

# & brewer beer

*Media Kit 2021*





## Introduction

*Beer & Brewer* is Australasia's leading title dedicated to beer and brewing. Read by consumers and trade, the title delivers entertaining and authoritative content via a **quarterly magazine**, a **website** and a **weekly e-newsletter**.

## Market reach

The magazine, published four times a year, is distributed right across Australia and New Zealand via liquor stores, bottle shops, independent home brew shops, newsagents and breweries.

Complimentary copies are also sent to key retailers and beer venues to ensure *Beer & Brewer's* influence is felt among those in the trade making purchasing decisions as well as among consumers.

With an additional 4,000 annual subscriptions and more copies distributed at beer festivals and events, *Beer & Brewer* has a distribution of **10,260 copies** per issue.

Complementing the magazine, a weekly e-newsletter is sent to **19,520 subscribers**, providing up-to-date news and views, keeping readers in touch with the latest product launches and events.

The website [www.beerandbrewer.com](http://www.beerandbrewer.com) attracts over **300,000 page views** per year.

## Total readership



**41,040**  
Print readers\*



**32,343**  
Page views per month\*\*



**17,523**  
Unique users per month\*\*



**23%**  
Average click through rate



**19,520**  
Newsletter subscribers



**13,717**  
Social media followers

## Who reads Beer & Brewer?

- Beer and cider drinkers
- Home brewers and home brew shop managers
- Professional brewers and brewery managers
- Pub and bar licensees
- Beer retailers

\* Based on pass on readership of 4 people per issue.  
\*\* Online.



# About

## Quality content

Beer & Brewer is written by a team of specialist drinks journalists, led by editor Gifford Lee, and features regular contributions from high-profile brewers and other industry leaders. Each issue contains a lively mix of news, opinion and comment from industry experts, along with glossy features that educate and entertain. There are regular pieces on beer styles, food and beer matching, travel and venues specialising in good beer and cider, as well as a dedicated Homebrewer section.

In addition, the latest beer and cider releases are tasted by an industry panel and their tasting notes published – always a popular read. A separate section of the magazine focuses on home brewing with recipes, tips and information on kits, ingredients and equipment.

The weekly e-newsletter keeps readers in touch with the latest product launches, supplier news, venue openings, competitions and awards. And readers are often offered the chance to win some beer or tickets to a beer festival.

Our website is regularly updated with news and feature content, providing a one-stop shop for beer enthusiasts looking to expand their knowledge and source information.

## Food and Beverage Media

Food and Beverage Media produces a unique collection of publications and events serving the hospitality, liquor, accommodation and events industries. It is owned by The Intermedia Group, one of Australia's leading independent business-to-business publishers.

[www.intermedia.com.au](http://www.intermedia.com.au)

# beer & brewer Media Kit 2021





# For maximum impact in print

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## Feature Sponsorship

**\$4,800** + GST

This unique opportunity allows a company or brand to sponsor or create a feature. The sponsorship comprises of four integrated parts:

- 1 Sponsorship logo - "Brought to you by" sponsorship logo on the first right hand page
- 2 Editorial - Substantial editorial coverage within the feature
- 3 Advertising - Full right hand page within the feature + additional half page ad within the magazine
- 4 First mention in editorial as well as image preference



**INCLUDES:** 1 SPONSORSHIP LOGO + 2 EDITORIAL COVERAGE + 3 FULL PAGE AD + 4 FIRST MENTION IN EDITORIAL

## Style Notes Promotion

**\$500** + GST per beer

In each issue we publish themed styled beer photoshoots showcasing particular styles.

Have your beer featured and photographed in our stylist spread.



