



drinks business

MEDIA PACK 2024

A NOTE FROM THE EDITOR IN CHIEF

As the world's largest international trade facing publication dedicated to wines & spirits, *the drinks business* takes pride in bringing you only the highest-quality journalism



As the world's largest title for the wines and spirits trade, reaching more than a million readers monthly via our combined multimedia platforms, *the drinks business* is the industry's leading publication, and an indispensable tool for the sector.

Delivering breaking news, in-depth analyses, incisive interviews, professional reviews, reference data and expert opinions, *the drinks business* is designed to provide you with all the information you need to succeed. Our team of talented journalists, including writers in London and Hong Kong, and contributors from around the world, always go straight to the source, guaranteeing first-hand stories from all the major wine producing and consuming parts of the globe. From our monthly printed magazines to our website – along with our daily e-newsletters, social media platforms and app, *the drinks business* is set up to provide its consumers with up-to-date, incisive content in a range of formats, whenever and wherever you need it. Employing more drinks writers than anyone in the business, we are able to delve into all aspects of the wine and spirits trade at speed, with comprehensive studies of all the major categories, from the emergent to the established. Our features list sees *the drinks business* look closely at all areas of the trade through more than 60 articles throughout the year, taking in topics from sparkling wines to no/low products, rosés to organics, closures to prestige fizz, and luxury spirits to sustainable drinks. We are constantly tracking consumption trends across all major markets, assessing the changes across the retail and restaurant sectors, while highlighting the trailblazing businesses and pioneering personalities as we go. We also offer a number of in-depth supplements throughout the year to give additional insight into the trade. These include 'Reports' on Champagne, Italy, Bordeaux and Spain, which cover all you need to know about these valuable parts of the market, written on the ground by experts. Complementing our journalistic approach to uncovering the developments that matter are the results from our Global Wine Masters. A series of competitions covering the main wine regions and noble grapes of the world, and employing only the most-respected judges, these 'blind' tastings draw attention to the best wines in the business. So, whether it's stories as they break, or fact-based opinions from the experts, along with the best bottles from all the key sectors of the trade, you can trust the drinks business to deliver the information quickly, clearly and reliably. We take real pride in what we do; after all, *the drinks business* is our business.

Patrick Schmitt MW, Editor in Chief, *the drinks business*

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

**the
drinks
business**





PRINT READERSHIP & CIRCULATION

the drinks business is the largest international trade magazine and website in the world that is dedicated to wines & spirits. The circulation of both print and digital copies is up to 12,000 copies per month, reaching more than 50,000 wine & spirits professionals worldwide.

Readership

Our global audience comprises the biggest retailers, supermarkets distributors, wholesalers and duty free buyers in the business.

Furthermore, *the drinks business* reaches thousands of worldclass hotels, restaurants and cruise lines around the globe.

Bonus distribution

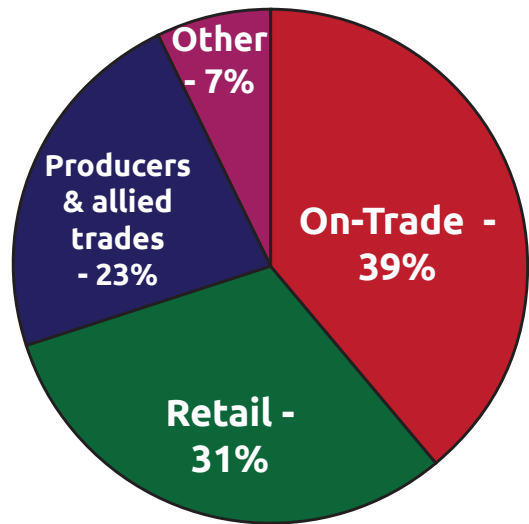
In addition to our regular subscribers, we are also distributed at all the major trade shows and events:

- PLD Paris
- Prowein, Düsseldorf
- Vinexpo Paris
- VinItaly
- London Wine Fair

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.thedrinksbusiness.com

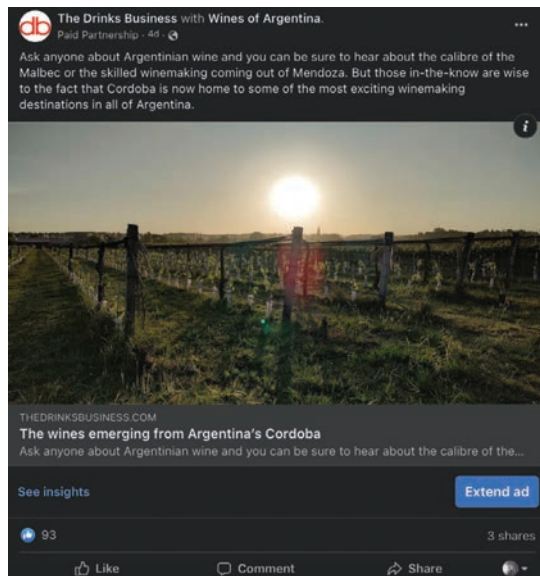
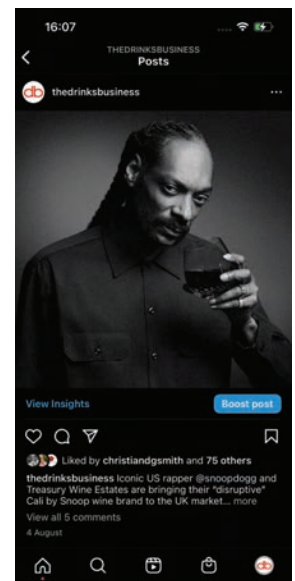
CURRENT TOTAL SUBSCRIBER LIST



Top 15 countries

- | | | |
|-----------|--------------|------------------|
| 1. UK | 6. Germany | 11. South Africa |
| 2. Italy | 7. Argentina | 12. Austria |
| 3. Spain | 8. USA | 13. Netherlands |
| 4. France | 9. Australia | 14. Canada |
| 5. Chile | 10. Portugal | 15. New Zealand |





WEB & SOCIAL.

Updated daily with relevant and timely news, interviews and features from the global drinks industry, thedrinksbusiness.com is viewed by around 850,000 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 drinks 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, buyers and consumers.

Top 15 countries

- | | | | | |
|-----------|--------------|-----------------|-----------------|-----------------|
| 1. UK | 4. Australia | 7. France | 10. Poland | 13. New Zealand |
| 2. USA | 5. India | 8. South Africa | 11. Netherlands | 14. Italy |
| 3. Canada | 6. Ireland | 9. Germany | 12. Spain | 15. Singapore |

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

Monthly stats:

Unique users: 850,000
 Visits from more than 170 countries

Social media channels:

Twitter (X): 85k followers
 Facebook: 72.5 k followers; 19k page likes
 Instagram: 15.5k followers; 150 likes per post
 LinkedIn: 79k followers
 db YouTube subscribers: 4,190

Close to 50,000 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 2024 features list is more varied than ever before. Spanning established categories such as wine, Scotch and beer 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	The Green issue Low Sulphite wines, Low and no drinks, Exhibitions	Green awards, Global Sauvignon Blanc Masters, Low & No Masters	PLD Paris	12 December
February	Closures, International Fine Wines on La Place, Wine Analytics and Quality Control, Italy, Argentina, Rioja, Wine Paris/Vinexposium preview	Global Cabernet Franc Masters	Vinexpo Paris	16 January
March	Prosecco, New Zealand, Spring tasting report, Prowein Preview, Drinks America Preview	Global Merlot Masters, DB & SB Spring Tasting, Champagne Masters	Prowein Dusseldorf	17 February
April	Spanish regions, Austria, Chile regions Sparkling wine trends, Vinality Preview Mountain wines	Global Pinot Noir Masters, Prosecco Masters		17 March
May	Champagne Report Australia, Italy, Vinexpo Singapore Preview, London Wine Fair Preview, California, Global Rosé, Sports Sponsorship	Global Cabernet Sauvignon Masters, Global Carménère Masters, Bordeaux Masters	London Wine Fair	17 April
June	Prestige Champagne, Premium France, Beer/Cider	Global Rosé Masters, Global Sparkling Masters 2024		15 May
July	Italy Report The Ethical issue Organic wine, Vegan wine, Portugal & Fortified Tequila (SB), Co-operatives	The Organic and Vegan Masters 2024, Global Sangiovese Masters, Global Syrah Masters, Global Pinot Gris/Pinot Grigio		16 June
August	The UK retail issue Logistics, Closures, Argentine regions Heritage rose	Global Fortified Masters, Global Chenin Blanc Masters, Design & Packaging Masters		14 July
September	The Chile issue Online Retail, Scotch (SB), Premium Australia, Beer/Cider	Global Malbec Masters, Travel Retail Masters		18 August
October	Travel Retail, Champagne, French regions South Africa, Port	DB & SB Autumn Tasting, Global Sauvignon Blanc Masters		15 September
November	USA, Global Sparkling Wine Bulk wines, Alternative Packaging Formats	Global Chardonnay Masters, Global Grenache Masters		16 October
December	Spain Report The Luxury issue Prestige Champagne, Scotch investment.	Rioja Masters, Global Riesling Masters		17 November



THE GLOBAL MASTERS COMPETITIONS 2024

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

Judging is divided into 25 separate competitions to ensure each wine category is given the utmost attention by specialist judges.

