THE SPIRITS BUSINESS

THE ONLY INTERNATIONAL TRADE MEDIA SOLELY DEDICATED TO SPIRITS

MEDIA PACK 2022
A NOTE FROM THE EDITOR

As the world’s only international trade publication dedicated to spirits, The Spirits Business takes pride in bringing you only the highest-quality journalism.

The fast-moving spirits market is in a constant state of flux and evolution – which is why The Spirits Business provides stakeholders with the most up-to-date news and trends that impact this fascinating industry.

As the only trade title in the world dedicated to spirits, we are indisputably the must-read publication for the latest breaking news, in-depth analysis, exclusive interviews, data and opinions. From our monthly print magazine to our website (thespiritsbusiness.com), daily e-newsletter, social media platforms and app, The Spirits Business delivers international updates to our readers around the world.

Our magazine delves deep into individual spirits categories and markets, while our Back Bar section contains insightful features about the on-trade. With our fingers always on the pulse, you’ll also find comprehensive previews of the world’s leading spirits trade shows throughout the year.

Our features list highlights established categories, such as vodka, gin and Cognac, but also explores emerging, disruptive drinks – mezcal and low/no ‘spirits’, for example. Plus, our in-depth reports throughout the year – such as the Global Travel Retail Report, World Spirits Report and Global Bar Report – offer extra insight into key parts of the trade. Most notably, our annual Brand Champions report, compiled in-house by our team of journalists, tells you all you need to know about the world’s biggest-selling, million-case brands.

In addition, our experienced events team strives to celebrate the best of the spirits world by hosting The Global Spirits Masters, a series of blind-tasting competitions judged by a panel of independent experts – unique in the industry.

The Spirits Business is passionate about all things spirits and is fully immersed in the trade. We look forward to supporting our media partners to reach their goals in the coming year and beyond.

MELITA KIELY
Editor
The Spirits Business
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.

Top 15 countries

- UK
- France
- US
- Italy
- Spain
- Germany
- Ireland
- Chile
- Canada
- China/HK
- South Africa
- Argentina
- Mexico
- Netherlands
- Russia
**WEB & SOCIAL**

Updated daily with relevant and timely news, interviews and features from the global drinks industry, thespiritsbusiness.com is viewed by around 452,000 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:** 452,000
- **Visits from more than 217 countries**

**Social media channels:**
- **Twitter:** 27.5k followers
- **Facebook:** 21k followers; 18.7k page likes
- **Instagram:** 10k followers; 150 likes per post
- **LinkedIn:** 51.3k followers

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

**Top 15 countries**

<table>
<thead>
<tr>
<th>US</th>
<th>India</th>
<th>Canada</th>
<th>Australia</th>
<th>France</th>
<th>Germany</th>
<th>Netherlands</th>
<th>Ireland</th>
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<th>South Africa</th>
<th>Sweden</th>
<th>Malaysia</th>
<th>Philippines</th>
<th>Italy</th>
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</table>

Union Press, Fourth Floor, Wigglesworth House, 69 Southwark Bridge Road, London SE1 9HH
Tel: +44 (0)20 7803 2420
www.thespiritsbusiness.com
As the must-read publication for the international spirits trade, our 2022 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.

