CRAFT BEER & BREWING

Media Kit Rates + Deadlines

Updated: Jan 26, 2021
CRAFT BEER & BREWING PROVIDES THE PLATFORMS TO REACH THOSE WHO MAKE AND DRINK GREAT BEER

If you’re trying to reach passionate and highly-engaged brewers and craft-beer consumers, there is no better way to do it than through the Craft Beer & Brewing properties. With top-quality content delivered through diverse channels (print, digital, events, pods, social, video, apps) to large audiences, it is a cost-effective way to build your brand and help costumers discover your products.

MORE THAN 2,500,000 PEOPLE ENGAGE WITH OUR CONTENT EVERY MONTH!

- The value of Craft Beer & Brewing content is clear with subscribers paying an average of $63.01/year.
- Over the past year, our number of paid subscribers has increased by 76.1%.
- The household income for our average reader is $152,310
YOU'RE IN GOOD COMPANY

OUR ADVERTISING PARTNERS REACH MILLIONS OF PASSIONATE BEER MAKERS AND DRINKERS YEAR AFTER YEAR
ADVERTISE IN CRAFT BEER & BREWING MAGAZINE®

If you’re trying to reach the passionate, highly-engaged brewer and craft-beer consumer, there is no better way to do it than through Craft Beer & Brewing Magazine®. With top-quality content delivered to large audiences, it is a cost-effective way to build your brand, help consumers discover your products, and engage with craft-beer enthusiasts on a wide scale.

Craft Beer & Brewing Magazine®’s successful strategy of spanning the beer consumer and beer creator markets has earned us prominent and coveted newsstand space at some of the world’s best retailers, including Whole Foods Market, Walmart, Wegmans, Safeway, Sprouts, and many more. Buyers for these retail giants know that quality sells, and Craft Beer & Brewing Magazine® is the top selling beer magazine on America’s newsstands for this reason.

120,000+ READERS/ISSUE WITH AN AVERAGE HOUSEHOLD INCOME OVER $152,000!
# CRAFT BEER & BREWING MAGAZINE® EDITORIAL CALENDAR

Every issue of Craft Beer & Brewing Magazine® includes regular departments like Beercation, Breakout Brewers, Gearhead, Ask The Experts, Make Your Best, and more. In addition, we organize the main feature package of each issue around a theme, like “IPA Today” or “The Summer of Saison” and review commercial beers released in that style. Secondary features, product tests, service pieces, and similar content is developed on an issue-by-issue basis as trends and ideas develop throughout the year. Here’s a loose rundown of what we have planned, but themes are subject to change if more timely subjects present themselves!

**Beer review submission deadline is 3 weeks prior to ad reservation deadline. If you’d like email notifications about upcoming beer reviews, join the review notifications newsletter here.**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Feature Focus</th>
<th>Secondary Focus</th>
<th>Products Reviewed</th>
<th>Ad Reservation Deadline</th>
<th>Ad Materials Due</th>
<th>Newsstand Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr-May 2021</td>
<td>Beyond Beer: Seltzer, Kombucha, Cannabis/CBD, and more</td>
<td>Farmhouse Ale, Pale Ale</td>
<td>New hops &amp; malt, homebrew gadgets, +</td>
<td>1/8/2021</td>
<td>1/19/2021</td>
<td>3/9/2021</td>
</tr>
<tr>
<td>Oct-Nov 2021</td>
<td>Stout</td>
<td>English-style ales/cask ale</td>
<td>TBD</td>
<td>7/16/2021</td>
<td>7/26/2021</td>
<td>9/14/2021</td>
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</tbody>
</table>
For full-bleed ads, please add .125” bleed to all four sides of the ad. When outputting ad file, please do not include crop marks within the bleed area.
## CRAFT BEER & BREWING MAGAZINE® AD SIZES & RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
<th>6x</th>
<th>10x*</th>
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<td>$4,499</td>
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<td>$3,800</td>
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<td>$469</td>
</tr>
<tr>
<td>1/6 Page</td>
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<td>$460</td>
<td>$415</td>
<td>$390</td>
<td>N/A</td>
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</tbody>
</table>

*10x rate includes insertions in all four issues of the Brewing Industry Guide | All prices quoted in net

### PREMIUM POSITION CHARGES:

- Back Cover – $500
- Inside Front Cover – $300
- Inside Back Cover – $300
- Page 1 - $300
- TOC Facing - $200
- 2-page spread (first 20 pages) – $400
CRAFT BEER & BREWING MAGAZINE® ADVERTISING PACKAGES

