

# #THE SPIRITS BUSINESS

THE ONLY INTERNATIONAL TRADE MEDIA SOLELY DEDICATED TO SPIRITS



# MEDIA PACK 2023

# 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



**T**he digital age brings with it a mix of opportunities and challenges. News can be accessed at the click of a button – but that means misinformation can quickly spread.

As the world's only trade title dedicated to spirits, *The Spirits Business* is indisputably the must-read publication for the latest breaking news, in-depth analysis, executive interviews, data and opinions. Our team of talented journalists always go straight to the source, guaranteeing reliable news updates from around the globe.

From our monthly print magazine to our website ([thespiritsbusiness.com](http://thespiritsbusiness.com)), daily e-newsletter, social media platforms and app, *The Spirits Business* always has its finger on the pulse of this fast-moving industry. Our magazine delves deep into individual spirits categories and markets, while our Back Bar section contains insightful features about the on-trade.

As you'll find in our 2023 features list, we look at established categories, including vodka, gin and Cognac, alongside disruptive, up-and-coming drinks such as alternative agave-based spirits and hard seltzers.

Plus, we offer a number of in-depth reports throughout the year to give additional insight into the trade. These include the *Global Travel Retail Report*, *World Spirits Report*, and *Global Bar Report*.

Most notably, our *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 reward the best of the spirits world through The Global Spirits Masters Competitions, a blind-tasting series judged by independent experts – unique in the industry.

Ultimately, *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 13,000 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

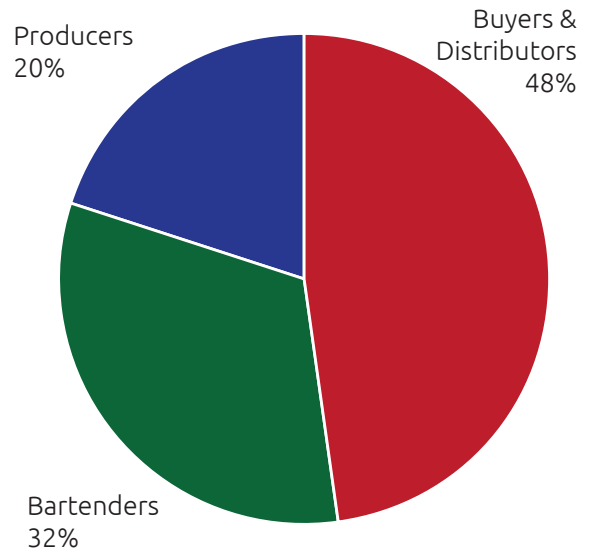
In addition to our regular subscribers, we are also distributed at all the major trade shows and events:

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

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

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

## Readership



## Top 15 countries

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

**THE SPIRITS BUSINESS**

## 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    | Canada    | France       | Netherlands | Italy     |
| UK    | Australia | Germany      | Spain       | Singapore |
| India | Ireland   | South Africa | Mexico      | Sweden    |

