

THE SPIRITS BUSINESS

THE ONLY INTERNATIONAL TRADE MEDIA SOLELY
DEDICATED TO SPIRITS



MEDIA PACK 2021



INTRODUCTION

The Spirits Business is the only international trade publication dedicated to spirits, bringing you the latest news, insights and world-class events

Launched in 2007, the magazine delivers exclusive interviews and in-depth analysis of the key issues affecting the global spirits sector. Each edition provides everything from product launches to in-depth category and market reports, with a great deal of breaking news.

Comprehensive previews and reviews of the world's leading spirits trade fairs and on-trade shows are also regularly featured, supported by distribution at the biggest global events.

Digitally, the website, www.thespiritsbusiness.com, and daily e-newsletter ensure readers stay connected to the fast-moving developments of the trade, bolstered by our strong social media presence.

In addition, our experienced events team celebrates excellence across the industry through The Global Spirits Masters – a series of blind-tasting competitions judged by a panel of independent experts.

This is complemented further by our annual events, The Wine & Spirits Show and The Wine & Spirits Show Chelsea, which attract thousands of trade members and consumers.

Whether you're seeking exposure through direct print, online banner advertising, social media campaigns, strategic sponsorship opportunities or tailored events, our team would be delighted to help you achieve your marketing objectives for the coming year and beyond.

ANTHONY HAWSER
Publisher



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 the biggest retailers, distributors, wholesalers and duty free buyers in the business. Furthermore, The Spirits Business reaches thousands of world-class bartenders and bar owners around the globe.

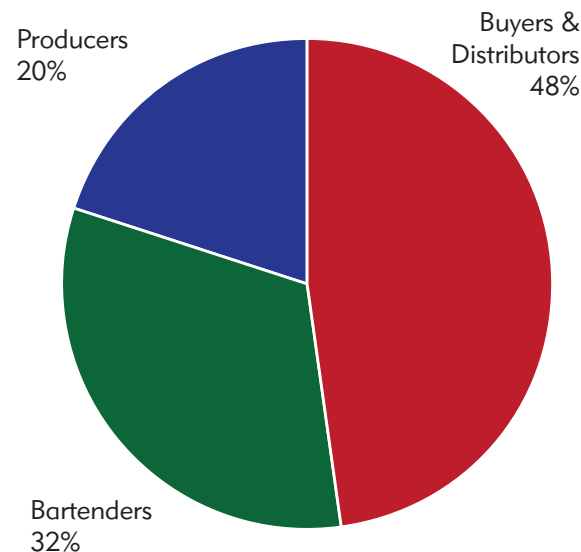
Bonus distribution

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 • Tales of the Cocktail • Bar Convent Berlin • TFWA World Exhibition & Conference • London Cocktail Week

Furthermore, our media partners also benefit from additional distribution at our in-house events, including The Wine & Spirits Show, and The Wine & Spirits Show Chelsea.

Readership



Top 15 countries

UK	Germany	South Africa
France	Ireland	Argentina
US	Chile	Mexico
Italy	Canada	Netherlands
Spain	China/HK	Russia



WEB & SOCIAL

Updated daily with relevant and timely news, interviews and features from the global drinks industry, *thespiritsbusiness.com* is viewed by around 379,000 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 or LinkedIn, we are constantly engaged with key industry figures and consumers.

