

THE SPIRITS BUSINESS

THE ONLY INTERNATIONAL TRADE MEDIA SOLELY
DEDICATED TO SPIRITS



MEDIA PACK 2022



A NOTE FROM THE EDITOR

As the world's only international trade publication dedicated to spirits, *The Spirits Business* takes pride in bringing you only the highest-quality journalism



The fast-moving spirits market is in a constant state of flux and evolution – which is why *The Spirits Business* provides stakeholders with the most up-to-date news and trends that impact this fascinating industry.

As the only trade title in the world dedicated to spirits, we are indisputably the must-read publication for the latest breaking news, in-depth analysis, exclusive interviews, data and opinions. From our monthly print magazine to our website (thespiritsbusiness.com), daily e-newsletter, social media platforms and app, *The Spirits Business* delivers international updates to our readers around the world.

Our magazine delves deep into individual spirits categories and markets, while our Back Bar section contains insightful features about the on-trade. With our fingers always on the pulse, you'll also find comprehensive previews of the world's leading spirits trade shows throughout the year.

Our features list highlights established categories, such as vodka, gin and Cognac, but also explores emerging, disruptive drinks – mezcal and low/no 'spirits', for example. Plus, our in-depth reports throughout the year – such as the *Global Travel Retail Report*, *World Spirits Report* and *Global Bar Report* – offer extra insight into key parts of the trade. Most notably, our annual *Brand Champions* report, compiled in-house by our team of journalists, tells you all you need to know about the world's biggest-selling, million-case brands.

In addition, our experienced events team strives to celebrate the best of the spirits world by hosting The Global Spirits Masters, a series of blind-tasting competitions judged by a panel of independent experts – unique in the industry.

The Spirits Business is passionate about all things spirits and is fully immersed in the trade. We look forward to supporting our media partners to reach their goals in the coming year and beyond.

MELITA KIELY

Editor
The Spirits Business



PRINT READERSHIP & CIRCULATION

The Spirits Business is the only international trade magazine and website in the world that is dedicated to spirits. The circulation of both print and digital copies is up to 13,500 copies per month across 120 countries, reaching more than 50,000 spirits professionals worldwide.

Readership

Our global audience comprises the biggest retailers, distributors, wholesalers and duty free buyers in the business. Furthermore, The Spirits Business reaches thousands of world-class bartenders and bar owners around the globe.

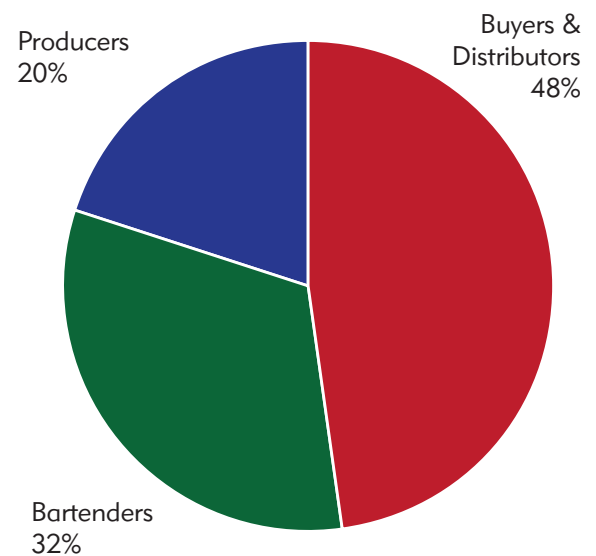
Bonus distribution

In addition to our regular subscribers, we are also distributed at all the major trade shows and events:

Prowein, Düsseldorf • Duty Free & Travel Retail Summit of the Americas • TFWA Asia Pacific Exhibition & Conference • Vinexpo Paris • Tales of the Cocktail • Bar Convent Berlin • TFWA World Exhibition & Conference • London Cocktail Week