### Monthly stats:

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

### Social media channels:

Twitter: 29.3k followers  
Facebook: 21k followers; 19k page likes  
Instagram: 13k followers; 150 likes per post  
LinkedIn: 77k 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 2023 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   | <b>Most Innovative Spirits list</b><br>Spirits trends to watch<br>Category reports: Australian whisky; RTDs  | Low & No Masters;<br>Grand & Taste<br>Masters 2022  |   | 12 December        |
| February  | <b>The Tequila issue</b><br>Category reports: Tequila; Mezcal; Low/no-alcohol<br>Regional report: UK<br>Gin in travel retail<br>Vinexpo Paris preview  | Tequila & Mezcal<br>Masters   | Vinexpo Paris   | 16 January         |
| March     | <b>The Rum issue</b><br>Category reports: Rum; Third-party spirits; Pisco<br>Regional report: South Africa<br>IAADFS Summit of the Americas preview;<br>Prowein preview  | Rum & Cachaça<br>Masters  | IAADFS Summit of<br>the Americas;<br>Prowein, Düsseldorf                | 17 February        |
| April     | <b>The Vodka issue</b><br>Category reports: Vodka; Tonics and mixers; Apéritifs<br>Regional report: Eastern Europe<br>Vodka in travel retail   | DB & SB Spring<br>Blind Tasting;<br>Tonic & Mixer<br>Masters  |   | 17 March           |
| May       | <b>The Asia issue</b><br>Category reports: Asian spirits; Cognac; Brandy<br>Regional report: South Korea<br>Irish whiskey in travel retail   | Cognac Masters;<br>Brandy Masters;<br>Asian Spirits Masters   | London Wine Fair  | 17 April           |
| June      | <b>The Brand Champions 2023*</b><br>Category reports: Rum; Hard Seltzers<br>Regional report: Western Europe<br>Tequila in travel retail  | Scotch Masters;<br>Hard Seltzer<br>Masters  | Bar Convent Brooklyn  | 15 May             |
| July      | <b>The Gin issue</b><br>Category reports: Gin; Sustainability; Alternative<br>agave-based spirits<br>Regional report: US<br>Tales of the Cocktail preview  | Gin Masters – First<br>Tasting  | Tales of the Cocktail   | 16 June            |
| August    | <b>The Whisky issue</b><br>Category reports: Scotch whisky; World whisky;<br>Rye whisky; Spirits packaging<br>Regional report: Canada  | American Whiskey,<br>Irish Whiskey, and<br>World Whisky Masters;<br>Cocktail & Signature<br>Serve Masters |   | 14 July            |
| September | <b>The Travel Retail issue</b><br>Global travel retail report<br>Category reports: Irish whiskey; Vodka; Limoncello<br>Show previews: TFWA World Exhibition & Conference   | Vodka Masters;<br>Travel Retail Masters   | TFWA World Exhibition<br>& Conference                                   | 18 August          |
| October   | <b>The Luxury Spirits issue</b><br>Category reports: Luxury spirits; Japanese whisky;<br>Low/no-alcohol<br>Regional report: Nordics<br>Show previews: Bar Convent Berlin; London Cocktail<br>Week; The Wine & Spirits Show | Luxury Masters;<br>DB & SB Autumn<br>Blind Tasting  | Bar Convent Berlin;<br>London Cocktail Week;<br>The Wine & Spirits Show | 15 September       |
| November  | <b>The On-Trade issue</b><br>Global Bar Report<br>Category reports: Liqueurs; Tonics & mixers;<br>Cocktail bitters; American whiskey   | Liqueur Masters;<br>Speciality Masters; Pre-<br>Mixed & RTD Masters                                       |   | 16 October         |
| December  | <b>World Spirits Report</b><br>Category reports: Aquavit; Sustainability; Gin<br>Rum in travel retail  | Design & Packaging<br>Masters; SB Awards;<br>Gin Masters – Second<br>Tasting                              | The Global Spirits<br>Masters Competitions<br>Awards Lunch              | 17 November        |

\* 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.



# THE GLOBAL SPIRITS MASTERS COMPETITIONS 2023

Launched in 2008, The Global Spirits Masters Competitions rates and rewards 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 specialist judges.

The Global Spirits Masters Competitions 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 awards and trophies for outstanding excellence.

