



**BIN**

**BEVERAGE INDUSTRY NEWS 2024 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.





January / February

WSWA EDITION  
Celebrity Brands  
Agave Spirits  
Hard Seltzer  
Brands That Give Back

Ad Close: 1/10/24 - On Sale 2/1/24



March / April

The Tequila Issue  
Mezcal  
Irish Products  
Rum Showcase  
Bourbon

Ad Close: 3/7/24 - On Sale 4/3/24



May / June

Gin & Botanical Spirits  
Rosé Wine  
Soju  
Women Distillers  
Vodka Showcase

Ad Close: 5/5/24 - On Sale 6/3/24



July / August

The RTD Issue  
Whiskies of the World  
Craft Beer  
Canned Wine  
Japanese Products

Ad Close: 7/3/24 - On Sale 8/2/24



September / October

The Vodka Issue  
Cognac Round-Up  
Craft Spirits  
Bourbon  
Non-Alcoholic Products

Ad Close: 9/2/24 - On Sale 10/4/24



November / December

Holiday Buyers Guide  
Champagne  
Cordials  
Brandy  
Holiday Cocktails

Ad Close: 11/4/24 - On Sale 12/3/24



# 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.

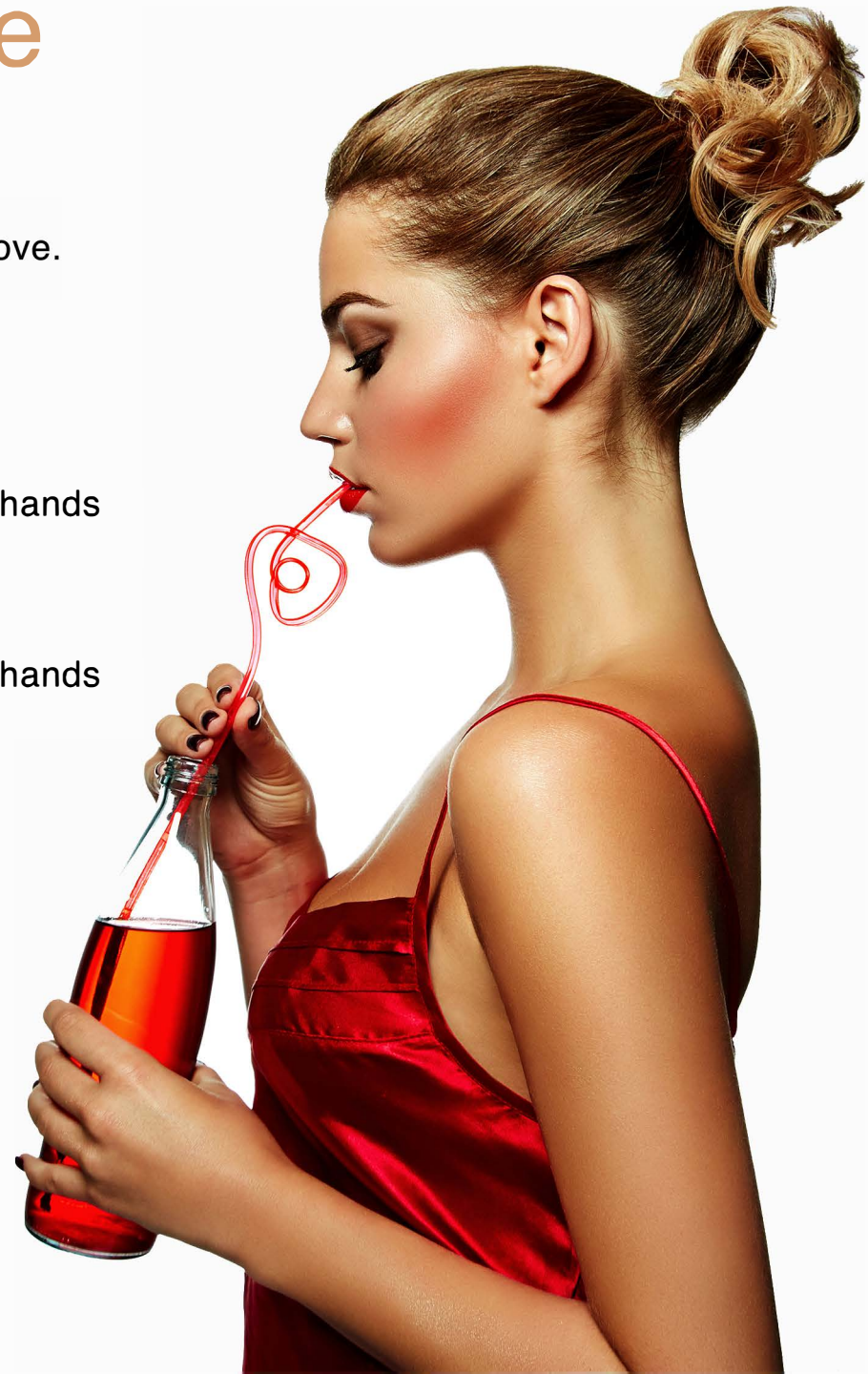
100% 21+ Readers

## 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 2024 RATE CARD

TRUSTED BY WORLD-LEADING BRANDS SINCE 1934

RATE BASE 38,000

Printed 6x per year

GROSS	1X	2X	3X	6X
<b>COLOR</b>				
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
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**NOTE:** Circulation includes both print and digital editions of BIN Magazine. Qualified full-run advertisements will be included in both editions.



# BIN 2024 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](http://www.binmag.com)

## QUESTIONS?

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