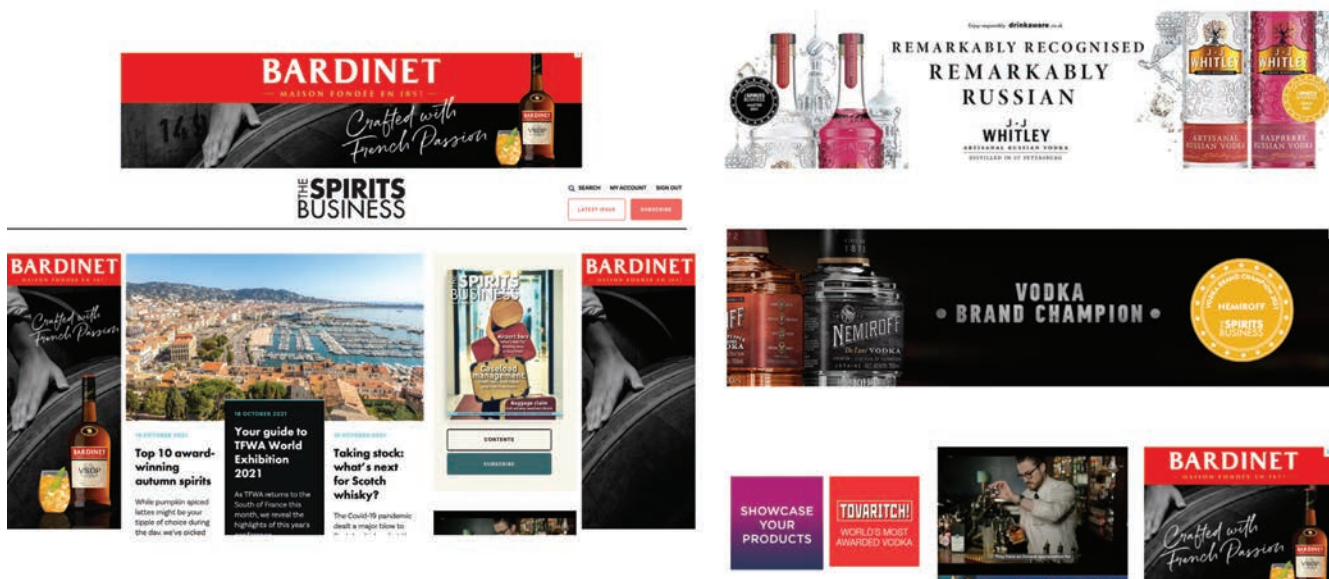
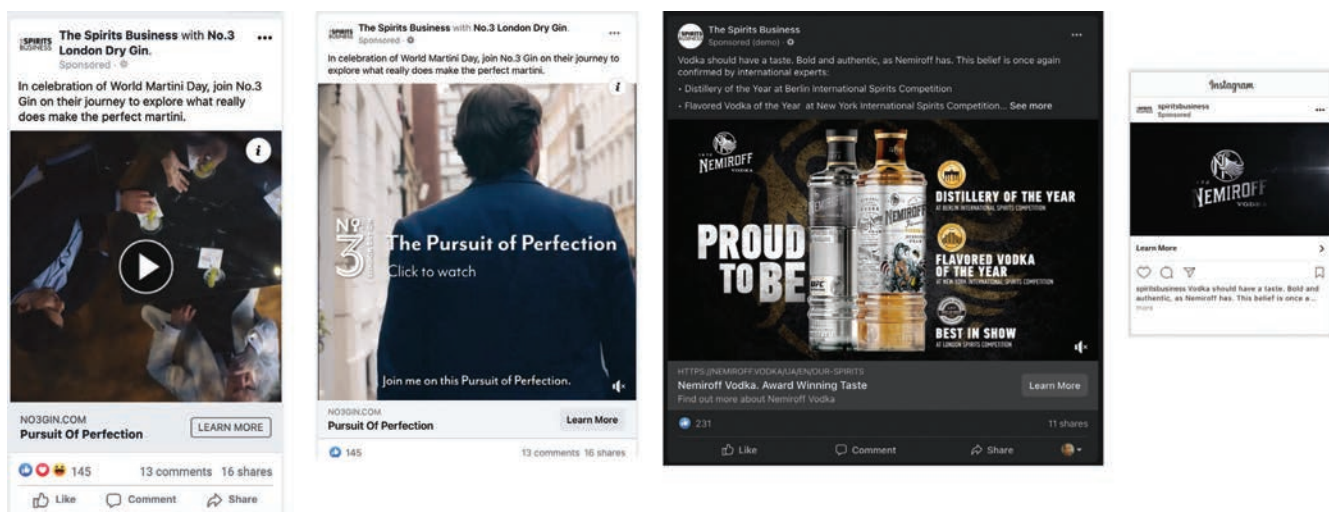
Furthermore, our media partners also benefit from additional distribution at our in-house events, including The Wine & Spirits Show, and The Wine & Spirits Show Chelsea.