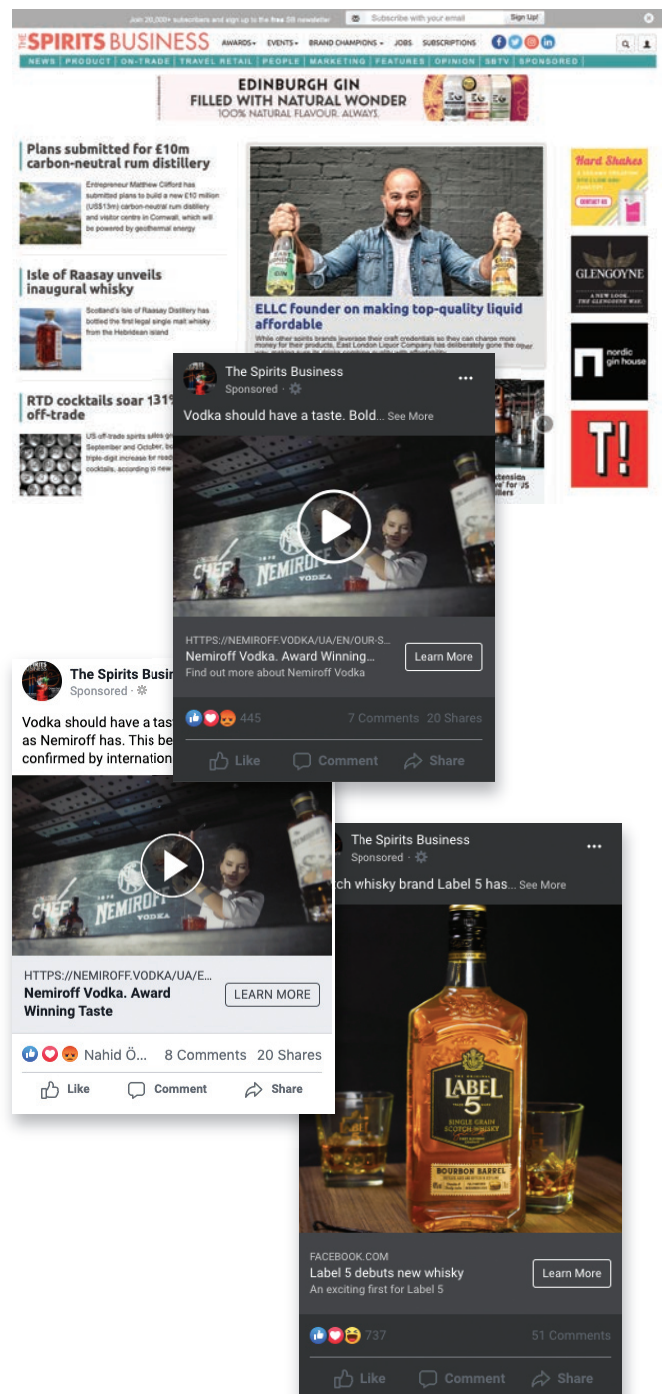
Monthly stats:

Unique users: 379,000
Visits from more than 217 countries

Social media channels:

Twitter: 26.9k followers
Facebook: 20k followers; 18.4k page likes
Instagram: 6.7k followers; 150 likes per post
LinkedIn: 33.5k followers

More than 20,000 people subscribe to our daily newsletter, which gives you the chance to advertise to a global digital audience.



Top 15 countries

US	France	South Africa
UK	Germany	Sweden
India	Netherlands	Malaysia
Canada	Ireland	Philippines
Australia	Singapore	Italy

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THE SPIRITS BUSINESS

FEATURES LIST

As the must-read publication for the international spirits trade, our 2021 features list is more varied than ever before. Spanning established categories such as Scotch, gin and vodka to up-and-coming disruptive sectors, plus numerous global reports, our schedule will help you plan your most effective marketing strategy yet.

Month	Features	Awards results	Additional Distribution	Editorial Deadline
January	Most Innovative Spirits list Spirits trends to watch Category report: Japanese whisky	Low & No Masters; Grand & Taste Masters 2020		11 December
February	The Tequila issue Category reports: Tequila; Bitters; Low & no-alcohol Travel retail report: Gin	Tequila & Mezcal Masters		15 January
March	The Rum issue Category reports; Rum; Third-party spirits Regional report: Europe Prowein preview, Summit of the Americas preview	Rum & Cachaça Masters	Prowein, Düsseldorf	12 February
April	The Vodka report Category reports: Vodka; Hard seltzers; Tonics and mixers Regional report: Ukraine Travel retail report: Vodka	DB & SB Spring Blind Tasting; Tonic & Mixer Masters		12 March
May	The Asia special Category report: Asian spirits; Cognac Regional report: Asia Travel retail report: Irish whiskey TFWA Asia Pacific and Vinexpo Paris previews	Cognac Masters; Brandy Masters; Asian Spirits Masters	TFWA Asia Pacific, London Wine Fair	9 April
June	Brand Champions 2020* Category reports: Rum; Cannabis in drinks Travel retail report: Tequila	Scotch Masters	Vinexpo Paris	14 May
July	The Gin issue Category reports: Gin; Scotch Regional report: US Tales of the Cocktail preview	Gin Masters (first tasting)	Tales of the Cocktail, New Orleans	11 June
August	Whiskies of the world special Category reports: American whiskey; Indian whiskey; Spirits packaging Tales of the Cocktail review	American Whiskey, Irish Whiskey & World Whisky Masters		9 July
September	Luxury spirits special Category reports: Luxury spirits; Armagnac Regional report: Japan	Luxury Masters	London Cocktail Week	13 August
October	Travel retail special Global travel retail report Category reports: Irish whiskey; Vodka Show previews: TFWA World Exhibition; Bar Convent Berlin; London Cocktail Week; Boutique Bar Show London	Vodka Masters; Travel Retail Masters; DB & SB Autumn Blind Tasting	Bar Convent Berlin TFWA World Exhibition,	10 September
November	The on-trade special Bars to watch Category reports: Liqueurs; Tonics & mixers; Gin	Liqueurs, Speciality & Pre-Mixed, and Gin Masters (second tasting); SB Awards		15 October
December	World Spirits Report Category reports: Scotch; UK retail; Sustainability Travel retail report: Rum	Design & Packaging Masters, Cocktail Masters	The Global Spirits Masters Awards Lunch	12 November
January 2022	Most Innovative Spirits list Category reports: Spirits trends to watch; European whisky; RTDs	Low & No Masters; Grand & Taste Masters 2021		10 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.