<table>
<thead>
<tr>
<th>Month</th>
<th>Features</th>
<th>Awards results</th>
<th>Additional Distribution</th>
<th>Editorial Deadline</th>
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<tbody>
<tr>
<td>January</td>
<td>Most Innovative Spirits list</td>
<td>Low &amp; No Masters; Grand &amp; Taste Masters 2020</td>
<td>Vinexpo Paris</td>
<td>11 December</td>
</tr>
<tr>
<td>February</td>
<td>The Tequila issue</td>
<td>Tequila &amp; Mezcal Masters</td>
<td></td>
<td>14 January</td>
</tr>
<tr>
<td>March</td>
<td>The Rum issue</td>
<td>Rum &amp; Cachaça Masters</td>
<td>Prowein, Düsseldorf</td>
<td>11 February</td>
</tr>
<tr>
<td>April</td>
<td>The Vodka issue</td>
<td>DB &amp; SB Spring Blind Tasting; Tonic &amp; Mixer Masters</td>
<td></td>
<td>11 March</td>
</tr>
<tr>
<td>May</td>
<td>The Asia issue</td>
<td>Cognac Masters; Brandy Masters; Asian Spirits Masters</td>
<td>TFWA Asia Pacific, London Wine Fair; Vinexpo Bordeaux</td>
<td>15 April</td>
</tr>
<tr>
<td>June</td>
<td>The Brand Champions 2022*</td>
<td>Scotch Masters; Hard Seltzer Masters</td>
<td></td>
<td>13 May</td>
</tr>
<tr>
<td>July</td>
<td>The Gin issue</td>
<td>Gin Masters – First Tasting</td>
<td>Tales of the Cocktail</td>
<td>10 June</td>
</tr>
<tr>
<td>August</td>
<td>The whiskies of the world issue</td>
<td>American Whiskey, Irish Whiskey &amp; World Whisky Masters; DB &amp; SB Autumn Blind Tasting</td>
<td></td>
<td>15 July</td>
</tr>
<tr>
<td>September</td>
<td>The travel retail issue</td>
<td>Vodka Masters; Travel Retail Masters:</td>
<td>TFWA World Exhibition</td>
<td>12 August</td>
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<tr>
<td>October</td>
<td>The luxury spirits issue</td>
<td>Luxury Masters</td>
<td>Bar Convent Berlin; London Cocktail Week; The Wine &amp; Spirits Show</td>
<td>16 September</td>
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<tr>
<td>November</td>
<td>The on-trade issue</td>
<td>Liqueur Masters; Specialty Masters; Pre-Mixed Masters</td>
<td></td>
<td>14 October</td>
</tr>
<tr>
<td>December</td>
<td>World Spirits Report</td>
<td>Design &amp; Packaging Masters; Cocktail &amp; Signature Serve Masters; SB Awards; Gin Masters – Second Tasting</td>
<td>The Global Spirits Masters Awards Lunch</td>
<td>11 November</td>
</tr>
<tr>
<td>January 2023</td>
<td>Most Innovative Spirits list</td>
<td>Low &amp; No Masters; Grand &amp; Taste Masters 2021</td>
<td></td>
<td>9 December</td>
</tr>
</tbody>
</table>

* The definitive guide to spirits brands selling more than 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.

Judging is divided into 22 separate competitions to ensure each spirit category is given the utmost attention by specialised judges. The Global Spirits Masters series is unique in its exclusive use of completely independent expert judges, including journalists, retail buyers, bartenders and educators. As such, entrants can rest assured that their product has been assessed constructively and without bias by our panels of professionals. Judges can award Silver, Gold and Master medals, as well as additional trophies for outstanding excellence.