Readership



Top 15 countries

UK	Germany	South Africa
France	Ireland	Argentina
US	Chile	Mexico
Italy	Canada	Netherlands
Spain	China/HK	Russia



WEB & SOCIAL

Updated daily with relevant and timely news, interviews and features from the global drinks industry, thespiritsbusiness.com is viewed by around 452,000 unique users each month.

With numerous display and sponsorship opportunities across both our websites and newsletters, brands can access a cost-effective platform with *The Spirits Business* to target our expanding global online readership.

In addition, we reach and influence thousands of followers every day via social media. Whether it is Twitter, Instagram, Facebook or LinkedIn, we are constantly engaged with key industry figures and consumers.

Top 15 countries

US	France	South Africa
UK	Germany	Sweden
India	Netherlands	Malaysia
Canada	Ireland	Philippines
Australia	Singapore	Italy

Monthly stats:

Unique users: 452,000
Visits from more than 217 countries

Social media channels:

Twitter: 27.5k followers
Facebook: 21k followers; 18.7k page likes
Instagram: 10k followers; 150 likes per post
LinkedIn: 51.3k followers

Close to 20,000 people subscribe to our daily newsletter, which gives you the chance to advertise to a global digital audience.

FEATURES LIST

As the must-read publication for the international spirits trade, our 2022 features list is more varied than ever before. Spanning established categories such as Scotch, gin and vodka to up-and-coming disruptive sectors, plus numerous global reports, our schedule will help you plan your most effective marketing strategy yet.

Month	Features	Awards results	Additional Distribution	Editorial Deadline
January	Most Innovative Spirits list Spirits trends to watch Category report: English whisky; RTDs Vinexpo Paris preview	Low & No Masters; Grand & Taste Masters 2020	Vinexpo Paris	11 December
February	The Tequila issue Category reports: Tequila; Mezcal; Low/no-alcohol Gin in travel retail Prowein preview	Tequila & Mezcal Masters		14 January
March	The Rum issue Category reports; Rum; Third-party spirits Regional report: South America Summit of the Americas preview	Rum & Cachaça Masters		11 February
April	The Vodka issue Category reports: Vodka; Hard seltzers; Tonics and mixers Regional report: Russia Vodka in travel retail	DB & SB Spring Blind Tasting; Tonic & Mixer Masters		11 March
May	The Asia issue Category reports: Asian spirits; Cognac; Brandy Regional report: India Irish whiskey in travel retail Prowein, TFWA Asia Pacific and Vinexpo Bordeaux previews	Cognac Masters; Brandy Masters; Asian Spirits Masters	Prowein, Düsseldorf TFWA Asia Pacific, London Wine Fair; Vinexpo Bordeaux	15 April
June	The Brand Champions 2022* Category reports: Rum; Cachaça Tequila in travel retail	Scotch Masters; Hard Seltzer Masters		13 May
July	The Gin issue Category reports: Gin; Scotch; Sustainability Regional report: US Tales of the Cocktail preview	Gin Masters – First Tasting	Tales of the Cocktail	10 June
August	The whiskies of the world issue Category reports: American whiskey; Taiwanese whiskey; Spirits packaging Regional reports: Australia; Europe	American Whiskey, Irish Whiskey & World Whisky Masters; DB & SB Autumn Blind Tasting		15 July
September	The travel retail issue Global travel retail report Category reports: Irish whiskey; Vodka; Calvados Show previews: TFWA World Exhibition	Vodka Masters; Travel Retail Masters	TFWA World Exhibition & Conference	12 August
October	The luxury spirits issue Category reports: Luxury spirits; Japanese whiskey; Low/no-alcohol Regional report: China Bar Convent Berlin; London Cocktail Week; The Wine & Spirits Show	Luxury Masters	Bar Convent Berlin; London Cocktail Week; The Wine & Spirits Show	16 September
November	The on-trade issue Global bar report Category reports: Liqueurs; Tonics & mixer	Liqueur Masters; Speciality Masters; Pre- Mixed Masters		14 October
December	World Spirits Report Category reports: Scotch; E-commerce; Vermouth; Sustainability Rum in travel retail Category report: Gin	Design & Packaging Masters; Cocktail & Signature Serve Masters; SB Awards; Gin Masters – Second Tasting	The Global Spirits Masters Awards Lunch	11 November
January 2023	Most Innovative Spirits list Spirits trends to watch Category reports: Australian whisky; RTDs	Low & No Masters; Grand & Taste Masters 2021		9 December