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**THE SPIRITS
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EVENTS & AWARDS

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.

Events schedule (sponsorships available)

The Wine & Spirits Show – April 2021
 The Vodka and Travel Retail Masters Beach Party – September 2021
 The Spirits Business Awards Ceremony 2021 - October 2021
 The Wine & Spirits Show Chelsea – October 2021
 The Global Spirits Masters Awards Lunch – November 2021

The Spirits Business Awards Portfolio Enter online at The Global Spirits Masters 2021

Masters	Entry Deadline	Sample Deadline	Judging	Results Published
Low & No	November 26th 2020	November 30th 2020	December 2020	January 2021
Tequila & Mezcal	December 31st 2020	January 4th 2021	January 2021	February 2021
Rum & Cachaca	January 20th 2021	January 30th 2021	February 2021	March 2021
Tonic & Mixer	February 22nd 2021	February 27th 2021	March 2021	April 2021
Asian Spirits	March 16th 2021	March 20th 2021	April 2021	May 2021
Cognac	April 1st 2021	April 7th 2021	April 2021	May 2021
Brandy	April 1st 2021	April 7th 2021	April 2021	May 2021
Scotch	April 29th 2021	May 1st 2021	May 2021	June 2021
Gin (first tasting)	May 21st 2021	May 25th 2021	June 2021	July 2021
Cocktail & Signature Serve	May 30th 2021	June 2nd 2021	June 2021	July 2021
American Whiskey	June 28th 2021	June 30th 2021	July 2021	August 2021
Irish Whiskey	June 28th 2021	June 30th 2021	July 2021	August 2021
World Whisky	June 28th 2021	June 30th 2021	July 2021	August 2021
Travel Retail	August 1st 2021	August 4th 2021	August 2021	September 2021
Vodka	August 23rd 2021	August 30th 2021	August 2021	September 2021
Luxury	August 28th 2021	August 4th 2021	September 2021	October 2021
Liqueur	September 20th 2021	September 28th 2021	October 2021	November 2021
Speciality & Pre-Mixed	September 20th 2021	September 28th 2021	October 2021	November 2021
Gin (Second Tasting)	September 28th 2021	October 1st 2021	October 2021	November 2021
Design & Packaging	October 27th 2021	November 2nd 2021	November 2021	December 2021

The Spirits Business Awards 2021

SB Awards July 30th 2021 August 2021 November 2021

The Drinks Business & Spirits Business Blind Tastings

DB & SB Spring Tasting 2021	February 1st 2021	February 4th	March 2021	April 2021
DB & SB Autumn Tasting 2021	August 25th 2021	August 30th	September 2021	October 2021
DB & SB Christmas Tasting 2021	October 20th 2021	October 27th	November 2021	December 2021

