure that our content is truly international.

In addition to news and insights, our monthly magazine offers an in-depth look at individual spirits categories and markets, while our Back Bar section contains insightful features relating to the on-trade. Comprehensive previews of the world’s leading spirits trade shows are also included – more details can be found on page 3. For 2020, our features list will also expand to include niche and disruptive spirits categories such as agave spirits and new-world whisky, and also pertinent trends such as low- and no-alcoholic drinks and the impact of cannabis.

Our award-winning team of journalists is passionate about all aspects of the spirits industry, and is constantly immersed in the on-trade, off-trade and global travel retail to ensure you have the latest news and analytic insight you need to drive your business forward. Meanwhile, our experienced events team strives to celebrate excellence in the industry by hosting The Global Spirits Masters – a series of blind-tasting and spirits assessment competitions judged by a panel of independent experts.

As a title dedicated to and immersed in the trade, we offer our media partners the optimal opportunity to reach a targeted audience through a range of bespoke communication packages. Whether through direct print or online banner advertising, strategic sponsorship opportunities or tailored events, our team would be delighted to help you achieve your marketing objectives for the coming year and beyond.

AMY HOPKINS
EDITOR
PRINT READERSHIP & CIRCULATION

The Spirits Business is the only international trade magazine and website in the world that is dedicated to spirits. Our circulation of up to 13,500 copies per month across 120 countries reaches more than 50,000 spirits professionals worldwide.

Readership

Our global audience comprises some of the world’s biggest retail, hospitality and duty free buyers. In addition, The Spirits Business is sent to thousands of international bartenders.

Bonus distribution

In addition to our regular subscribers, we are also distributed at all the major trade shows and events:

- Prowein, Düsseldorf
- Duty Free & Travel Retail Summit of the Americas
- TFWA Asia Pacific Exhibition & Conference
- Vinexpo Paris/New York/Hong Kong
- Tales of the Cocktail
- Bar Convent Berlin
- TFWA World Exhibition & Conference
- London Cocktail Week

Top 10 countries

- UK
- US
- Hong Kong
- France
- Spain
- Ireland
- Sweden
- Germany
- Netherlands
- Canada
FEATURES LIST:

Our 2020 features list is more varied than ever, with category reports covering big players such as Scotch and vodka, and others focusing on niche, disruptive segments. Whether you’re an emerging brand seeking additional distribution or an established name looking to communicate a fresh campaign, we hope this list will help you plan your most effective marketing strategy yet.

<table>
<thead>
<tr>
<th>Month</th>
<th>Features</th>
<th>Awards results</th>
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| January | Most Innovative Spirits list  
Category reports: Spirits trends to watch; Japanese whisky; Distilleries focus | The Spirits Business Awards | Vinexpo Paris, Vinexpo New York, Prowein, Düsseldorf, Summit of the Americas | 6 December |
| February | Tequila report  
Category reports: Mezcal; Low-and-no-alcohol  
Regional report: Western Europe  
Travel retail report: Gin | Tequila & Mezcal Masters | Prowein preview, Summit of the Americas preview | 3 January |
| March | Rum report  
Category report: Third-party spirits  
Regional report: Latin America  
Travel retail report: Tequila  
Prowein preview, Summit of the Americas preview | Rum & Cachaça Masters | Prowein, Düsseldorf  
Summit of the Americas | 7 February |
| April | Vodka report  
Category report: RTDs; Tonics and mixers  
Country report: Eastern Europe  
Travel retail report: Vodka | | TFWA Asia Pacific; Vinexpo Hong Kong | 6 March |
| May | Cognac report  
Category report: Asian spirits. Regional report: Asia Pacific  
Travel retail report: Irish whiskey  
TFWA Asia Pacific and Vinexpo Bordeaux previews | Cognac & Brandy Masters | TFWA Asia Pacific, Vinexpo Hong Kong, London Wine Fair | 3 April |
| June | Brand Champions 2019*  
Category reports: Scotch; Rum;  
Cannabis in drinks  
Travel retail report: Cognac | Scotch Masters | | 8 May |
| July | Gin report  
Category reports: Genever; ‘Other’ agave spirits  
Regional report: North America  
Travel retail report: American whiskey  
Tales of the Cocktail preview | Gin Masters | Tales of the Cocktail, New Orleans | 5 June |
| August | Whiskies of the world special  
Category reports: American whiskey; Australian whisky; Spirits packaging  
Tales of the Cocktail preview | American Whiskey, Irish Whiskey & World Whisky Masters | | 3 July |
| September | Travel retail special  
Global travel retail report  
Category reports: Irish whiskey; Calvados; Vodka; TFWA World Exhibition preview | Vodka & Travel Retail Masters | TFWA World Exhibition | 7 August |
| October | Luxury spirits special  
Category report: South African brandy  
Regional report: Africa & Middle East  
Travel retail report: Scotch  
Bar Convent Berlin preview; London Cocktail Week preview; Boutique Bar Show London preview | Luxury Masters | Bar Convent Berlin  
London Cocktail Week | 4 September |
| November | The Bars to Watch  
Category reports: Craft spirits; Liqueurs; Tonics and mixers | Liqueurs & Speciality Spirits Masters | | 2 October |
| December | World Spirits Report  
Category reports: Scotch; UK retail; Sustainability  
Travel retail report: Rum | Design Masters | The Global Spirits Masters Awards Lunch | 6 November |
| January 2021 | Most Innovative Spirits list  
Category reports: Spirits trends to watch; Japanese whisky; Distilleries focus | | | 4 December |

* The definitive guide to spirits brands selling over one million nine-litre cases per annum. The Brand Champions series will contain exclusive and comprehensive data on spirits brands’ sales volumes, equipping industry professionals with unparalleled information relevant to this dynamic industry.
WEB & SOCIAL

Updated daily with relevant and timely news, interviews and features from the global drinks industry, thespiritsbusiness.com is viewed by around 325,000 unique users each month.