* The definitive guide to spirits brands selling more than one million nine-litre cases per annum. The Brand Champions series will contain exclusive and comprehensive data on spirits brands' sales volumes, equipping industry professionals with unparalleled information relevant to this dynamic industry.

Union Press, Fourth Floor, Wigglesworth House, 69 Southwark Bridge Road, London SE1 9HH
Tel: +44 (0)20 7803 2420
www.thespiritsbusiness.com

**THE SPIRITS
BUSINESS**



THE GLOBAL SPIRITS MASTERS 2022

Launched in 2008, The Global Spirits Masters competitions rate and reward excellence in spirits production, giving brands key differentiation in a crowded market.

Judging is divided into 22 separate competitions to ensure each spirit category is given the utmost attention by specialised judges.

The Global Spirits Masters series is unique in its exclusive use of completely independent expert judges, including journalists, retail buyers, bartenders and educators. As such, entrants can rest assured that their product has been assessed constructively and without bias by our panels of professionals. Judges can award Silver, Gold and Master medals, as well as additional trophies for outstanding excellence.

The Global Spirits Masters Competitions 2022

Masters	Entry Deadline	Sample Deadline	Judging	Results Published
Low & No-Alcohol	28 November 2021	30 November 2021	December 2021	January 2022
Tequila & Mezcal	28 December 2022	6 January 2022	January 2022	February 2022
Rum & Cachaca	20 January 2022	27 January 2022	February 2022	March 2022
Tonic & Mixer	22 February 22 2022	28 February 2022	March 2022	April 2022
Asian Spirits	16 March 2022	22 March 2022	April 2022	May 2022
Cognac	25 March 2022	30 March 2022	April 2022	May 2022
Brandy	25 March 2022	30 March 2022	April 2022	May 2022
Hard Seltzer	18 April 2022	25 April 2022	May 2022	June 2022
Scotch Whisky	20 April 2022	27 April 2022	May 2022	June 2022
Gin (First Tasting)	18 May 2022	26 May 2022	June 2022	July 2022
American Whiskey	20 June 2022	28 June 2022	July 2022	August 2022
Irish Whiskey	20 June 2022	28 June 2022	July 2022	August 2022
World Whisky	20 June 2022	28 June 2022	July 2022	August 2022
Vodka	22 July 2022	28 July 2022	August 2022	September 2022
Travel Retail	25 July 2022	1 August 2022	August 2022	September 2022
Luxury	23 August 2022	1 September 2022	September 2022	October 2022
Liqueur Masters	18 September 2022	27 September 2022	October 2022	November 2022
Speciality	18 September 2022	27 September 2022	October 2022	November 2022
Pre-Mixed & RTD	18 September 2022	27 September 2022	October 2022	November 2022
Gin (Second Tasting)	20 October 2022	30 October 2022	November 2022	December 2022
Cocktail & Signature Serve	20 October 2022	29 October 2022	November 2022	December 2022
Design & Packaging	24 October 2022	1 November 2022	November 2022	December 2022

Further competitions & awards by *The Spirits Business*

The Spirits Business Awards 2022

SB Awards	30 July 2022	10 August 2022	August 2022	October 2022
-----------	--------------	----------------	-------------	--------------

The Drinks Business & Spirits Business Blind Tastings 2022

DB & SB Spring Tasting	1 February 2022	10 February 2022	February 2022	April 2022
DB & SB Autumn Tasting	26 August 2022	1 September 2022	September 2022	October 2022
Spirits of the World Competition	15 August 2022	27 August 2022	September 2022	October 2022