The Global Wine Masters Competitions are unique in their 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 Bronze, Silver, Gold and Master medals, as well as additional awards and trophies for outstanding excellence.

The Global Wine Masters Competitions 2024

Masters	Entry deadline	Sample deadline	Judging	Results published
The Design and Packaging Masters 2024	22nd December	5th January	10th January	February
The Global Cabernet Franc Masters 2024	22nd December	5th January	11th January	February
The Global Merlot Masters 2024	22nd December	26th January	6th February	March
The DB & SB Spring Tasting 2024	22nd December	26th January	8th February	March
The Prosecco Masters 2024	26th February	1st March	7th March	April
The Global Pinot Noir Masters 2024	1st March	8th March	14th March	April
The Champagne Masters 2024	29th February	4th March	21st March	The Champagne Report
The Organic and Vegan Masters 2024	22nd March	29th March	4th April	July edition - ethical
The Global Cabernet Sauvignon Masters 2024	29th March	2nd April	9th April	May
The Bordeaux Masters 2024	29th March	4th April	11th April	May
The Global Carménère Masters 2024	1st April	8th April	16th April	May
The Global Rosé Masters 2024	16th April	23rd April	2nd May	June
The Global Sangiovese Masters 2024	22nd April	1st May	8th May	The Italy Report (July)
The Global Sparkling Masters 2024	22nd April	1st May	9th May	June
The Global Syrah Masters 2024	24th May	31st May	6th June	July
The Global Pinot Gris/Pinot Grigio Masters 2024	28th May	4th June	11th June	July
The Global Fortified Masters 2024	28th May	5th June	13th June	August
The Global Chenin Blanc Masters 2024	20th June	27th June	4th July	August
The Global Malbec Masters 2024	23rd July	30th July	8th August	September
The Travel Retail Masters 2024	29th July	5th August	13th August	September
The DB & SB Autumn Tasting 2024	19th August	26th August	5th September	October
The Global Sauvignon Blanc Masters 2024	26th August	2nd September	12th September	October
The Rioja Masters 2024	2nd September	9th September	19th September	The Spain Report
The Global Chardonnay Masters 2024	23rd September	30th September	8th October	November
The Global Grenache Masters 2024	23rd September	30th September	10th October	November
The Global Riesling Masters 2024	21st October	29th October	7th November	December
The Low & No Masters 2025	19th November	26th November	5th December	January
SUPPLEMENTS				
The Champagne Masters 2024	29th February	4th March	21st March	The Champagne Report
The Global Sangiovese Masters 2024	22nd April	1st May	8th May	The Italy Report (July)
The Rioja Masters 2024	2nd September	9th September	19th September	The Spain Report



EVENTS

the drinks business run a full and varied programme of trade and consumer events including masterclasses, roundtables, *The Drinks Business Awards* and Green Awards, the Global Wine Masters series and various consumer shows.

***the drinks business* Winemaker's Award – February 2024**

the drinks business drinks reception - Launch of the 2nd Edition of the Master Winemakers 100 at Wine Paris Monday 13th February and a special award for Master Winemaker of the Year in association with Foss. Attendance by invitation only, please contact isabel@thedrinksbusiness.com for more details or to request an invitation.

***the drinks business* Awards ceremony – May 2024**

the drinks business Awards have become the most authoritative, internationally respected badge of achievement in the alcoholic drinks industry. Unveiled each year at the London Wine Fair, this is a chance for outstanding companies and individuals to win high profile recognition in front of some of the industry's most influential representatives.

The Wine & Spirits Show – October 2024

Run in partnership with *the spirits business*, *the drinks business* will co-host The Wine & Spirits Show, showcasing the best wines and spirits on the market in a three-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 and medal-winning spirits from The Global Wine Masters Competitions.