With numerous display and sponsorship opportunities across both our websites and newsletters, brands can access a cost-effective platform with The Spirits Business to target our expanding global online readership.

In addition, we reach and influence thousands of followers every day via social media. Whether it is Twitter, Instagram, Facebook, Pinterest or LinkedIn, we are constantly engaged with key industry figures and consumers.

Monthly stats:

Unique users: 325,000
Visits from more than 140 countries

Social channels:

Twitter: 26.5k followers
Facebook: 17.5k page likes
Instagram: 150 likes per post

More than 10,000 people subscribe to our daily newsletter, which gives you the chance to advertise to a global digital audience.

Top 10 countries

US
France
UK
Germany
India
Netherlands
Canada
Ireland
Australia
Singapore
The Spirits Business has a thriving events portfolio, including our internationally recognised blind-tasting competition, The Global Spirits Masters, as well as consumer and trade events. We pride ourselves on ensuring the highest calibre, independent judges are used for The Global Spirits Masters series, guaranteeing total credibility and results that give a real insight into current consumer tastes.

In addition, our annual party to celebrate the winners of the Vodka and Travel Retail Masters is held at the TFWA World Exhibition & Conference in Cannes, while our Spirits Masters Awards Lunch is held in London. 2019 saw the launch of The Spirits Business Awards, which seeks to recognise excellence in retail, distribution, marketing, brand development, production and sustainability. Following a successful debut, the awards will once again take place in 2020.

Events schedule (sponsorships available)
The Wine & Spirits Show – April 2020
The Wine Show Chelsea – TBC Autumn 2020
The Vodka and Travel Retail Masters Beach Party – September 2020
The Global Spirits Masters Awards Lunch – November 2020

The Spirits Masters

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<td>Irish Whiskey</td>
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<td>World Whisky</td>
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<td>Liqueurs</td>
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<td>Design &amp; Packaging</td>
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<td>December 2020</td>
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Entry forms can be downloaded from: www.thespiritsbusiness.com/spirits-masters

*Deadlines subject to change
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SPECIFICATIONS

SPONSORSHIPS & PROMOTIONS
Sponsorship opportunities and company profiles are available on request. Special items such as mailings, inserts, gatefolds and Site Takeovers are available, price based on exact specifications.

WEB ADVERTISING
Large Leaderboard 1260 x 190 pixels + 320 x 90 pixels
Leaderboard 728 x 90 pixels + 320 x 90 pixels
MPU 300 x 250 pixels
Button 150 x 150 pixels

NEWSLETTER ADVERTISING
Banner 632 x 90 pixels
Button 150 x 150 pixels

OTHER ONLINE ADVERTISING OPTIONS
Fullsite Wrap-around
Solus Newsletter

For details and rates on these and other online options please contact a member of the sales team.

Union Press only work with certain file types, specifically static JPG and PNG files, animated GIF or rich media supplied in html5 format. Furthermore, these files must be kept to no more than 200kb in file size.

Also and that we have to have some sort of link supplied too (URL address, UTM tacking or whatever) at the same time as we get the banner artwork;

Above the Facebook image please include the headline “Social Media Specifications”
COPY REQUIREMENTS

We require that all copy be supplied only in digital format, and as specified below.

ACCEPTABLE FORMATS:

- Print Optimised (high resolution) PDF to PDF/X-1a:2001 standard, otherwise,
- High-resolution CMYK flat bitmap file (eg TIFF, PSD or JPG format)
- Please always include crop marks and 3mm of bleed on ALL FOUR EDGES
- Max ink coverage = less than 290%
- If you use ICC profiles, please set your output to FOGRA39 (ISO 12647-2:2004)
- Please do NOT send us live files such as InDesign, Illustrator or Quark documents

IMPORTANT: All artwork must be converted to CMYK before sending. In all instances where colour fidelity is critical, a certified colour match is required two weeks prior to printing.

DELIVERY to the Production Dept:

For files up to 25Mb (approx) in size
- Send your PDF file/s by email to: production@unionpress.co.uk

For files over 25Mb in size:
- We would recommend use of one of the free-of-charge online services such as wetransfer, hightail, sendspace, dropbox or any other such similar site.

We will check and preflight supplied files against our standard print profiles and return a summary acknowledgement of receipt and suitability for use. If problems are found in any files we will contact the sending party to make amendments.

PERFECT BINDING:

Please be aware that all of our magazines are perfect bound. It is the designer’s responsibility to include double gutter image allowance if it is required. Also, we recommend that no type, logo or any important matter should appear within 8mm either side of the gutter on any spread to avoid being obscured.

Double Page Spread
Bleed: 303 mm x 466 mm
Trim: 297 mm x 460 mm

Full Page
Bleed: 303 mm x 236 mm
Trim: 297 mm x 230 mm

Half Page Vertical
Bleed: 303 mm x 118 mm
Trim: 297 mm x 112 mm

Half Page Horizontal
Bleed: 151 mm x 236 mm
Trim: 145 mm x 230 mm

Quarter Page
Type Area: 127 mm x 91 mm

PRODUCTION CONTACT: Mile Budimir | direct: +44 (0)20 7803 2456 | mobile: +44 (0)7388 876515 | email: production@unionpress.co.uk