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. The circulation of both print and digital copies is up to 13,500 copies per month across 120 countries, reaching 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

<table>
<thead>
<tr>
<th>Producers</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buyers &amp; Distributors</td>
<td>48%</td>
</tr>
<tr>
<td>Bartenders</td>
<td>32%</td>
</tr>
</tbody>
</table>

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

US  France  South Africa
UK  Germany  Sweden
India  Netherlands  Malaysia
Canada  Ireland  Philippines
Australia  Singapore  Italy
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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<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; Caçacha Masters</td>
<td></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>Prowein, Düsseldorf; 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 &amp; Conference</td>
<td>12 August</td>
</tr>
<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>
</tr>
<tr>
<td>November</td>
<td>The on-trade issue</td>
<td>Liqueur Masters; Speciality 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

Masters                      Entry Deadline  Sample Deadline  Judging                  Results Published
Low & No-Alcohol             28 November 2021  30 November 2021  December 2021    January 2022
Tequila & Mezcal             28 December 2021  6 January 2022   February 2022    February 2022
Rum & Cachaca                20 January 2022   27 January 2022   March 2022        March 2022
Tonic & Mixer                22 February 2022  28 February 2022  April 2022       April 2022
Asian Spirits                16 March 2022     22 March 2022    May 2022        May 2022
Cognac                       25 March 2022     30 March 2022    May 2022        May 2022
Brandy                       25 March 2022     30 March 2022    May 2022        May 2022
Hard Seltzer                 18 April 2022     25 April 2022    May 2022        May 2022
Scotch Whisky                20 April 2022     27 April 2022    May 2022        May 2022
Gin (First Tasting)          18 May 2022       26 May 2022      June 2022      June 2022
American Whiskey             20 June 2022      28 June 2022     June 2022      June 2022
Irish Whiskey                20 June 2022      28 June 2022     July 2022       July 2022
World Whisky                 20 June 2022      28 June 2022     July 2022       July 2022
Vodka                        22 July 2022      28 July 2022     August 2022    August 2022
Travel Retail                25 July 2022      1 August 2022    August 2022    August 2022
Luxury                       23 August 2022    1 September 2022  September 2022 October 2022
Liqueur Masters              18 September 2022  27 September 2022 October 2022  November 2022
Speciality                   18 September 2022  27 September 2022 October 2022  November 2022
Pre-Mixed & RTD              18 September 2022  30 September 2022 November 2022 December 2022
Gin (Second Tasting)         20 October 2022   29 October 2022   November 2022 December 2022
Cocktail & Signature Serve   20 October 2022   1 November 2022   December 2022 December 2022
Design & Packaging           24 October 2022   1 November 2022   December 2022 December 2022

Further competitions & awards by The Spirits Business

The Spirits Business Awards 2022
SB Awards                     30 July 2022     10 August 2022  August 2022    October 2022
The Drinks Business & Spirits Business Blind Tastings 2022
DB & SB Spring Tasting       1 February 2022   10 February 2022  February 2022 April 2022
DB & SB Autumn Tasting       26 August 2022    1 September 2022  September 2022 October 2022
Spirits of the World Competition 15 August 2022  27 August 2022  September 2022 October 2022
The Alan Lodge Young International Drinks Writer of the Year Award
The Alan Lodge Award 2022     30 July 2022     10 August 2022  August 2022    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.
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.

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

Union Press Limited, publishers of The Drinks Business (UK & Asia), The Spirits Business, Greenkeeping and The Golf Business
4th Floor, Wigglesworth House, 69 Southwark Bridge Road, London SE1 9HH. Tel: +44 (0)20 7803 2420 Fax: +44 (0)20 7803 2421
Please remember to send a link with your artwork – at least half of all banners are submitted without one and it is, by far, our most common reason for delay...

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>
</tr>
<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>
</tr>
<tr>
<td>MPU (Mid Page Unit)</td>
<td>300 pixels x 250 pixels</td>
<td>200Kb</td>
<td>JPG, PNG, GIF, HTML5**, Third-party tag</td>
</tr>
<tr>
<td>Button</td>
<td>150 x 150 pixels</td>
<td>200Kb</td>
<td>JPG, PNG, GIF</td>
</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>
</tbody>
</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 pixel wide x 250 pixel tall + an additional 320 pixel wide x 90 pixel tall mobile version
- 1 x MPU: 300 pixel wide x 250 pixel tall
- 2 x Side panels: 240 pixel wide x 580 pixel tall (left-hand side) + 240 pixel wide x 580 pixel tall (right-hand side)

Please note:
* Billboard, Leaderboard and Large Leaderboard banners need to be supplied together with a second banner made at 320 pixels wide x 90 pixels tall. In normal use, the website will show the larger banner, but will automatically switch to the smaller version if the page is accessed from a mobile phone. This is to avoid the problem of shrinking the main banner down to fit a small screen size, at which point it would most likely be completely unreadable and distorted. ** 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) can be used in banner as a third-party tag streaming from your video provider with stop, pause, play and audio control buttons required.

Newsletter banners and buttons:

<table>
<thead>
<tr>
<th>Banner Description</th>
<th>Dimensions (width x height)</th>
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<th>Acceptable file types</th>
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<tbody>
<tr>
<td>Main Body Button</td>
<td>632 pixels x 90 pixels</td>
<td>200Kb</td>
<td>JPG, PNG, GIF</td>
</tr>
<tr>
<td>Button</td>
<td>150 x 150 pixels</td>
<td>200Kb</td>
<td>JPG, PNG, GIF</td>
</tr>
</tbody>
</table>

Please note:
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