



Media Pack 2021

Hand Crafted Drinks Magazine is a brand new title that will help connect artisan drinks producers with the on- and off-trade in a quality printed, full colour magazine, with online editions and social media support.

We are planning to launch the first issue at the end of May 2021, but this is subject to the government's plans to ease the lockdown.

Ahead of the launch of the print version, we are building up content on the website, so we are happy to receive company news and views — whether this is the launch of a new product or an opinion on a given subject.

There is no cost to have news included — all that we ask is that the stories are accompanied with high resolution images. The magazine's website will be free of advertising, as will our email newsletters that will provide a regular round-up of the latest industry news.

Each issue will include insightful articles from writers and professionals from across the sector, including producers, distributors, business owners and industry experts.

In summary, **Hand Crafted Drinks Magazine** will:

- Go to bars, restaurants, hotels, delis & independent drinks retailers
- Feature guest writers & influencers in every issue
- Provide the latest industry news
- Be available in print & online editions
- Be supported with an on-going social media campaign
- Provide excellent promotional opportunities for your business

We have also taken the decision to donate 5% of all advertising revenues to two very worthy causes: Hospitality Action and Childline, whose details have been included below the media pack information.

Our advertising rates are summarised below, along with a number of bespoke marketing services, which we will also be offering.

You also have the option to take a listing in our online directory for just £29 a year (plus VAT), which will include your contact details and you can be listed under as many categories as required.

ONLINE DIRECTORY

12 MONTHS DIRECTORY LISTING

For just £29 (plus VAT) you can have a listing in our online directory, under as many categories as needed.

REQUIREMENTS FOR A LISTING

For your listing we just need a logo, contact number, email address and website, and we'll do the rest.

MEDIA PACK

DATES & DEADLINES

Issue 1: May 2021

Copy deadline: 7 May
Print date: 14 May
Distribution: 28 May
(4,000 magazines & online editions)

FORMAT

- All artwork should be submitted as either print-ready PDFs at 300dpi or Illustrator (.eps) files.
- Outline & fonts in CMYK mode.
- We can also design your artwork.

ADVERTISING RATES

Double page: £695
Front page: £600
Inside cover: £450
Full page: £395
1/2 page: £225
1/4 page: £130
1/8 page: £95

Prices exclude VAT

SPECIFICATIONS

Double page: 426x303mm†
Front page: 216x303mm†
Inside cover: 216x303mm†
Full page: 216x303mm†
1/2 page: 133x190mm*
1/4 page: 65x190mm/133x93mm*
1/8 page: 65x93mm*

† 3mm bleed

* No bleed & crop marks

EDITORIAL REQUIREMENTS

Press releases and articles, to be included and amended at the discretion of the editor, should be submitted no later than one week prior to publication.

IMAGES

- Send as .jpg, .tiff or .eps files
- The files to be 300dpi
- CMYK mode
- Type in .eps format to be vectored
- Low res' files cannot be used

THE CHARITIES WE SUPPORT

**Hospitality
Action**

Hospitality Action was established in 1837 and has since offered vital assistance to all who work, or have worked within hospitality in the UK.

[Visit their website](#)

childline
ONLINE. ON THE PHONE. ANYTIME

Childline is there to help anyone under 19 with the problems they're facing; their team of trained counsellors support everyone who gets in touch.

[Visit their website](#)