# Print Features 2021

# beer & brewer Media Kit 2021



2020	DEADLINES	MAIN FEATURE	BEER CATEGORY FEATURE	FEATURE 3	FEATURE 4	HOME BREWER FEATURE	STYLE SHOOT
Issue 56 Autumn 2021	Booking: 1 February Artwork: 8 February	Business Diversification	Dessert Beers	New Brewing Technology	Women in Brewing	Beer Packaging	IPAs
Issue 57 Winter 2021	Booking: 23 April Artwork: 30 April	Best Beer Venues 2021	Imperial Beers	Low or no alcohol Beers	Hop Harvest	Canned Beer	Porters/Stouts
Issue 58 Spring 2021	Booking: 23 July Artwork: 30 July	Lagers	Malt	Science of Brewing	Glass	Cider	Lagers
Issue 59 Summer 2021	Booking: 15 October Artwork: 22 October	2021 Awards	XPA's	New Breweries	Online beer buying	Brewing Equipment	Sour Beers

## CONTACT US:

**ADVERTISING: Craig Manning**  
**T:** 02 8586 6123 **M:** 0418 869 853  
**E:** cmanning@intermedia.com.au

**CREATIVE: Production**  
**T:** +61 2 9660 2113  
**E:** magazine.material@intermedia.com.au

**EDITORIAL: Gifford Lee**  
**T:** +61 2 8586 6112  
**E:** gifford@intermedia.com.au

# Print Rates & Specs

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### EDITORIAL:

**Gifford Lee**

**T:** +61 2 8586 6112

**E:** [gifford@intermedia.com.au](mailto:gifford@intermedia.com.au)

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### CREATIVE:

**Production**

**T:** +61 2 9660 2113

**E:** [magazine.material@intermedia.com.au](mailto:magazine.material@intermedia.com.au)

## Rates

KEY POSITIONS	CASUAL	2X	3X	4X
Front Cover	\$4,310			
Inside Front Cover - DPS	\$6,395	\$6,235	\$6,075	\$5,915
Outside Back Cover	\$3,500	\$3,410	\$3,325	\$3,235
Full Page - Opposite Contents Page	\$3,280	\$3,195	\$3,115	\$3,035
Full Page - Opposite Editor's Page	\$3,280	\$3,195	\$3,115	\$3,035
Other Guaranteed Positions: +12.5%				
Double Page Spread	\$5,685	\$5,540	\$5,400	\$5,260
Full A4 Page	\$2,915	\$2,840	\$2,770	\$2,695
Half Page	\$1,820	\$1,775	\$1,730	\$1,685
Third Page	\$1,270	\$1,235	\$1,205	\$1,175
Feature branded sponsorship includes 1 full page advert - see page 3	\$4,800			
Style Notes - Branded Bottle Shoot - fee per brand - see page 3	\$500	\$490	\$475	\$460
Directory	from \$112			

*\*All rates exclude GST.*

## Specs

KEY POSITIONS	TRIM	BLEED	TYPE
Full Page	210 x 275	5mm around the TRIM	Not within 5mm of TRIM
Double Page Spread	420 x 275	"	"
Half Page Vertical	87 x 243	100 x 275	"
Half Page Horizontal	178 x 119	210 x 135	"
Third Page Vertical	54 x 243	70 x 275	"
Third Page Horizontal	178 x 79	210 x 92.5	"



# Print Directory

& brewer  
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## Why advertise your business in a directory?

Business directories enable you to get more exposure to local people and valuable links to your website.

## Important information:

- Book and pay upfront for 6 issues (18 months) of advertising & save 10% off the total amount.
- Supply your own creative or we can design for you for \$50+GST.
- Invoices are sent on the material deadline date, with the bookings paid up front on 30 day terms.

**Business listing**  
**ad PLUS your logo**  
**\$196+GST per quarter**  
Six lines of business detail.  
\$10 per additional line UP  
TO 16 LINES max.

**Business listing ad**  
**\$112+GST per quarter**  
Six lines of business detail.  
\$10 per additional line UP  
TO 16 LINES max.

**1/4 page business  
display ad**  
**\$810+GST per quarter**  
A display ad including  
more text and images to  
brand your business.