## The Global Spirits Masters Competitions 2023

| Masters                      | Entry deadline    | Sample deadline   | Judging        | Results published |
|------------------------------|-------------------|-------------------|----------------|-------------------|
| Low & No-Alcohol             | 28 November 2022  | 2 December 2022   | December 2022  | January 2023      |
| Tequila & Mezcal             | 1 January 2023    | 7 January 2023    | January 2023   | February 2023     |
| Rum & Cachaça                | 24 January 2023   | 30 January 2023   | February 2023  | March 2023        |
| Tonic & Mixer                | 22 February 2023  | 28 February 2023  | March 2023     | April 2023        |
| Asian Spirits                | 22 March 2023     | 29 March 2023     | April 2023     | May 2023          |
| Cognac                       | 25 March 2023     | 2 April 2023      | April 2023     | May 2023          |
| Brandy                       | 26 March 2023     | 3 April 2023      | April 2023     | May 2023          |
| Hard Seltzer                 | 20 April 2023     | 27 April 2023     | May 2023       | June 2023         |
| Scotch Whisky                | 20 April 2023     | 27 April 2023     | May 2023       | June 2023         |
| Gin (First Tasting)          | 18 May 2023       | 26 May 2023       | June 2023      | July 2023         |
| American Whiskey             | 20 June 2023      | 28 June 2023      | July 2023      | August 2023       |
| Irish Whiskey                | 20 June 2023      | 28 June 2023      | July 2023      | August 2023       |
| World Whisky                 | 20 June 2023      | 28 June 2023      | July 2023      | August 2023       |
| Cocktails & Signature Serves | 21 June 2023      | 29 June 2023      | July 2023      | August 2023       |
| Vodka                        | 22 July 2023      | 28 July 2023      | August 2023    | September 2023    |
| Travel Retail                | 25 July 2023      | 1 August 2023     | August 2023    | September 2023    |
| Luxury                       | 23 August 2023    | 1 September 2023  | September 2023 | October 2023      |
| Liqueur Masters              | 18 September 2023 | 27 September 2023 | October 2023   | November 2023     |
| Speciality                   | 18 September 2023 | 27 September 2023 | October 2023   | November 2023     |
| Pre-Mixed & RTD              | 18 September 2023 | 27 September 2023 | October 2023   | November 2023     |
| Gin (Second Tasting)         | 20 October 2023   | 30 October 2023   | November 2023  | November 2023     |
| Design & Packaging           | 24 October 2023   | 1 November 2023   | November 2023  | December 2023     |

## Further competitions and awards by *The Spirits Business*

### The Spirits Business Awards 2023

|           |              |                |             |              |
|-----------|--------------|----------------|-------------|--------------|
| SB Awards | 30 July 2023 | 10 August 2023 | August 2023 | October 2023 |
|-----------|--------------|----------------|-------------|--------------|

### The Drinks Business & The Spirits Business Blind Tastings 2023

|                        |                 |                  |                |              |
|------------------------|-----------------|------------------|----------------|--------------|
| DB & SB Spring Tasting | 5 February 2023 | 10 February 2023 | February 2023  | April 2023   |
| DB & SB Autumn Tasting | 26 August 2023  | 1 September 2023 | September 2023 | October 2023 |

### The Alan Lodge Young International Drinks Writer of the Year Award

|                           |              |                |              |
|---------------------------|--------------|----------------|--------------|
| The Alan Lodge Award 2023 | 30 July 2023 | 10 August 2023 | October 2023 |
|---------------------------|--------------|----------------|--------------|



## 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 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 Global Spirits Masters Competitions Awards Lunch, which is held in London.

### Events schedule

#### ***The Spirits Business'* Travel Retail Beach Party – October 2023**

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 2023 – November 2023**

Celebrating the highest achievements across Retail & Tourism, Sustainability & Innovation, Culture & Tourism, Product & Personality in 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.

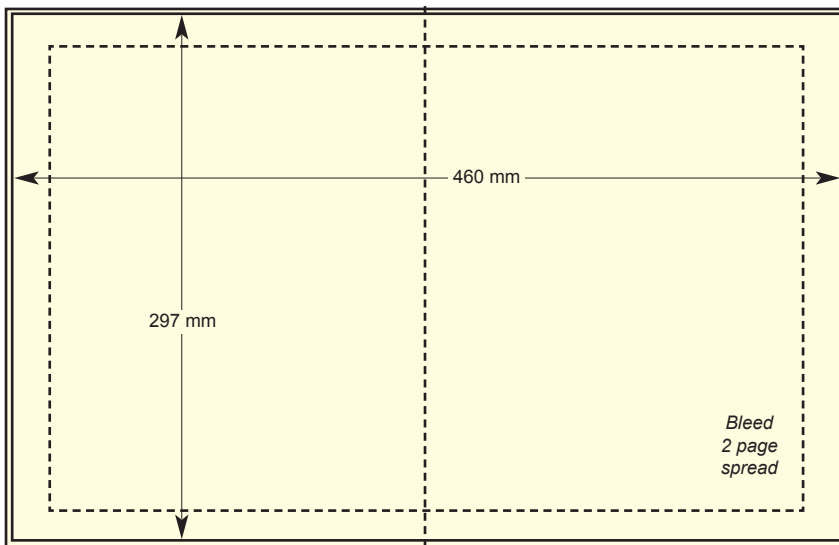
#### **The Wine & Spirits Show – October 2023**

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 London, our show will see more than 2,000 guests enjoy a range of products from exhibitors, medal-winning spirits from The Global Spirits Masters Competitions, and G&Ts from our gin partners and official tonic sponsor.

