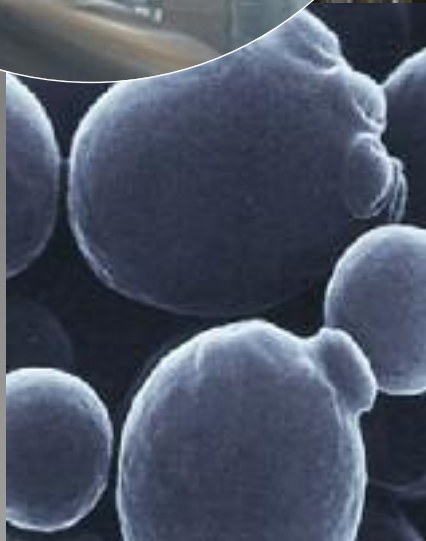




How to reach
opinion formers
and decision
makers in the
brewing and
distilling
industries
worldwide



Brewer & Distiller

INSTITUTE OF BREWING & DISTILLING

INTERNATIONAL

MEDIA PLANNER 2012



The Institute of Brewing & Distilling

IBD Brewer & Distiller

INSTITUTE OF BREWING & DISTILLING INTERNATIONAL



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.

The IBD has over 4,000 members across the entire supply chain from raw materials selection through brewing, packaging, logistics, beer dispense and distribution. The profile of members is high for technical and capex decision-making and for leadership responsibilities.

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 fundamental to the 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. We are now the only monthly magazine in this sector published in the UK.

Roger Putman, Editor

E-mail: editor@ibd.org.uk



Editorial Calendar 2012

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	Hops and hop products
February	Large pack
March	Biofuel update IBD Asia Pacific Convention, Melbourne, Australia
April	Utilities –steam, electricity, air and refrigeration
May	The microbiology laboratory
June	Beer recovery Southern crop reports
July	Cleaning in place
August	Waste water treatment
September	Bottling
October	Dispense
November	Brau Beviiale, Nürnberg, Germany
December	Malt and maltings Northern crop reports

Publishing Schedule 2012

Issue	Final Copy for ads etc	In the post
January	15 Dec	10 Jan
February	19 Jan	2 Feb
March	16 Feb	1 Mar
April	15 Mar	29 Mar
May	19 Apr	3 May
June	17 May	31 May
July	14 Jun	28 Jun
August	17 Jul	31 Jul
September	16 Aug	30 Aug
October	20 Sep	4 Oct
November	18 Oct	1 Nov
December	22 Nov	6 Dec
January	13 Dec	10 Jan

All advertisers in the Brewer & Distiller International receive a FREE 12-month listing in the online Suppliers Directory on the IBD website (www.ibd.org.uk)



Advertising Rates

Display Advertising

2 page spread	£1900
Full page	£1100
Half page	£800
Quarter page	£500
Inserts (15g max)	£775

Discounts are 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 on-line Suppliers Directory for 12 months.

Marketplace

Magazine only for 1 issue	£120
Magazine and twelve-month website display plus company listing in the on-line Suppliers Directory.	£200

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
Full page – Magazine only	£1100
Quarter page for Magazine and IBD website	£700
Half page for Magazine and IBD website	£1000
Full page – Magazine and website	£1300

Website Advertising (www.ibd.org.uk)

Banner advertisement for one year £1250

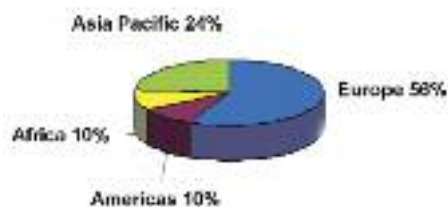
For bookings (and Technical specifications if required) contact:

Sally Carter or Julie Barker
 The Carling Partnership Limited, The Clock House Studio,
 Clock House Lane,
 Bramley, Surrey GU5 0AP
 Tel: 00 44 (0) 1483 893100

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. There is also a strong constituency of those studying for the IBD professional qualifications and consequently members review the magazine in depth for the latest on relevant material. These are the senior directors of the future.





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.

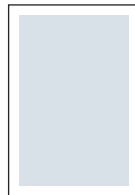
Advertisements should be submitted as high-resolution press-ready (300dpi) PDF files ensuring that all fonts are embedded and colour mode is CMYK and sized to the dimensions shown on this page.

All dimensions shown: Millimetres, height x width.



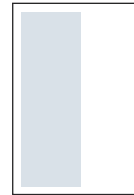
Double page spread

Type area: 276 x 390
Bleed: 303 x 426:
Trim: 297 x 420



Full page

Type area: 265 x 183
Bleed: 303 x 216
Trim: 297 x 210



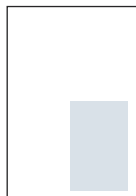
Half page vertical

Type area: 265 x 89
Bleed: 303 x 107



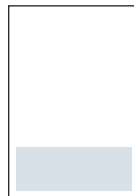
Half page horizontal

Type area: 130 x 183
Bleed: 153 x 216



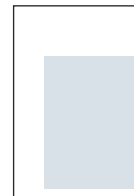
Quarter page vertical

Type area: 130 x 89
Bleed: 153 x 107



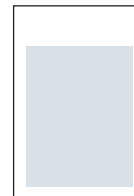
Quarter page horizontal

Type area: 62 x 183
Bleed: 85 x 216



Junior page

Type area: 210 x 148
Bleed: 213 x 151



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.

Trim: Actual size of the magazine page 210mm x 297mm (A4)

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

IBD website banner advertisements

Each advertisement needs to be 468 pixels wide x 60 pixels high. Static jpgs, animated gifs and flash banner advertising can be submitted with industry standard 'click tag' included.

Banners should be no more than 75kb per file.

Send your advertisement orders to...

Sally Carter or Julie Barker

The Carling Partnership Limited, The Clock House Studio, Clock House Lane, Bramley, Surrey GU5 0AP

Tel: 00 44 (0) 1483 893100

Email: sally.carter@carlingpartnership.co.uk

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