



imbibe

Imbibe.com

Welcome to *Imbibe* Magazine

Imbibe magazine is a leading print magazine and digital platform for on-trade drinks professionals. Since its launch in 2007, *Imbibe* has committed to covering breaking news and providing industry analysis and expertise to the on-trade.

Covering topics ranging from wine, beer, spirits and cocktails, to the state of the industry, *Imbibe's* team of award-winning and expert writers consistently and admirably tackle the most important issues in the on-trade.

Alongside its wealth of excellent editorial content, *Imbibe* offers its readers access to events, competitions, jobs and awards throughout the year. This collective experience has enabled *Imbibe* to develop a strong and engaged relationship with the on-trade, speaking to more than 20,000 drinks buyers, pourers and sommeliers, owners, managers and customer influencers.

Imbibe magazine is all about what and who you need to know; covering the bars, suppliers and people in the on-trade drinks industry.

KEY 2020 MILESTONES

- **February**
Personality of the Year
- **March**
Q1 Print Issue
- **May**
Shakes in the City Semi Finals
Imbibe Roadshow
- **June**
Q2 Print Issue
Imbibe Live
Shakes in the City Final
- **August**
Drinks List of the Year
- **September**
Q3 Print Issue
- **December**
Q4 Print Issue



Audience

IMBIBE MAGAZINE:

Magazines per year	4
Pages	130 - 150
Circulation Print	20,000
Circulation Digital	10,000

Imbibe.com:

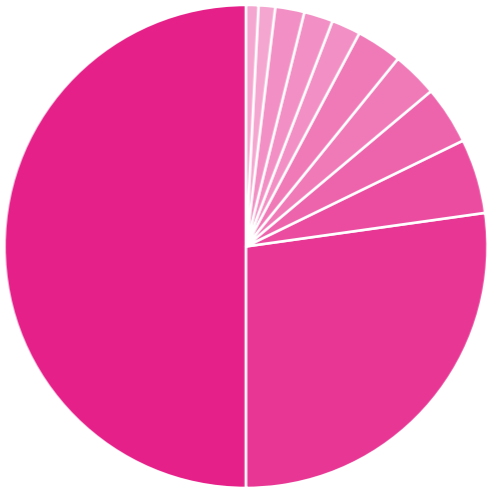
Average page views/month	78,000
Webpage views/year	943,000
Weekly e-newsletter circulation	30,000

JOB TITLES ON DATABASE

- Bar/Restaurant/Hotel Managers
- Owners/Proprietors
- Directors/MDs/CEOs
- F&B Managers
- Bartenders
- Sommeliers

IMBIBE MAGAZINE

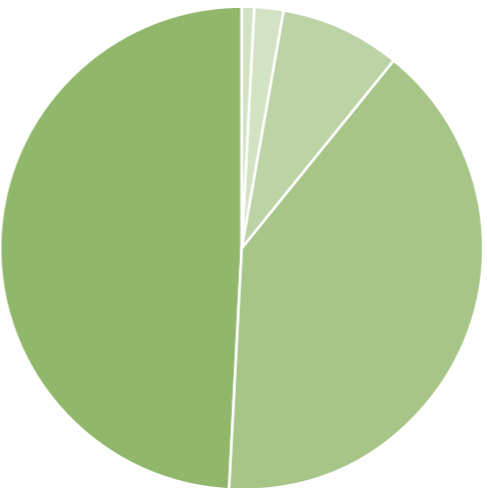
- London **50%**
- South East **27%**
- South West **5%**
- Midlands **4%**
- East Midlands **3%**
- North West **3%**



- East Anglia **2%**
- Yorkshire **2%**
- Scotland **2%**
- Wales **1%**
- Northern Ireland **1%**

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- London **49%**
- England (Ex London) **40%**
- Scotland **8%**
- Wales **2%**
- Northern Ireland **1%**
- Other **0%**



Print Magazine

Published quarterly, *Imbibe* magazine has been **informing the on-trade for over 10 years**. It is **subscribed to by drinks purchasing decision makers and professionals** in the UK on-trade and has a **circulation of more than 20,000** drinks buyers, key pourers and sommeliers, owners, managers and customer influencers.

We offer a number of traditional and unique advertising page formats within Imbibe magazine. We also offer various tastings, competitions and bespoke opportunities available for any producer or brand who wants to be creative and think outside the box with their campaign.

When it comes to investing your marketing spend on influencing the on-trade, *Imbibe's* portfolio of products can deliver return on investment.

Outside back cover £4,900

Bleed: 296mm x 221mm
Trim: 290mm x 215mm

Inside front cover £4,700

Bleed: 296mm x 221mm
Trim: 290mm x 215mm

Inside back cover £4,300

Bleed: 296mm x 221mm
Trim: 290mm x 215mm

Double page spread £6,450

Bleed: 296mm x 436mm,
Trim: 290mm x 430mm

Full page £3,400

Bleed: 296mm x 221mm
Trim: 290mm x 215mm

Half page £1,950

Horizontal = No bleed, 115mm x 170mm
Vertical = No bleed, 225mm x 7mm

Third page column £1,660

Please ask

Fifth strip £980

Please ask



Advertising

The **recently relaunched imbibe.com** is the home of breaking **on-trade news**, events listings, competitions, jobs and much more.

Online advertising reinforces your brand message and ensures you're front of mind at all times. Whether it's run of website branding or sector specific brand alignment, we can tailor the campaign to suit your needs and budget.