#### **The Global Spirits Masters Competitions Awards Lunch – December 2023**

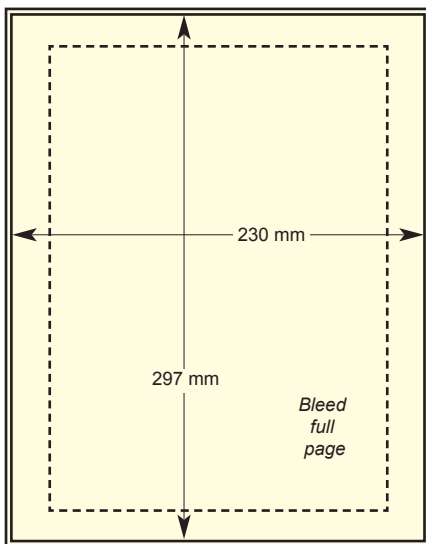
*The Spirits Business* and The Global Spirits Masters Competitions teams will come together to host the annual Awards Lunch this December where the personalities behind the medal-winning brands from The Global Spirits Masters Competitions 2023 will be invited to collect their awards and enjoy an afternoon of celebration in a central London venue.

# Technical specifications for THE SPIRITS BUSINESS



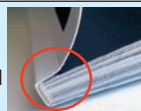
### Double Page Spread

Bleed: 303 mm x 466 mm  
Trim: 297 mm x 460 mm



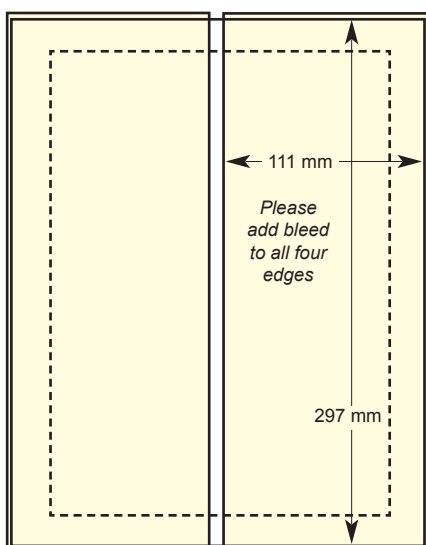
### PERFECT BINDING:

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.



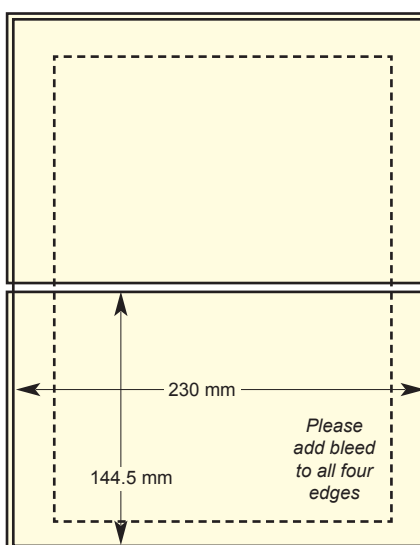
### Full Page

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](mailto: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.