### The Global Spirits Masters Competitions 2022

<table>
<thead>
<tr>
<th>Masters</th>
<th>Entry Deadline</th>
<th>Sample Deadline</th>
<th>Judging</th>
<th>Results Published</th>
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<tr>
<td>Low &amp; No-Alcohol</td>
<td>28 November 2021</td>
<td>30 November 2021</td>
<td>December 2021</td>
<td>January 2022</td>
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<tr>
<td>Tequila &amp; Mezcal</td>
<td>28 December 2022</td>
<td>6 January 2022</td>
<td>January 2022</td>
<td>February 2022</td>
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<tr>
<td>Rum &amp; Cachaca</td>
<td>20 January 2022</td>
<td>27 January 2022</td>
<td>February 2022</td>
<td>March 2022</td>
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<td>Tonic &amp; Mixer</td>
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<td>28 February 2022</td>
<td>March 2022</td>
<td>April 2022</td>
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<tr>
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<td>16 March 2022</td>
<td>22 March 2022</td>
<td>April 2022</td>
<td>May 2022</td>
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<td>Cognac</td>
<td>25 March 2022</td>
<td>30 March 2022</td>
<td>April 2022</td>
<td>May 2022</td>
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<tr>
<td>Brandy</td>
<td>25 March 2022</td>
<td>30 March 2022</td>
<td>April 2022</td>
<td>May 2022</td>
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<td>Hard Seltzer</td>
<td>18 April 2022</td>
<td>25 April 2022</td>
<td>May 2022</td>
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<td>Scotch Whisky</td>
<td>20 April 2022</td>
<td>27 April 2022</td>
<td>May 2022</td>
<td>May 2022</td>
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<tr>
<td>Gin (First Tasting)</td>
<td>18 May 2022</td>
<td>26 May 2022</td>
<td>June 2022</td>
<td>June 2022</td>
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<td>American Whiskey</td>
<td>20 June 2022</td>
<td>28 June 2022</td>
<td>June 2022</td>
<td>June 2022</td>
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<td>Irish Whiskey</td>
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<td>28 June 2022</td>
<td>July 2022</td>
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<td>World Whisky</td>
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<td>July 2022</td>
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<td>22 July 2022</td>
<td>28 July 2022</td>
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<td>27 September 2022</td>
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<td>November 2022</td>
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<td>Pre-Mixed &amp; RTD</td>
<td>18 September 2022</td>
<td>30 October 2022</td>
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<td>Gin (Second Tasting)</td>
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<td>29 October 2022</td>
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<td>Cocktail &amp; Signature Serve</td>
<td>20 October 2022</td>
<td>1 November 2022</td>
<td>December 2022</td>
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<tr>
<td>Design &amp; Packaging</td>
<td>24 October 2022</td>
<td>1 November 2022</td>
<td>December 2022</td>
<td>December 2022</td>
</tr>
</tbody>
</table>

Further competitions & awards by The Spirits Business

- **The Spirits Business Awards 2022**
  - SB Awards: 30 July 2022 to 10 August 2022
  - Judging: August 2022
  - Results Published: October 2022

- **The Drinks Business & Spirits Business Blind Tastings 2022**
  - DB & SB Spring Tasting: 1 February 2022 to 10 February 2022
  - DB & SB Autumn Tasting: 26 August 2022 to 1 September 2022
  - Judging: February 2022
  - Results Published: April 2022

- **Spirits of the World Competition**
  - 15 August 2022 to 27 August 2022
  - Judging: September 2022
  - Results Published: October 2022

- **The Alan Lodge Young International Drinks Writer of the Year Award**
  - The Alan Lodge Award 2022: 30 July 2022 to 10 August 2022
  - Judging: August 2022
  - Results Published: October 2022
EVENTS

The Spirits Business has a thriving events portfolio which builds on our series of internationally recognised blind-tasting competitions, including consumer and trade events.

For example, our annual party to celebrate the winners of the Vodka and Travel Retail Masters is held at the TFWA World Exhibition & Conference in Cannes, and we also welcome medal winners to celebrate their successes at the Spirits Masters Awards Lunch which is held in London.

Events schedule

The Wine & Spirits Show – April 2022
Run in partnership with The Drinks Business, The Spirits Business will co-host The Wine & Spirits Show, showcasing the best wines and spirits on the market in a two-day trade and consumer event. Taking place in central London, our spring show will see over 2000 guests enjoy a range of products from exhibitors, medal-winning spirits from The Global Spirits Masters and G&Ts from our gin partners and official tonic sponsor.

The Spirits Business’ Vodka & Travel Retail Beach Party – September 2022
Taking place during The TFWA Exhibition & Conference in Cannes, The Spirits Business’ Travel Retail Beach Party will celebrate the winners from The Vodka Masters and The Travel Retail Masters 2022 during an evening of cocktails and canapés at an exclusive beach bar venue.

The SB Awards Ceremony 2022 – October 2022
Celebrating the highest achievements across Retail & Tourism, Sustainability & Innovation, Culture & Tourism, Product & Personality across the spirits industry, The SB Awards Ceremony will see representatives from the brands making waves in the market come together for the announcement of this year’s category champions.

The Wine & Spirits Show Chelsea – October 2022
The autumn edition of The Wine & Spirits Show will take place at the Chelsea Old Town Hall in London where exhibitors from the most exciting wine and spirits brands on the world stage will present their portfolios to a trade and consumer audience in the heart of Chelsea over a three-day extravaganza.