The Alan Lodge Young International Drinks Writer of the Year Award

The Alan Lodge Award 2022	30 July 2022	10 August 2022	August 2022	October 2022
---------------------------	--------------	----------------	-------------	--------------

Union Press, Fourth Floor, Wigglesworth House, 69 Southwark Bridge Road, London SE1 9HH
Tel: +44 (0)20 7803 2420
web: www.thespiritsbusiness.com

**THE SPIRITS
BUSINESS**



EVENTS

The Spirits Business has a thriving events portfolio which builds on our series of internationally recognised blind-tasting competitions, including consumer and trade events.

For example, our annual party to celebrate the winners of the Vodka and Travel Retail Masters is held at the TFWA World Exhibition & Conference in Cannes, and we also welcome medal winners to celebrate their successes at the Spirits Masters Awards Lunch which is held in London.

Events schedule

The Wine & Spirits Show – April 2022

Run in partnership with *The Drinks Business*, *The Spirits Business* will co-host The Wine & Spirits Show, showcasing the best wines and spirits on the market in a two-day trade and consumer event. Taking place in central London, our spring show will see over 2000 guests enjoy a range of products from exhibitors, medal-winning spirits from The Global Spirits Masters and G&Ts from our gin partners and official tonic sponsor.

The Spirits Business' Vodka & Travel Retail Beach Party – September 2022

Taking place during The TFWA Exhibition & Conference in Cannes, The Spirits Business' Travel Retail Beach Party will celebrate the winners from The Vodka Masters and The Travel Retail Masters 2022 during an evening of cocktails and canapés at an exclusive beach bar venue.

The SB Awards Ceremony 2022 – October 2022

Celebrating the highest achievements across Retail & Tourism, Sustainability & Innovation, Culture & Tourism, Product & Personality across the spirits industry, The SB Awards Ceremony will see representatives from the brands making waves in the market come together for the announcement of this year's category champions.

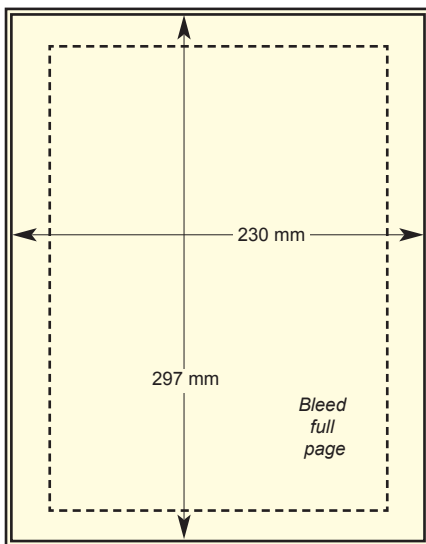
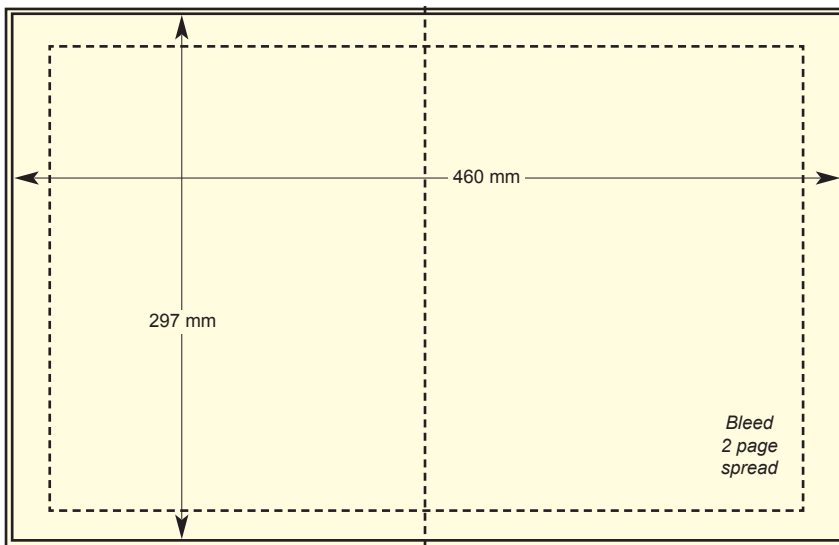
The Wine & Spirits Show Chelsea – October 2022

