



BIN

BEVERAGE INDUSTRY NEWS

2023
MEDIA KIT

BEVERAGE INDUSTRY NEWS

BEVERAGE INDUSTRY NEWS, (BIN) is the most widely circulated Western States beverage trade publication, reaching an audience of key buyers and decision-makers. Since 1934, Beverage Industry News has been trusted by world-leading companies and is dedicated to being the dominant business to business communications system in the promotion and marketing of beverage alcohol products. BIN reports on and analyzes beverage market trends, industry news, new product introductions, category-specific features, retail technology, mixology, on/off premise profiles, supplier profiles and industry events. BIN Magazine also contains extensive brand listings, distributor reference pages, supplier and industry contacts.

As the premier beverage trade journal in the country, BIN's unique platform via print and digital technology enables us to educate, market and showcase products more than ever before. Moreover, our network of national beverage publications, staff writers and expert contributors enable BIN to drive stories that influence and meet the diverse, demanding needs of our print and online audience. Through our unique platform of print, digital and mobile, BIN Magazine is changing the way content is created, distributed, consumed and shared.

Beverage Industry News is committed to supporting people and products from all ethnic groups along with the empowerment of females in the alcohol beverage industry.



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BEVERAGE INDUSTRY NEWS

2023 EDITORIAL CALENDAR



January / February

Cordials & Liqueurs
Celebrity Brands
Sake & Soju
Cognac Round-Up
Valentine's Day Cocktails

Ad Close: 1/10/23 - On Sale 2/1/23



March / April

The Tequila Issue
Mezcal
Irish Whiskey
Vodka Showcase
Bourbon Boom

Ad Close: 3/7/23 - On Sale 4/3/23



May / June

Gin & Botanical Spirits
Rosé Season
The RTD Category
Women Distillers
Rum Showcase

Ad Close: 5/5/23 - On Sale 6/1/23



July / August

The Vodka Issue
Whiskies of the World
Craft Beer
Canned Wine
Pisco & Cachaca

Ad Close: 7/3/23 - On Sale 8/2/23



September / October

The Bourbon Issue
Hard Seltzer
Craft Vodka
Agave Spirits
Non-Alcoholic Products

Ad Close: 9/1/23 - On Sale 10/4/23



November / December

Holiday Buyers Guide
Sparkling Wine
Winter Warmers
Brandy
Holiday Beer Offerings

Ad Close: 11/3/23 - On Sale 12/4/23

BIN Reader Profile

Magazine Audience Total 38,000 Subscribers

93% of our readers are at management level or above.

3.2 ...the average number of readers per issue.

11 days a month...the average time BIN is in the hands of off-premise buyers.

14 days a month...the average time BIN is in the hands of on-premise buyers.