PRINT + DIGITAL PACKAGES

Our most popular package is a favorite of breweries and suppliers (homebrew and pro brew) and gives you 12 consecutive months of total market coverage reaching our magazine, online, and social media consumers in significant and engaging ways wherever they are. This package includes:

CBB Full-Page Package
$18,995.00 $24,496.00
- 6 Full-page ads in *Craft Beer & Brewing Magazine®*
- 400,000 Web ad impressions on beerandbrewing.com
- 4 Dedicated email campaigns to CB&B subscriber list
- 4 Sponsored social campaigns (all 4 channels)

CBB Half-Page Package
$10,600.00 $13,916.00
- 6 Half-page ads in *Craft Beer & Brewing Magazine®*
- 250,000 Web ad impressions on beerandbrewing.com
- 2 Dedicated email campaigns to CB&B subscriber list
- 2 Sponsored social campaigns (all 4 channels)

CBB Quarter-Page Package
$5,925.00 $7,540.00
- 6 Half-page ads in *Craft Beer & Brewing Magazine®*
- 150,000 Web ad impressions on beerandbrewing.com
- 1 Dedicated email campaigns to CB&B subscriber list
- 1 Sponsored social campaigns (all 4 channels)
ADVERTISE IN THE BREWING INDUSTRY GUIDE (BIG)

The Brewing Industry Guide is the independent magazine that examines the challenges and opportunities facing in-planning, new, and growing breweries from the editors of Craft Beer & Brewing Magazine®! If you’re trying to reach important decision makers in the world of commercial brewing, there is no better way to do it than through the Brewing Industry Guide. We deliver top-quality content through diverse channels to a focused and engaged audience. The Brewing Industry Guide is the cost-effective way to build your brand and help industry professionals discover your products and services.

Craft Beer & Brewing's successful strategy of spanning the beer consumer and beer creator markets has earned us a reputation for quality content throughout the commercial brewing world. Brewery professionals trust and look toward the Brewing Industry Guide for honest insight from the leading voices in the brewing and brewing business world.

35,000+ READERS/ISSUE - 50%+ ARE BREWERY OWNERS, INVESTORS, OR THE HEAD BREWER
Each issue of the Brewing Industry Guide includes a feature package focusing on one aspect of commercial brewery operation, from technical brewing to sales and marketing and more. In addition, regular departments focus on different aspects of the business of beer and secondary features explore timely issues affecting the brewing world.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Feature Focus</th>
<th>Ad Reservation Deadline</th>
<th>Ad Materials Due</th>
<th>Distribution Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIG Winter 2020</td>
<td>Beer + Beyond</td>
<td>10/30/2020</td>
<td>11/9/2020</td>
<td>12/21/20</td>
</tr>
<tr>
<td>BIG Summer 2021</td>
<td>Packaging</td>
<td>4/30/2021</td>
<td>5/10/2021</td>
<td>6/21/2021</td>
</tr>
<tr>
<td>BIG Fall 2021</td>
<td>Beer + Beyond</td>
<td>8/6/2021</td>
<td>8/9/2021</td>
<td>9/11/2021</td>
</tr>
<tr>
<td>BIG Winter 2021</td>
<td>Beer Ingredients</td>
<td>10/29/2021</td>
<td>11/18/2021</td>
<td>12/20/2021</td>
</tr>
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**BREWING INDUSTRY GUIDE AD SIZES & RATES**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Full Bleed</th>
<th>No Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>8.25&quot; wide × 10.875&quot; tall</td>
<td>7.125&quot; wide × 9.833&quot; tall</td>
</tr>
<tr>
<td><strong>Two Thirds</strong></td>
<td>5.33&quot; wide × 10.875&quot; tall plus bleed = 9.56&quot; × 11.125&quot; total image area including bleed</td>
<td>4.7&quot; wide × 9.833&quot; tall</td>
</tr>
<tr>
<td><strong>Half Page Horizontal</strong></td>
<td>8.25&quot; wide × 5.375&quot; tall plus bleed = 6.5&quot; × 5.625&quot; total image area including bleed</td>
<td>4.7&quot; wide × 4.8&quot; tall</td>
</tr>
<tr>
<td><strong>Half Page Vertical</strong></td>
<td>4&quot; wide × 10.875&quot; tall plus bleed = 4.25&quot; × 11.125&quot; total image area including bleed</td>
<td>3.5&quot; wide × 9.833&quot; tall</td>
</tr>
<tr>
<td><strong>Third Page</strong></td>
<td>Square, No Bleed: 4.7&quot; wide × 4.8&quot; tall</td>
<td>Vertical, No Bleed: 3.5&quot; wide × 4.8&quot; tall</td>
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<tr>
<td><strong>Quarter Page</strong></td>
<td>No Bleed: 2.3&quot; wide × 4.8&quot; tall</td>
<td>No Bleed: 2.3&quot; wide × 4.8&quot; tall</td>
</tr>
<tr>
<td><strong>Sixth Page</strong></td>
<td>Horizontal, No Bleed: 4.7&quot; wide × 2.3&quot; tall</td>
<td>Vertical, No Bleed: 2.3&quot; wide × 4.8&quot; tall</td>
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## BIG AD SIZES & RATES