The autumn edition of The Wine & Spirits Show will take place at the Chelsea Old Town Hall in London where exhibitors from the most exciting wine and spirits brands on the world stage will present their portfolios to a trade and consumer audience in the heart of Chelsea over a three-day extravaganza

The Global Spirits Masters Awards Lunch – December 2022

The Spirits Business and Global Spirits Masters teams will come together to host the annual Awards Lunch this December where the personalities behind the medal-winning brands from The Global Spirits Masters Competitions 2022 will be invited to collect their awards and enjoy an afternoon of celebration in a central London venue.

Technical specifications for THE SPIRITS BUSINESS



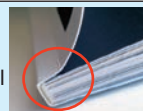
Double Page Spread

Bleed: 303 mm x 466 mm

Trim: 297 mm x 460 mm

PERFECT BINDING:

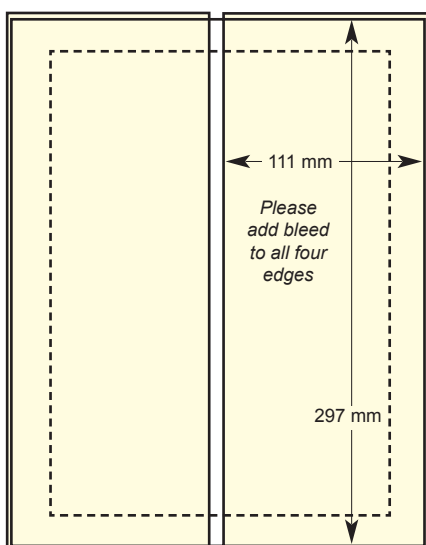
Please be aware that all of our magazines are perfect bound. It is the designer's responsibility to include double gutter image allowance if it is required. Also, we recommend that no type, logo or any important matter should appear within 8mm either side of the gutter on any spread to avoid being obscured.



Full Page

Bleed: 303 mm x 236 mm

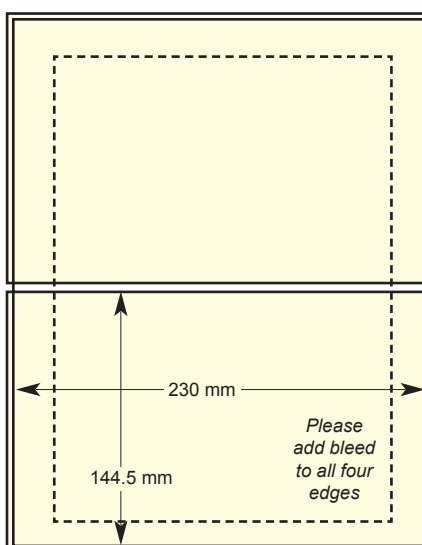
Trim: 297 mm x 230 mm



Half Page Vertical

Bleed: 303 mm x 118 mm

Trim: 297 mm x 112 mm



Half Page Horizontal

Bleed: 151 mm x 236 mm

Trim: 145 mm x 230 mm

COPY REQUIREMENTS

We require that all copy be supplied only in digital format, and as specified below.

ACCEPTABLE FORMATS:

- Print Optimised (high resolution) PDF to PDF/X-1a:2001 standard, otherwise,
- High-resolution CMYK flat bitmap file (eg TIFF, PSD or JPG format)
- Please always include crop marks and 3mm of bleed on ALL FOUR EDGES
- Max ink coverage = less than 290%
- If you use ICC profiles, please set your output to FOGRA39 (ISO 12647-2:2004)
- Please do **NOT** send us live files such as InDesign, Illustrator or Quark documents

IMPORTANT: All artwork must be converted to CMYK before sending. In all instances where colour fidelity is critical, a certified colour match is required two weeks prior to printing.

