The Institute of Brewing & Distilling

PUBLICATIONS

The Institute of Brewing & Distilling

The Institute of Brewing & Distilling exists for the advancement of education and professional development in the science and technologies of brewing, distilling and related industries. It is the world's leading members' organisation for professionals at all levels in the industry with over half the membership working outside the UK.

THE PUBLICATIONS

Brewer & Distiller International

Members monthly magazine

Journal of the Institute of Brewing

Quarterly scientific journal

The IBD Members Handbook

Members' annual reference book

The IBD website

www.ibd.org.uk

Institute of Brewing & Distilling

33 Clarges Street London, W1J 7EE, UK

Brewer & Distiller INTERNATIONAL

The Institute of Brewing & Distilling

IBD members monthly magazine

Brewer & Distiller International

The readership not only includes members of the Institute but also of the Brewing, Food & Beverage Industry Suppliers Association (BFBi). Thus the magazine covers 'the industry' in the widest sense of the word. As editor, I aim to ensure that we cover best practice and emerging technologies for the education, information – and entertainment – of this very important sector.

We have a band of experienced industry practitioners who contribute regularly on specific topics, others will tour plants worldwide and highlight not only superb technology but also the tremendous heritage which underlies today's competitive business.

We report on exhibitions throughout the world and attend all the major conferences which are a fundamental to understanding of constantly evolving science and practice. Furthermore we have a vibrant news and comment pages, much of which comes from the membership itself.

Our tremendous reach within the industry means that we are the essential place to tell the world about new developments and we especially welcome new contributors.

Roger Putman
Editor

E-mail: editor@ibd.org.uk

Brewer&Distiller
The Institute of Brewing & Distilling
INTERNATIONAL

Editorial Calendar 2010

Each month we publish a lead article on a special topic or event, which is always backed by news features and authoritative articles covering every aspect of brewing and distilling. In fact there are never less than 48 pages.

We aim to publish editorial from companies that complement the lead article, thus providing another opportunity to bring products and recent developments in that field to the attention of an international audience.

January	Everything the smaller brewer needs
February	The fermentation and conditioning blocks
March	Asia Pacific Conference, Gold Coast, Queensland
April	Laboratory and quality control for brewer and distiller
May	How green is my brewery
June	MBAA & ASBC Meet Back-to-Back
	In the beginning – the brewhouse
	Southern hemisphere crop reports
July	Instrumentation and automation
August	The small pack supply chain
September	The constant – CIP and hygiene
October	International Brewing Convention, Manchester
November	Brau Beviale, Nuremberg
December	The project – management and delivery
	Northern crop reports

Publishing Schedule 2010

Issue	Final Copy	In the post
January	10 December	11 January
February	21 January	5 February
March	18 February	5 March
April	11 March	26 March
May	22 April	7 May
June	20 May	4 June
July	18 June	5 July
August	22 July	7 August
September	19 August	4 September
October	23 September	8 October
November	14 October	29 October
December	18 November	4 December
January 2011	15 December	10 January

Brewer&Distiller INTERNATIONAL

The Institute of Brewing & Distilling

Advertising Rates

Display Advertising

2 page spread	£1900
Full page	£1100
Half page	£800
Quarter page	£500
Inserts (15g max)	£775
Discounts available for multiple insertions.	

Special positions:

Front Cover	£2000
Back Cover	£1600
Inside Front Cover	£1500
Inside Back Cover	£1200

Business Listings:

1cm box (no logo)	£150
2cm box (with logo)	£250
3cm box (with logo)	£375
4cm box (with logo)	£425

Includes an entry on the IBD website for 12 months.

Marketplace

Magazine only for 1 month	£120
Magazine and six-month website display plus 12-month company listing in the on-line Business Directory.	£200

Solutions and Exhibition previews

An advertorial with photograph, contact details and logo. Alternatively, advertorial is free of charge if an advertisement is placed in the feature.	£300

Recruitment Advertising

Quarter page – Magazine only	£500
Half page – Magazine only	£800
Quarter page for Magazine and IBD website	£700
Half page for Magazine and IBD website	£1000

Website Advertising

Front page banner advertisement for one year	£1000

Readership

Members and subscribers include senior company executives and professionals in production, packaging, logistics, quality/technical, R&D, academia, engineering and procurement.

While around 40% of our membership is UK based, we have an extensive distribution in the rest of the world.

Brewer & Distiller INTERNATIONAL

The Institute of Brewing & Distilling

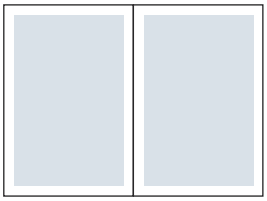
Technical specifications

Brewer & Distiller International size is an A4 publication: 297mm deep x 210mm wide

Printing is sheet feed and binding is by saddle stitch.

Advertisements should be submitted as high-resolution press-ready (300dpi) PDF files ensuring that all fonts are embedded and colour mode is CMYK and sized to the dimensions shown on this page.

All dimensions shown: Millimetres, height x width.



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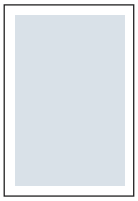
Bleed: 303 x 426:
Trim: 297 x 420



Full page
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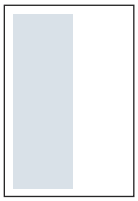
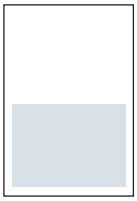
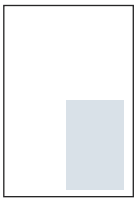
Bleed: 303 x 216



Half page vertical
Type area: 265 x 89
Bleed: 303 x 107



Half page horizontal
Type area: 130 x 183
Bleed: 153 x 216



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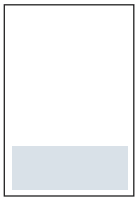
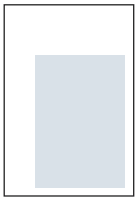
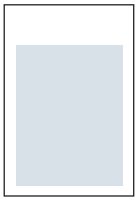


Quarter page horizontal
Type area: 62 x 183
Bleed: 85 x 216



Half page island
Type area: 210 x 148
Bleed: 303 x 235



Front cover*
Type area: 228 x 183
Bleed: 242 x 216

Type Area: Printed space on a page according to the Layout Grid.
Bleed: Page design where the illustrations or text run off the edge of the trimmed page.

*It is possible to bleed advertisement behind the masthead by prior agreement

Send your advertisement orders to...

Sally Carter or Julie Barker

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Email: sally.carter@carlingpartnership.co.uk

All bookings are subject to our terms and conditions available on request or on-line.