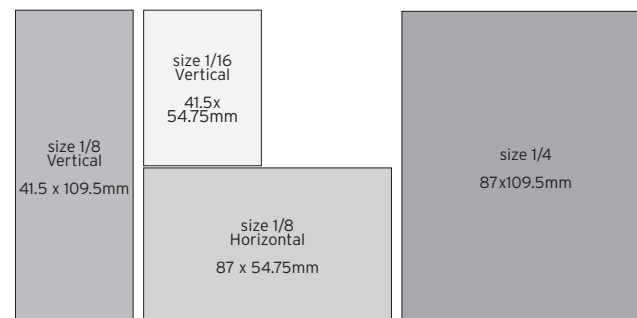
The image shows a sample of a beer directory page. It is divided into sections for NSW and WA. Each section contains several business listings. Each listing typically includes a logo, a photo of the business or its products, and contact information. Arrows from the text blocks on the left point to specific ads on the page: one points to a 'Business listing' ad, another to a 'Business listing ad', and a third to a '1/4 page business display ad'.

**1/8 page business  
display ad**  
**\$486+GST per quarter**  
Double your size - a display  
ad with more space  
to brand your business.

**1/16 page  
business display ad**  
**\$248+GST per quarter**  
Stand out from the  
others - display block  
ad similar size to line ad  
PLUS logo ad.

### ADVERTISING CONTACT:

**Craig Manning**  
**T: 02 8586 6123**  
**M: 0418 869 853**  
**E: cmanning@intermedia.com.au**



## Adverting Sizes:

1/16 Vertical	41.5mm x 54.75mm
1/8 Vertical	41.5mm x 109.5mm
1/8 Horizontal	87mm x 54.75mm
1/4 Page	87mm x 109.5mm

# Digital – maximum impact

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## Site Takeover - specs & rates

ONLINE	2 weeks period
■ Website Skin – web only	\$1,500
■ Billboard – top position - web only (desktop) (970x250px) ■ Leaderboard – eNews only (728x90px) ■ Mobile Leaderboard – all devices (728x90px)	\$800
■ Medium Rectangle – eNews & web	\$600
■ ■ ■ ■ Site Takeover – all above positions + What's Brewing (eNewsletter and website)	\$2,000
Leaderboard – menu category - web only	n/a
■ What's Brewing Advertorial – eNews & web	\$500

Price excludes GST

## Site Takeover Example

The screenshot shows the beer & brewer website layout with four specific advertising areas highlighted:

- 1 SKINS**: Located on the left sidebar, with a safe area of 15px (w) x 800 px (h) and a maximum viewing area of 460px (w) x 1200px (h).
- 2 BILLBOARD - ADVERT**: Located at the top of the page, with dimensions of 970 x 250px.
- 3 MEDIUM RECTANGLE**: Located on the right sidebar, with dimensions of 300 x 250px.
- 4 What's Brewing**: Located in the newsletter section, with dimensions of 236 x 157px.

**1 Skins**  
15px x 800px (safe area)  
460px x 1200px (Max Viewing Area)

**2 BILLBOARD**  
970 x 250px

**3 Medium Rectangle**  
300 x 250px

**4 What's Brewing**  
236 x 157px  
See What's Brewing section for more info

**SITE TAKEOVER = 1 + 2 + 3 + 4 = \$2,000 EX GST (Save \$1,800!)**



# Digital – Sponsored Content

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## Sponsored Content with Display Advertising

The partnership of sponsored content and display advertising links a trend or opportunity with a solution and/or a brand.

1. Well written **Sponsored Content** should inspire and educate, aim to discuss a category trend, showcase a solution to a problem or create excitement around key trading periods.
2. **Display Advertising** around your branded content links your brand with the growing trend, solution or key trading period.

Sponsored content builds **Awareness, Interest, Consideration, Intent, Evaluation.**

Display advertising drives your **call to action.**

Sponsored content is embedded on the website and in the weekly newsletter for two consecutive weeks to over 19,500 Beer & Brewer subscribers.