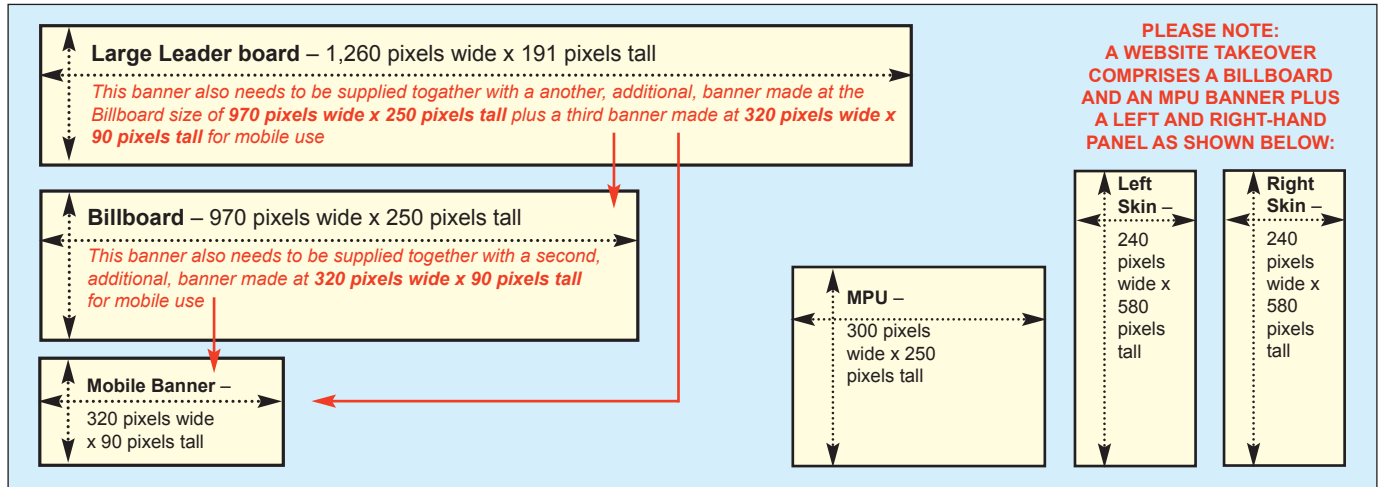
We will check and preflight supplied files against our standard print profiles and return a summary acknowledgement of receipt and suitability for use. If problems are found in any files we will contact the sending party to make amendments.

PRODUCTION CONTACT: Mile Budimir | direct: +44 (0)20 7803 2456 | mobile: +44 (0)7388 876515 | email: [production@unionpress.co.uk](mailto: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 & technical notes<br><i>(Please note Flash-based adverts are no longer supported anywhere)</i> |
|----------------------------|-----------------------------|-------------------|--|
| <b>Large Leaderboard *</b> | 1,260 pixels x 191 pixels   | 200Kb             | JPG, PNG, GIF, HTML5**, Third-party tag <i>(see sizing note below)</i>   |
| <b>Billboard *</b>         | 970 pixels x 250 pixels     | 200Kb             | JPG, PNG, GIF, HTML5**, Third-party tag <i>(see sizing note below)</i>   |
| <b>MPU (Mid Page Unit)</b> | 300 pixels x 250 pixels     | 200Kb             | JPG, PNG, GIF, HTML5**, Third-party tag  |
| <b>Button</b>              | 150 x 150 pixels            | 200Kb             | JPG, PNG, GIF  |
| <b>Mobile</b>              | 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:

\* **Large Leaderboard & Billboard banner positions** need to be supplied together with additional banners in order to work. When supplying artwork for the **Large Leaderboard** we need **THREE banners** – made at **1,260 x 191 pixels**, **970 x 250 pixels** and **320 x 90 pixels**. When supplying artwork for the **Billboard** we need **TWO banners** banners – made at **970 x 250 pixels** and **320 x 90 pixels**.

\*\* **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 |
|-------------------------|-----------------------------|-------------------|-----------------------|
| <b>Main Body Banner</b> | 632 pixels x 90 pixels      | 200Kb             | JPG, PNG, GIF         |
| <b>Button</b>           | 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 deliberately stop GIF animations for security reasons (eg, some versions of Microsoft Outlook) 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**

Managing Director  
Tel: +44 (0) 207 803 2449  
Mob: +44 (0) 7887 606866  
Email: richard.cochrane@thespiritsbusiness.com

### **Ryan Graves**

Sales Director  
Tel: +44 (0) 207 803 2424  
Mob: +44 (0) 7527 362 471  
Email: ryan.graves@thespiritsbusiness.com

### **Antho Linton**

Sales Manager  
Tel: +44 (0) 207 803 2422  
Mob: +44 (0) 7552 922 603  
Email: antho.linton@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 Collins**

Digital Editor  
Tel: +44 (0) 207 803 2433  
Email: georgie.collins@thespiritsbusiness.com

### **Alice Brooker**

Senior 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

### **Christelle Monges**

Sales & Marketing Executive  
Tel: +44 (0) 207 803 2420  
Email: sophie.allan@thespiritsbusiness.com

### **Sophie Allan**

Events Director  
Tel: +44 (0) 207 803 2442  
Email: sophie.allan@thespiritsbusiness.com