The Green Awards Ceremony – November 2024

the drinks business Green Awards 2024 is the world's largest programme to raise awareness of green issues in the drinks trade and recognise and reward those who are leading the way in sustainability and environmental performance.

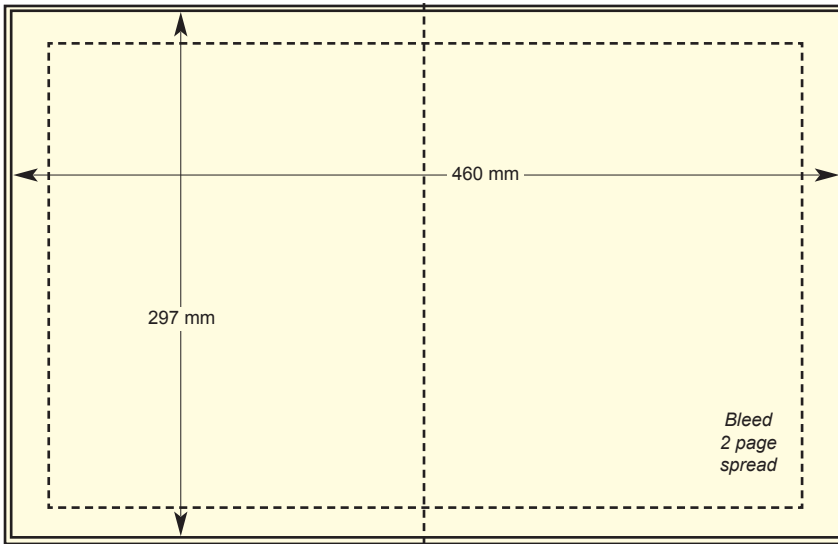
As a winner, you receive third-party credibility judged by our independent panel of sustainability and drinks industry experts, and unrivalled recognition on a national and international scale.

Masterclasses

the drinks business has been successfully running masterclasses in over 20 cities and three continents for the past 12 years.

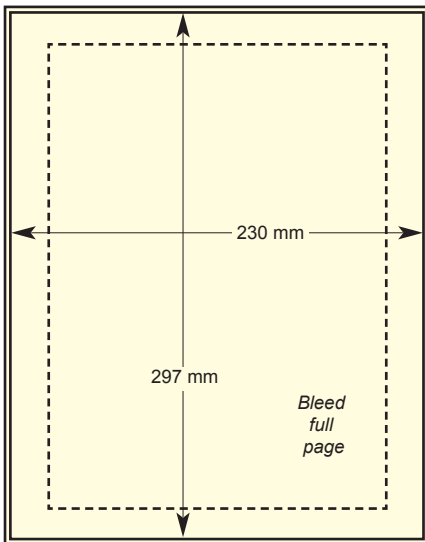
A masterclass is a great way to raise your brand awareness by presenting your portfolio to a target audience. We can organise a masterclass in one or several cities depending on your strategy and the audience you would like to reach.

Technical specifications for ^{the} drinks business



Double Page Spread

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



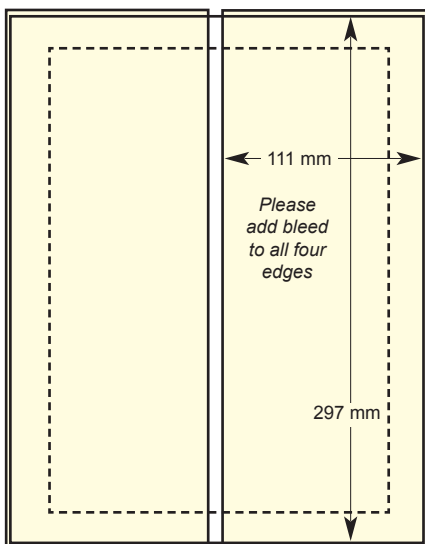
PERFECT BINDING:

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.