### Sponsored Content & Display Advertising Packages include:

- 1 x branded content article written by our editors with your sign off
- 1 x Leaderboard displayed in the sponsored content article

**Budget: \$1,200 ex GST**  
(casual rate \$1,500 ex GST)

Published on  
Beer & Brewer Newsletter and website



Sponsored content embedded  
in the newsletter

Display advert complements  
your sponsored content article



Sponsored content article  
written by our journalist

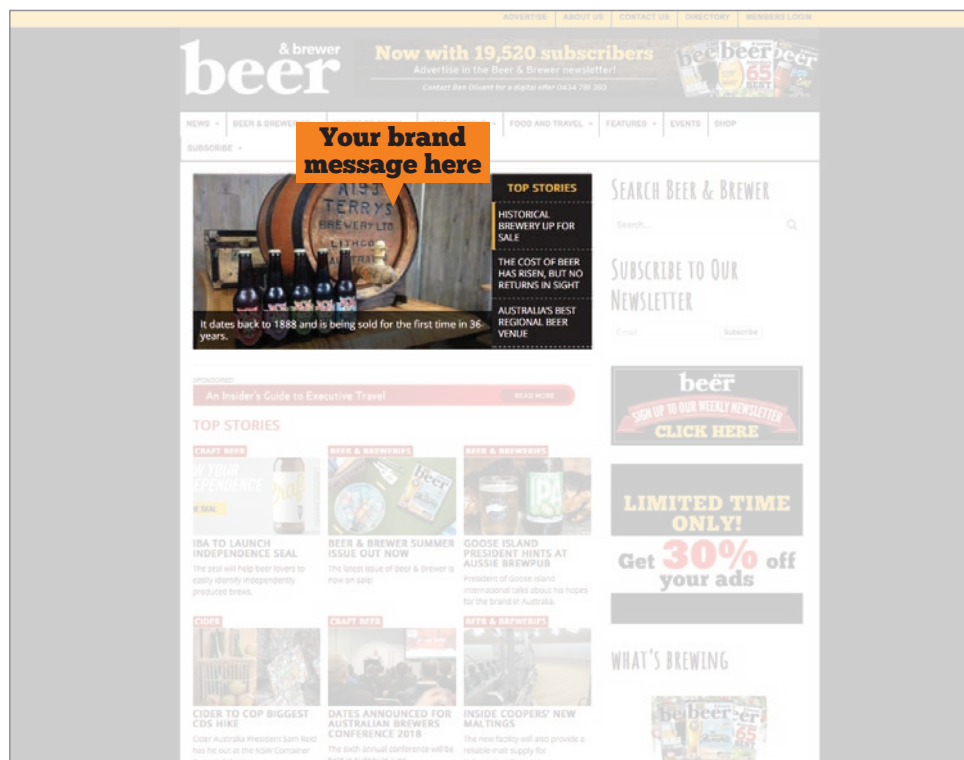
Reach new and existing customers with these high impact digital options.

## Slider - Sponsored Content \$800 ex-GST

Get maximum impact with your story on our homepage slider, our website's most valuable piece of real estate.

Your story remains on the slider for two

weeks and then moves to the Latest News section of the homepage. We'll also feature the story in the Beer & Brewer newsletter, delivered to over 19,500 readers.



## Exclusive eDM \$1,000 ex-GST

Send your digital ad direct to our newsletter subscriber database of more than 19,500 readers! Once opened, the email clicks straight through to your website or another URL of your choice.

Great for making a splash or delivering extensive content.

**Specs:** 600 pixels wide. Provide a finished HTML or a full brief and material and we'll design it for you (production costs may apply).

Your ad emailed to  
**19,500**  
readers!



## eNewsletter Takeover



**1 First Position Leaderboard**  
728 x 90px \$800 ex GST

### KEY FACTS

- Sent to more than **19,000** engaged subscribers
- Average Open Rate: **23%**
- Average Click Through Rate: **20%**

### FILE FORMATS

eNewsletter placements: jpg or gif (please note some email clients will display only the first frame of an animated gif)  
Maximum file weight: 50kb.

**2 Medium Rectangle**  
300 x 250px \$600 ex GST

**3 What's Brewing Advertorial**  
236 x 157px \$500 ex GST  
See What's Brewing section for more info

**4 Second Position Leaderboard**  
728 x 90px \$500 ex GST

ENEWSLETTER TAKEOVER =

**1 + 2 + 3 + 4 = \$1,300 EX GST**

Only 1 package available

## What's Brewing

Want to showcase your product or service to Beer & Brewer readers?

Got a press release you want posted on our site?