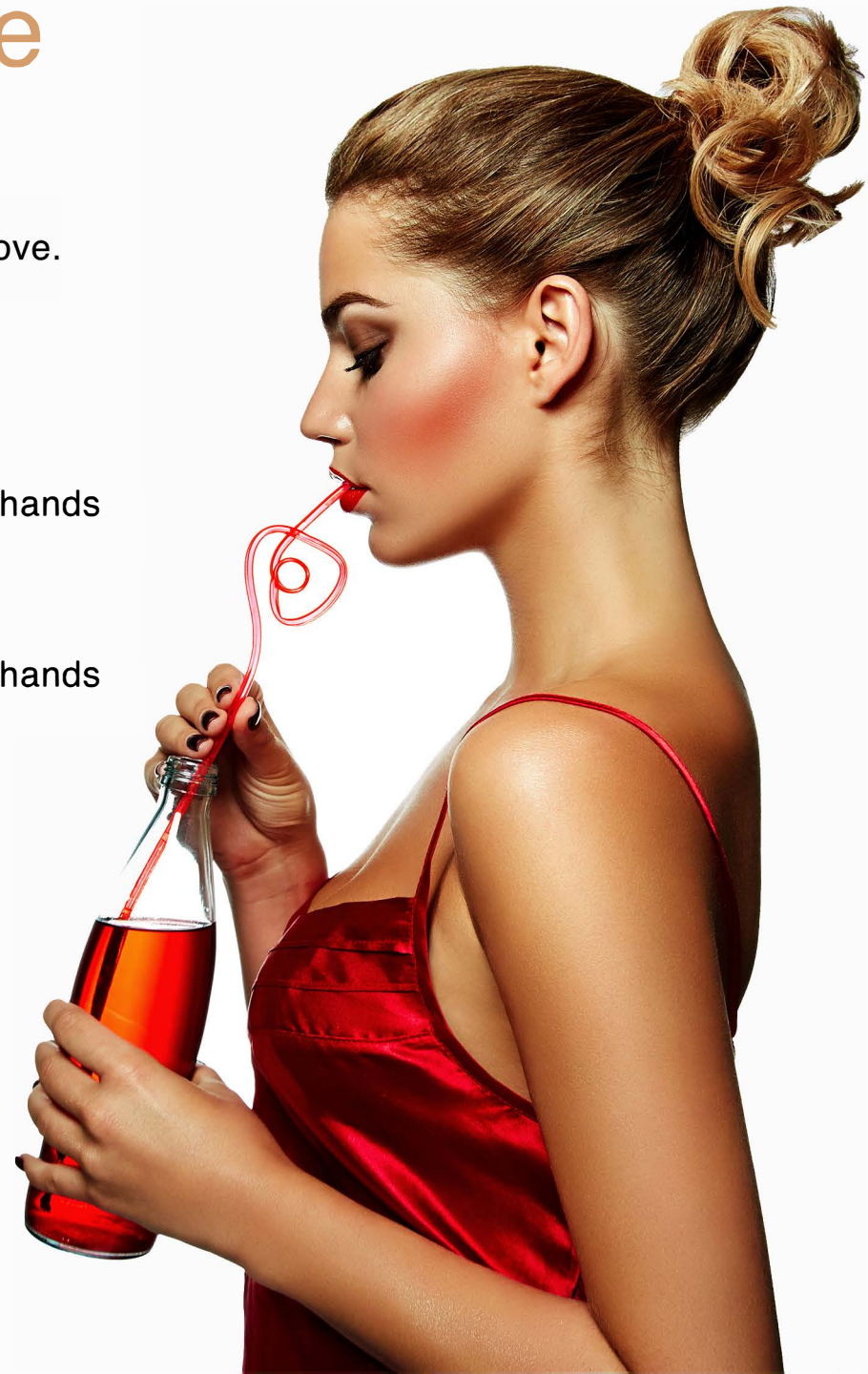
100% 21+ Readers

Respondent's Primary Business

66% Chain & Independent Retail Stores
20.3% Chain & Independent Restaurants
10.9% Wholesalers
3.8% Other

Products Purchased

97% Spirits, 95% Wine & 88% Beer



BIN 2023 RATE CARD

TRUSTED BY WORLD-LEADING BRANDS SINCE 1934

RATE BASE 38,000

Printed 6x per year

| GROSS | 1X | 2X | 3X | 6X |
|--------------|---------|---------|---------|---------|
| COLOR | | | | |
| FULL PAGE | \$2,400 | \$2,200 | \$2,000 | \$1,800 |
| 2/3 PAGE | \$2,000 | \$1,800 | \$1,600 | \$1,400 |
| 1/2 PAGE | \$1,500 | \$1,300 | \$1,100 | \$900 |
| 1/3 PAGE | \$1,200 | \$1,000 | \$800 | \$600 |
| COVER 2 | \$3,400 | \$3,200 | \$3,000 | \$2,800 |
| COVER 3 | \$2,900 | \$2,700 | \$2,500 | \$2,300 |
| COVER 4 | \$4,000 | \$3,800 | \$3,600 | \$3,400 |

DIGITAL EDITION (Rate Base 18,000)

| | | | | |
|-----------|-------|-------|-------|-------|
| FULL PAGE | \$800 | \$700 | \$600 | \$500 |
|-----------|-------|-------|-------|-------|

NOTE: Circulation includes both print and digital editions of BIN Magazine. Qualified full-run advertisements will be included in both editions.



BIN 2023 AD SPECS

PRINT AD UNIT SIZES

| | BLEED | TRIM |
|---------------------------------|----------------|----------------|
| Full Page | 8.75" x 11.25" | 8.25" x 10.75" |
| Spread | 17.5" x 11.25" | 16.5" x 10.75" |
| 2/3 Page Vertical (Two Columns) | 4.75" x 11.25" | 4.75" x 10.75" |
| 1/2 Page Horizontal | 8.75" x 7.25" | 8.25" x 7.25" |
| 1/3 Page Vertical (Column) | 2.75" x 11.25" | 2.75" x 10.75" |
| 1/2 Page Spread Horizontal | 17.5" x 7.25" | 16.5" x 7.25" |

MATERIAL REQUIREMENTS

Trim Size: 8.25" x 10.75"

Binding: Perfect Bound

Safety: .25" away from trim edges

Gutter Safety: .25" on each side

Printing Process: Web offset

Required Material: CMYK PDF 300dpi

For Complete Print Specs: www.binmag.com

QUESTIONS?

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