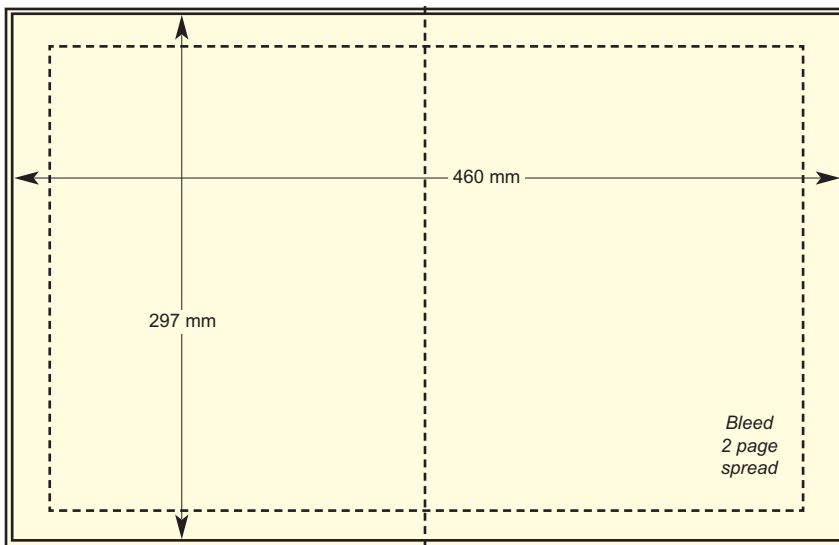
The Alan Lodge Young International Drinks Writer of the Year Award

The Alan Lodge Award 2021 May 2021 May 2021 June 2021 July 2021

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Technical specifications for THE SPIRITS BUSINESS



Double Page Spread

Bleed: 303 mm x 466 mm

Trim: 297 mm x 460 mm

PERFECT BINDING:

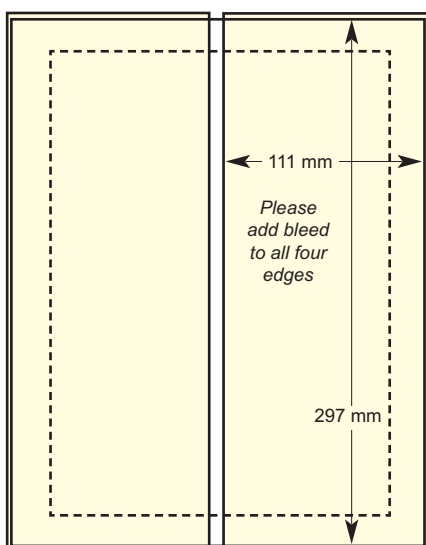
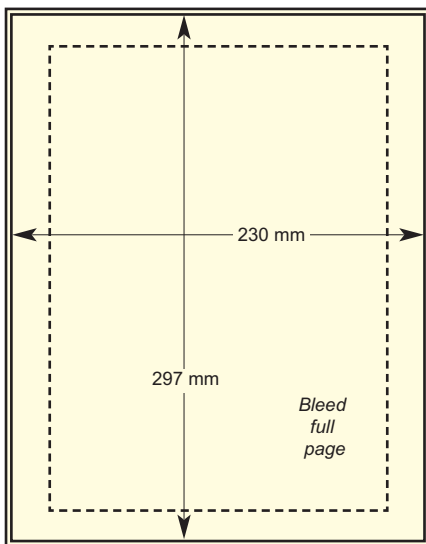
Please be aware that all of our magazines are perfect bound. It is the designer's responsibility to include double gutter image allowance if it is required. Also, we recommend that no type, logo or any important matter should appear within 8mm either side of the gutter on any spread to avoid being obscured.



Full Page

Bleed: 303 mm x 236 mm

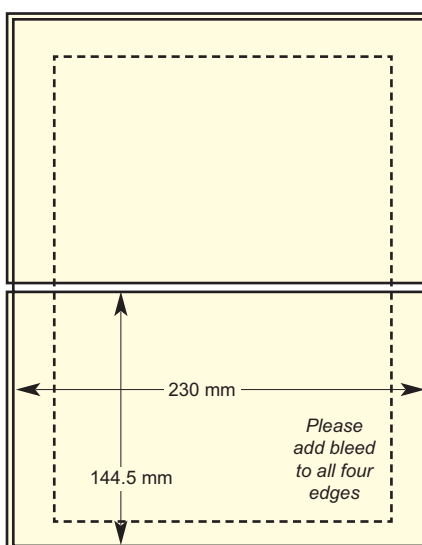
Trim: 297 mm x 230 mm



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

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.

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