What's Brewing advertorial articles are featured on the website and e-newsletter and include:

- Article  
Catchy Headline up to 5 words  
Summary text up to 30 words  
Main body text up to 300 words  
Company Contact details
- Feature image: 236x157 pixels, max 50kb, jpg or gif
- Article body:  
1-3 images (max of 600 pixels wide, max 50kb, jpg or gif) and company logo



For only \$500 (+GST)

All digital creative, including eDM material, is collected by our Digital Team  
+61 2 8586 6147  
material@intermedia.com.au

## Social Media

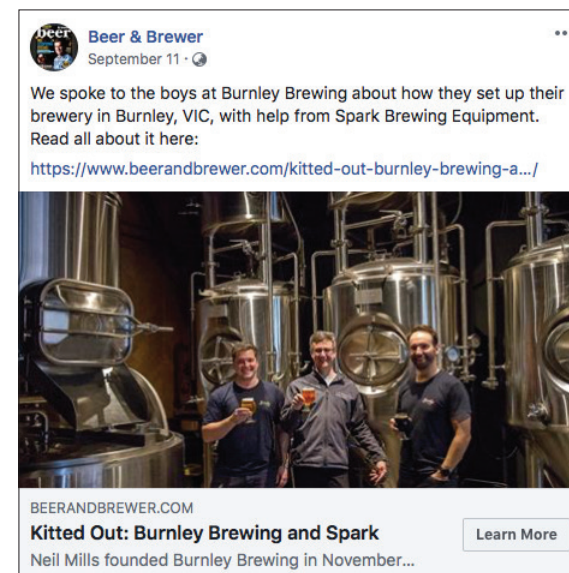
Boost your What's Brewing or Sponsored Content post on our social channels from just \$300 ex-GST.

Beer & Brewer has a huge social presence, with nearly 14,000 followers on Facebook, Twitter and Instagram alone. It's also a highly engaged following, with readers commenting on and sharing posts regularly.

Now you can access our social audience. We'll post your story and image and boost it for maximum exposure.

AUDIENCE:	SINGLE IMAGE:	MULTIPLE IMAGES (MAX. 4):	VIDEO (MAX 60 SECONDS):
Single channel	\$300	\$350	\$450
Double channel	\$550	\$650	\$800

All prices ex-GST.





# Digital – Retargeting Campaign

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Beer & Brewer uses pixel technology to track visitors to our website, allowing you to retarget them after they leave.

Your ads continue to influence our audience as they browse other websites.

Retargeting is powerful. It gives you more sustained reach, enabling you to more effectively turn potential clients into hard leads.



## How does it work?

Your display ads retarget the **17,523** unique users that visit beerandbrewer.com.au each month as they browse elsewhere on the internet

## What do I get?

- 1 x month campaign
- Choose any 3 of the following:
  - Mobile Leaderboard
  - Medium Rectangle
  - Leaderboard
  - Billboard
  - Half Page
- Served downstream by Google ads

## What's the budget?

Book a retargeting campaign to amplify brand awareness

**\$5,000 ex GST**

**Craig Manning**

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**M: 0418 869 853**

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# Digital Rates

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**Craig Manning**

**T:** 02 8586 6123 **M:** 0418 869 853

**E:** [cmanning@intermedia.com.au](mailto:cmanning@intermedia.com.au)

### MATERIAL:

**Digital Creative**

**T:** +61 2 8586 6147

**E:** [material@intermedia.com.au](mailto:material@intermedia.com.au)

## Rates

KEY POSITIONS	PAGE	RATE
Site Takeover Package	7	\$2,000
Webskins	7	\$1,500
Billboard/ Leaderboard	7	\$800
Medium Rectangle	7	\$600
What's Brewing Advertorial	10	\$500
Content Marketing	8	\$1,200
Slider - Sponsored Content	9	\$800
Exclusive eDM	9	\$1,000
Newsletter Takeover Package	10	\$1,300
Leaderboard	10	\$800
Medium Rectangle	10	\$600
What's Brewing Advertorial	10	\$500
Social Media Post	10	
Single Channel	10	\$300 - \$450
Double Channel	10	\$550 - \$800
Retargeting Campaign	11	\$5,000.00

*\*All rates exclude GST.*