DELIVERY to the Production Dept:

For files up to 25Mb (approx) in size

- Send your PDF file/s by email to: production@unionpress.co.uk

For files over 25Mb in size:

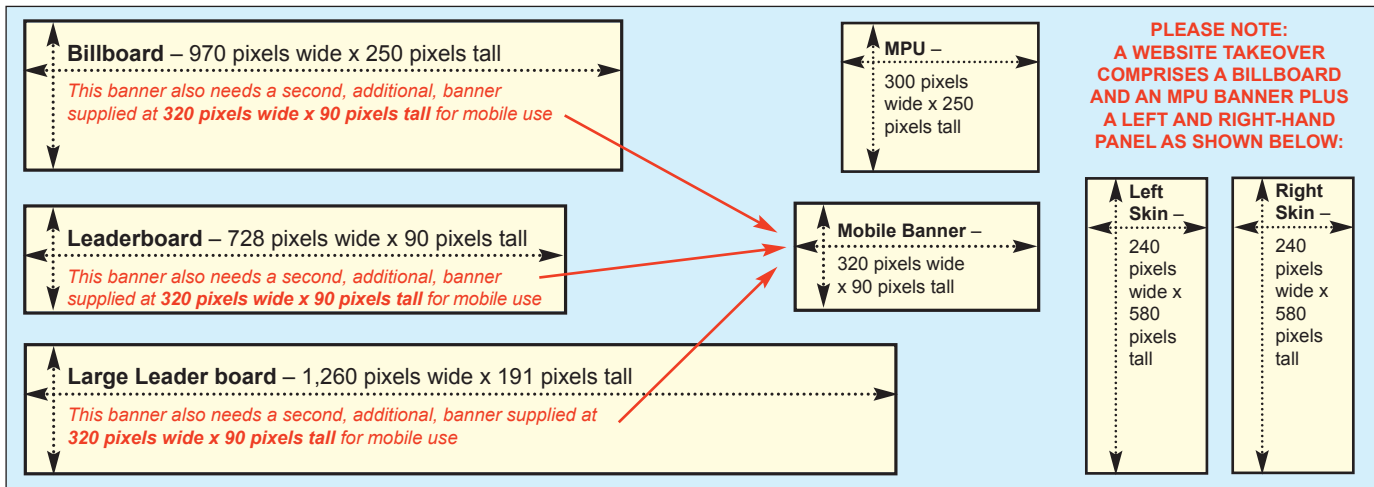
- We would recommend use of one of the free-of-charge online services such as **wetransfer**, **hightail**, **sendspace**, **dropbox** or any other such similar site.

We will check and preflight supplied files against our standard print profiles and return a summary acknowledgement of receipt and suitability for use. If problems are found in any files we will contact the sending party to make amendments.

PRODUCTION CONTACT: Mile Budimir | direct: +44 (0)20 7803 2456 | mobile: +44 (0)7388 876515 | email: production@unionpress.co.uk

Technical specifications for THE SPIRITS BUSINESS

PLEASE REMEMBER TO SEND A LINK WITH YOUR ARTWORK – AT LEAST HALF OF ALL BANNERS ARE SUBMITTED WITHOUT ONE AND IT IS, BY FAR, OUR MOST COMMON REASON FOR DELAY...



ONLINE ADVERTISING SPECIFICATIONS:

WEBSITE BANNERS AND BUTTONS:

Banner Description	Dimensions (width x height)	Maximum file size	Acceptable file types (Please note Flash-based adverts are no longer supported anywhere)
Billboard*	970 pixels x 250 pixels	200Kb	JPG, PNG, GIF, HTML5**, Third-party tag
Leaderboard*	728 pixels x 90 pixels	200Kb	JPG, PNG, GIF, HTML5**, Third-party tag
Large Leaderboard*	1,260 pixels x 191 pixels	200Kb	JPG, PNG, GIF, HTML5**, Third-party tag
MPU (Mid Page Unit)	300 pixels x 250 pixels	200Kb	JPG, PNG, GIF, HTML5**, Third-party tag
Button	150 x 150 pixels	200Kb	JPG, PNG, GIF
Mobile	320 pixels x 90 pixels	200Kb	JPG, PNG, GIF, HTML5**, Third-party tag