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<td>$550</td>
<td>$499</td>
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*10x rate includes insertions in all six issues of the *Craft Beer & Brewing Magazine*® | All prices quoted in net

**All 1/2 and full page advertisements** include a spot in our New and Notable Sponsored Content Pages.

**PREMIUM POSITION CHARGES:**

- Back Cover – $500
- Inside Front Cover – $300
- Inside Back Cover – $300
- Page 1 – $300
- TOC Facing – $200
- 2-page spread (first 20 pages) – $400
BIG ADVERTISING PACKAGES

BREWING INDUSTRY GUIDE PRINT + DIGITAL PACKAGES

Our most popular package is a favorite of breweries and suppliers (homebrew and pro brew) and gives you 12 consecutive months of total market coverage reaching our magazine, online, and social media consumers in significant and engaging ways wherever they are. This package includes:

BIG Full-Page Package
$16,950.00 $18,680.00
- 4 Full-page ads in the Brewing Industry Guide
- 100,000 Web ad impressions on brewingindustryguide.com
- 4 Dedicated email campaigns to pro-brew subscriber list
- 4 Sponsored social campaigns (all 4 channels)

BIG Half-Page Package
$8,500.00 $9,840.00
- 4 Half-page ads in the Brewing Industry Guide
- 50,000 Web ad impressions on brewingindustryguide.com
- 2 Dedicated Email Campaigns to pro-brew subscriber list
- 2 Sponsored Social Campaigns (all 4 channels)

BIG Quarter-Page Package
$6,500.00 $6,920.00
- 4 Quarter-page ads in the Brewing Industry Guide
- 25,000 Web ad impressions on brewingindustryguide.com
- 2 Dedicated Email Campaigns to pro-brew subscriber list
- 2 Sponsored Social Campaigns (all 4 channels)
TOTAL MARKET COVERAGE (TMC) PACKAGES

TMC Packages are ideal for Total Market Coverage of all Unfiltered Media Group, LLC audiences including homebrewers, pro brewers, craft beer consumers, and industry professionals.

TMC Packages include advertising in both Craft Beer & Brewing Magazine® and the Brewing Industry Guide publications—total of 10 consecutive issues! They also include Web Ads on beerandbrewing.com and brewingindustryguide.com. Sponsored eNewsletters and social media campaigns are built into these packages, as well as video and/or podcast campaigns. You'll work with our team to build a custom package that provides maximum ROI. Contact us for details.

Total Market Coverage Full-Page Package
$61,070.00
- 6 Full-page ads in Craft Beer & Brewing Magazine®
- 4 Full-page ads in the Brewing Industry Guide
- 52 Week Presenting Podcast Sponsorship
- Digital deliverables customized based on campaign goals

Total Market Coverage Half-Page Package
$32,885.00
- 6 Half-page ads in Craft Beer & Brewing Magazine®
- 4 Half-page ads in the Brewing Industry Guide
- 26 Week Presenting Podcast Sponsorship
- Digital deliverables customized based on campaign goals

Total Market Coverage Quarter-Page Package
$23,115.00
- 6 Quarter-page ads in Craft Beer & Brewing Magazine®
- 4 Quarter-page ads in the Brewing Industry Guide
- 13 Week Presenting Podcast Sponsorship
- Digital deliverables customized based on campaign goals
DIGITAL ADVERTISING

EMAIL, DISPLAY, VIDEO, SOCIAL, AND MORE MODERN CHANNELS TO MEET YOUR MARKETING GOALS

"THE EMAIL BLAST WE DID WITH CRAFT BEER & BREWING LAST WEEK WAS THE MOST SUCCESSFUL EMAIL CAMPAIGN WE HAVE EVER DONE. THE QUALITY OF THE EMAIL LIST COULD EASILY BE MEASURED BY THE VISITS WE HAD TO OUR WEBSITE. OUR EMAIL GENERATED THE LARGEST SINGLE DAY WEBSITE VISITS SKA FABRICATING HAS EVER HAD.