The Global Spirits Masters Awards Lunch – December 2022
The Spirits Business and Global Spirits Masters teams will come together to host the annual Awards Lunch this December where the personalities behind the medal-winning brands from The Global Spirits Masters Competitions 2022 will be invited to collect their awards and enjoy an afternoon of celebration in a central London venue.
Technical specifications for

**THE SPIRITS BUSINESS**

**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

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

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PRINT SPECS 2022
ONLINE ADVERTISING SPECIFICATIONS:

WEBSITE BANNERS AND BUTTONS:

<table>
<thead>
<tr>
<th>Banner Description</th>
<th>Dimensions (width x height)</th>
<th>Maximum file size</th>
<th>Acceptable file types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>970 pixels x 250 pixels</td>
<td>200Kb</td>
<td>JPG, PNG, GIF, HTML5** , Third-party tag</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 pixels x 90 pixels</td>
<td>200Kb</td>
<td>JPG, PNG, GIF, HTML5** , Third-party tag</td>
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<tr>
<td>Large Leaderboard</td>
<td>1,260 pixels x 191 pixels</td>
<td>200Kb</td>
<td>JPG, PNG, GIF, HTML5** , Third-party tag</td>
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<tr>
<td>MPU (Mid Page Unit)</td>
<td>300 pixels x 250 pixels</td>
<td>200Kb</td>
<td>JPG, PNG, GIF</td>
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<tr>
<td>Button</td>
<td>150 x 150 pixels</td>
<td>200Kb</td>
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</tr>
<tr>
<td>Mobile</td>
<td>320 pixels x 90 pixels</td>
<td>200Kb</td>
<td>JPG, PNG, GIF, HTML5** , Third-party tag</td>
</tr>
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</table>

Site Takeover: A site takeover is a combination position that includes a Billboard, MPU and two side panels that will follow the viewers progress up and down the page. As a result, we need to get hold of the following sizes of artwork:

1 x Billboard: 970 pixels wide x 250 pixels tall + an additional 320 pixels wide x 90 pixels tall mobile version
1 x MPU: 300 pixels wide x 250 pixels tall
2 x Side panels: 240 pixels wide x 580 pixels tall (left-hand side) + 240 pixels wide x 580 pixels tall (right-hand side)

** HTML5 can be supplied as third-party tag, DoubleClick Studio creative, DCM tag or as self-contained HTML5 in a single-code snippet. Where artwork is run as HTML, we would request that you respect our audience experience and refrain from using pop ups, pop unders, ad pushdown or any above page, floating or between layer windows. Audio and video can be used in banner as a third-party tag streaming from your video provider with stop, pause, play and audio control buttons required. HTML banners should not exceed 15 file requests during initial file load and host-initiated subload and all files for the banner (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits.

NEWSLETTER BANNERS AND BUTTONS:

<table>
<thead>
<tr>
<th>Banner Description</th>
<th>Dimensions (width x height)</th>
<th>Maximum file size</th>
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<tr>
<td>Main Body Banner</td>
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<td>Button</td>
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<td>JPG, PNG, GIF</td>
</tr>
</tbody>
</table>

** It is not possible to run or embed assets that require server-side technologies within an email newsletter; we only support static files in JPG and PNG format and animations in GIF format. Furthermore, please be aware that certain email clients (most commonly Microsoft’s Outlook) deliberately stop GIF animations for security reasons and only show a static image (for more explanation: https://support.microsoft.com/en-us/office/the-animated-graphic-in-my-e-mail-message-doesnt-t-work-a5e5a2a3-9d86-4203-8920-c88cb8739e34) as a result we would recommend keeping all of the most important information in the first frame of your animation.

ARTWORK DELIVERY:

Please submit your completed artwork to: production@unionpress.co.uk for initial checking and pre-approval. On completion we will return a summary acknowledgement of receipt and suitability for use. However, if problems are found in the supplied files we will contact the sending party to make them aware of the issue and may suggest amendments. We will always do our best to ensure that artwork will work across all browsers and platforms, but cannot make any guarantees in material supplied to us.

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