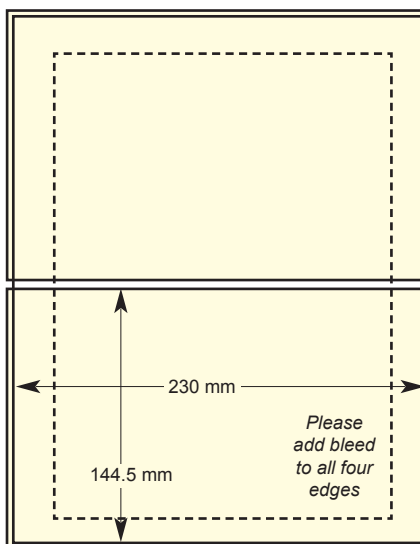
Full Page

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

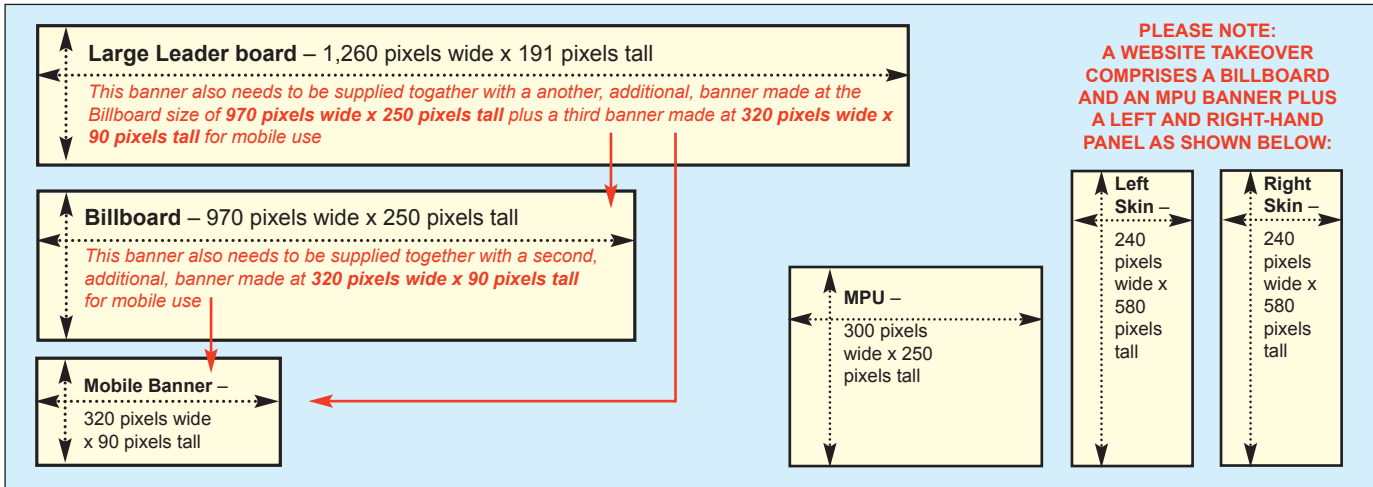
For files over 25Mb in size:

- 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.

Technical specifications for ^{the} drinks 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 (Please note Flash-based adverts are no longer supported anywhere)
Large Leaderboard *	1,260 pixels x 191 pixels	200Kb	JPG, PNG, GIF, HTML5**, Third-party tag (see sizing note below)
Billboard *	970 pixels x 250 pixels	200Kb	JPG, PNG, GIF, HTML5**, Third-party tag (see sizing note below)
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:

* **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
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 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.

CONTACT US

Andrew Oliver

Managing Director - The Drinks Business
Tel: +44 (0) 20 7803 2420
Mobile: ++44 (0) 796 823 6711
Email: andrew.oliver@thedrinksbusiness.com

David Hennelly

Marketing Director
Tel: +44 (0) 20 7803 2448
Mobile: +44 (0) 7949 882706
Email: david.hennelly@thedrinksbusiness.com

Stephen Eaves

Director of Sales Drinks
Tel: +44 (0) 20 7803 2453
Mobile: ++44 (0) 7773 427 444
Email: steve.eaves@unionpress.co.uk

Patrick Schmitt MW

Editor-in-Chief
Patrick.schmitt@thedrinksbusiness.com

Sarah Neish

Managing Editor
sarah.neish@thedrinksbusiness.com

Jessica Mason

Beer Editor
Jessica.mason@thedrinksbusiness.com

Arabella Mileham

Retail Editor
arabella.mileham@thedrinksbusiness.com

Eloise Feilden

Senior Staff Writer
eloise@thedrinksbusiness.com

Mile Budimir

Production Manager
mile.budimir@thedrinksbusiness.com

Sophie Allan

Events Director
sophie.allan@thedrinksbusiness.com

Sophie Raichura

The Global Wine Masters - Sales Director
sophie.raichura@unionpress.co.uk

Sandra Fernandez

International Sales Consultant
sandra.fernandez@unionpress.co.uk
+44 (0) 7799 546268

Lewis O'Sullivan

International Sales Manager
lewis@thedrinksbusiness.com