Site Takeover A site takeover is a combination position that includes a **Billboard**, **MPU** and **TWO side panels** that will follow the viewers progress up and down the page. As a result, we need to get hold of the following sizes of artwork:
 1 x **Billboard**: 970 pixel wide x 250 pixel tall + an additional 320 pixel wide x 90 pixel tall mobile version
 1 x **MPU**: 300 pixel wide x 250 pixel tall
 2 x **Side panels**: 240 pixel wide x 580 pixel tall (left-hand side) + 240 pixel wide x 580 pixel tall (right-hand side)

PLEASE NOTE:

* **Billboard, Leaderboard and Large Leaderboard banners** need to be supplied together with a second banner made at 320 pixels wide x 90 pixels tall. In normal use, the website will show the larger banner, but will automatically switch to the smaller version if the page is accessed from a mobile phone. This is to avoid the problem of shrinking the main banner down to fit a small screen size, at which point it would most likely be completely unreadable and distorted. ** **HTML5** can be supplied as third-party tag, DoubleClick Studio creative, DCM tag or as self-contained HTML5 in a single-code snippet. Where artwork is run as HTML, we would request that you respect our audience experience and refrain from using pop ups, pop unders, ad pushdown or any above page, floating or between layer windows. Audio and video can be used in banner as a third-party tag streaming from your video provider with stop, pause, play and audio control buttons required. HTML banners should not exceed 15 file requests during initial file load and host-initiated subload and all files for the banner (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits.

NEWSLETTER BANNERS AND BUTTONS:

Banner Description	Dimensions (width x height)	Maximum file size	Acceptable file types
Main Body Banner	632 pixels x 90 pixels	200Kb	JPG, PNG, GIF
Button	150 x 150 pixels	200Kb	JPG, PNG, GIF

PLEASE NOTE:

It is not possible to run or embed assets that require server-side technologies within an email newsletter; we only support static files in JPG and PNG format and animations in GIF format. Furthermore, please be aware that certain email clients (most commonly Microsoft's Outlook) deliberately stop GIF animations for security reasons and only show a static image (for more explanation: <https://support.microsoft.com/en-us/office/the-animated-graphic-in-my-e-mail-message-doesn-t-work-a5e8a2a3-9d86-4203-8920-c88cb8739e34>) as a result we would recommend keeping all of the most important information in the first frame of your animation.

ARTWORK DELIVERY:

Please submit your completed artwork to: **production@unionpress.co.uk** for initial checking and pre-approval. On completion we will return a summary acknowledgement of receipt and suitability for use. However, if problems are found in the supplied files we will contact the sending party to make them aware of the issue and may suggest amendments. We will always do our best to ensure that artwork will work across all browsers and platforms, but cannot make any guarantees in material supplied to us.

PRODUCTION CONTACT: Mile Budimir | direct: +44 (0)20 7803 2456 | mobile: +44 (0)7388 876515 | email: production@unionpress.co.uk

CONTACT US

Richard Cochrane

Sales Director

Tel: +44 (0) 207 803 2449

Mob: +44 (0) 7887 606866

Email: richard.cochrane@thespiritsbusiness.com

Ryan Graves

Sales Manager

Tel: +44 (0) 207 803 2424

Mob: +44 (0) 7527 362 471

Email: ryan.graves@thespiritsbusiness.com

Melita Kiely

Editor

Tel: +44 (0) 207 803 2436

Email: melita.kiely@thespiritsbusiness.com

Nicola Carruthers

Deputy Editor

Tel: +44 (0) 207 803 2444

Email: nicola.carruthers@thespiritsbusiness.com

Georgie Pursey

Digital Editor

Tel: +44 (0) 207 803 2433

Email: georgie.pursey@thespiritsbusiness.com

Alice Brooker

Staff Writer

Tel: +44 (0) 207 803 2425

Email: alice.brooker@thespiritsbusiness.com

Rhiannon Morris

Sales & Marketing Manager

Tel: +44 (0) 207 803 2430

Email: rhiannon.morris@thespiritsbusiness.com

Sophie Manson

Senior Marketing Executive

Tel: +44 (0) 207 803 2422

Email: sophie.allan@thespiritsbusiness.com

Megan Smith

Marketing and Sales Executive

Tel: +44 (0) 207 803 2430

Email: megan.smith@thespiritsbusiness.com

Sophie Allan

Events Manager

Tel: +44 (0) 207 803 2442

Email: sophie.allan@thespiritsbusiness.com