THANKS AND KEEP UP THE GREAT WORK!"

— DON CARNES, MARKETING DIRECTOR
DEDICATED EMAIL

Reach 70k+ passionate beer lovers in their most engaged medium, their inbox.

- Email subscribers: 70,000+
- Typical open rate: 20% - 32%
- Targeted sub-segments such as pro-brew, homebrew, and geographical regions are also available

EDITORIAL EMAIL TAKEOVER

Stay top of mind with a weekly message to our loyal newsletter readers.

- Typical open rate: 25% - 35%
- Email subscribers: 70,000+
- Ad Spots: Logo at top, featured article, and display ad at the bottom of each newsletter
DISPLAY ADVERTISING

Reach our passionate audience of beer lovers with industry leading click-through rates, banner size, and banner placement.

- Highest CTR (minimum 50k impressions): 2.27%
- Typical CTR range: 0.2 - 0.5%
- Larger unit sizes for better branding and engagement

PODCAST SPONSORSHIP

Sponsor our weekly podcast, featuring industry leading guests ranging from wiley veterans (Ken Grossman, Founder, Sierra Nevada) to trendy upstarts (e.g. Henry & Adriana Nguyen, Founders, Monkish Brewing).

- #1 podcast in the craft beer and beverage industry
- +74% YOY growth in monthly listeners (2018-2019)
- 45% of CB&B podcast listeners are brewing industry professionals
- 70% or more of CB&B podcast listeners are brewers
SPONSORED + NATIVE CONTENT

Get your message in front of the millions of readers of Craft Beer & Brewing, both in print and digitally.

- BeerAndBrewing.com annual page views: 10,000,000+
- Typical read time per article: 2:15 - 8:32
- We can work with you to craft your story

SOCIAL POSTS

Post your message on our social channels to reach our hundreds of thousands of followers.

- Facebook followers: 85,000+
- Twitter reach: 50,000+/month
- Pinterest reach: 450,000+/month
- Instagram followers: 32,000+
HOSTED CAMPAIGNS + LEAD COLLECTION

Want us to design and host a giveaway or product page for you on beerandbrewing.com? Leverage the SEO our domain carries to launch a successful landing page.

- Custom B2C and B2B options are available
- Typical landing page conversion rates: 35%-72%
- Run A/B tests to dial in your perfect page

VIDEO CAMPAIGNS

More of a visual storyteller? We can promote your video across all of our social channels, host it on our website, and get you in front of the audience that cares.

- Youtube minutes watched: 18,200,000+/year
- BeerAndBrewing.com annual page views: 10,000,000+
- Typical video watches: 10,000+/video
DIGITAL ADVERTISING PACKAGES

DIGITAL PACKAGES

Our most popular digital packages for breweries and suppliers (homebrew and pro brew), reaching our online, audio, and social media consumers in significant and engaging ways wherever they are. This package includes:

Digital Gold Package
$11,500.00 $16,535.00
- 50,000 Premium web ads
- 500,000 Web ads
- 4 Dedicated email campaigns
- 4 Sponsored social campaigns (all 4 channels)
- 1 CB&B or BiG editorial email takeover
- Featured native story on beerandbrewing.com and brewingindustryguide.com

Digital Silver Package
$6,750.00 $9,950.00
- 350,000 Web ads
- 2 Dedicated email campaigns
- 2 Sponsored social campaigns (all 4 channels)
- 1 CB&B or BiG editorial email takeover
- Featured native story on beerandbrewing.com

Digital Bronze Package
$4,500.00 $5,897.00
- 200,000 Web ads
- 1 Dedicated email campaign
- 1 Sponsored social campaign (all 4 channels)
- 1 CB&B or BiG editorial email takeover
GET IN TOUCH

For advertising inquiries, please contact Blake Osmond (Media Experience Manager) | 970-420-5344 | bosmond@beerandbrewing.com

For business inquiries, please contact Haydn Strauss (Publisher & COO) | 503-709-4667 | hstrauss@beerandbrewing.com

For editorial/content inquiries, please contact Jamie Bogner (Cofounder & CCO) | 888-875-8708 x701 | jbogner@beerandbrewing.com

Office Address: Craft Beer & Brewing / Unfiltered Media Group, 311 S. College Ave, Fort Collins, CO 80524