With over 500,000 page views a month delivering over 3,000,000 impressions we have an engaged audience ready to engage with your brand.

IMBIBE.COM RATES

ROS Takeover **£10,000**
450 x 1,350px (2 ads required)

Spirits Page Takeover **£4,750**
450 x 1,350px (2 ads required)

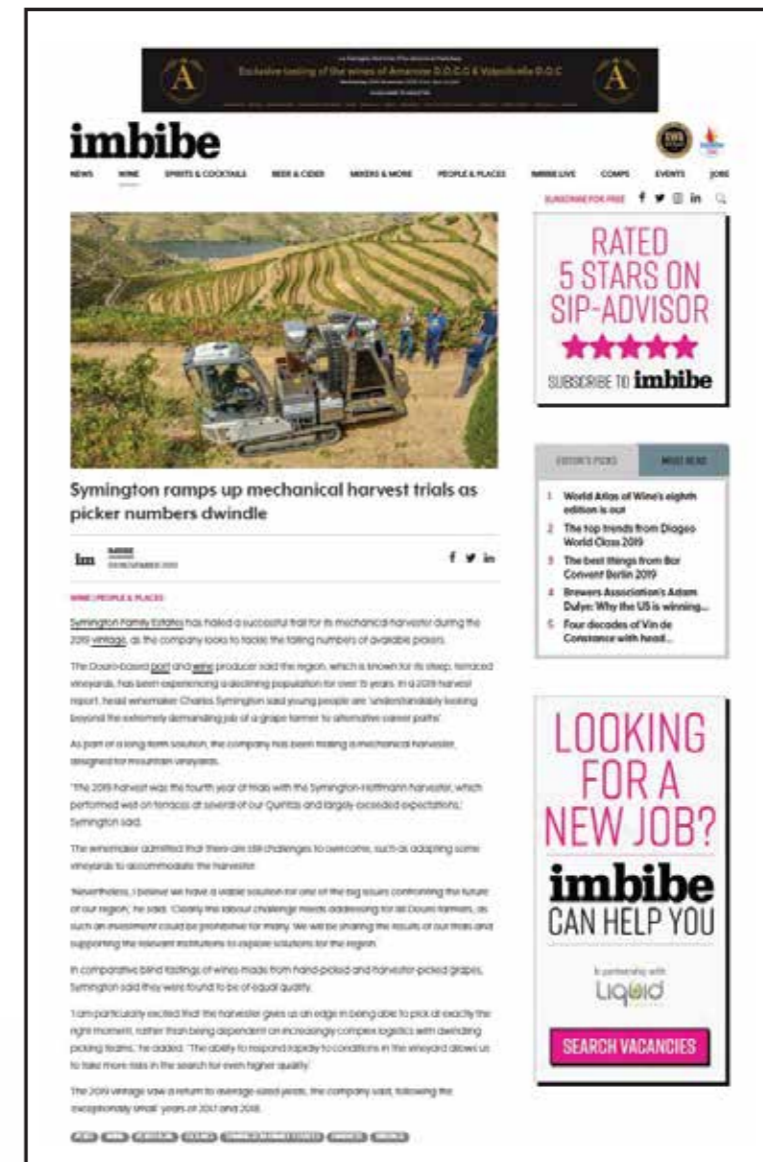
Homepage, Wine, Beer & Cider and Other News page takeovers **£3,500 each**
450 x 1,350px (2 ads required)

Leaderboard (rotating) banner **£950 - £2,250**
(10K, 30K impressions) 1,200 x 150px

Double MPU banner **£950 - £2,250**
(10K, 30K impressions) 450 x 900px

MPU banner **£750 - £2,000**
(10K, 30K impressions) 450 x 450px

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Remarketing

Directly target visitors to the Imbibe.com website with a **real-time remarketing campaign augmenting your campaign reach exponentially** by displaying your advert on thousands of other popular websites and driving those users back to your website.

Provide us with your campaign adverts and we'll handle the rest.

How does it work?

1. INDUSTRY PROFESSIONALS VISIT IMBIBE.COM

Our marketing attracts thousands of unique visits to www.imbibe.com each year

2. YOUR REMARKETING CAMPAIGN BEGINS

Each website visitor is tracked with a special Imbibe identifier tag (cookie). Our Remarketing campaign then places your advert across popular websites and social media channels browsed by visitors interested in products like yours.

3. DRIVE HIGHLY TARGETED TRAFFIC TO YOUR WEBSITE

Your campaign adverts are linked directly to your website, driving brand awareness and recognition.

4. YOUR DETAILED POST-CAMPAIGN REPORT

You will get a full analysis in your post-campaign report including number of impressions and clicks, a global heat map, your best performing banner size and the top websites your adverts were shown on.

Remarketing Impressions	Price
200, 000	£5, 000
100, 000	£3, 000
50, 000	£1, 700
30, 000	£1, 075
20, 000	£450



Social

Imbibe has a highly engaged social community, which grows every day.

Social competitions and exposure for producers/brands are increasingly effective across all platforms and bespoke options are available.

SOCIAL MEDIA RATES

ONE SOCIAL POST ON ONE OF THE FOLLOWING

(Twitter/ Facebook/ Instagram)

£400

SOCIAL MEDIA SPONSOR FOR 1 WEEK

(cover photo co-branded on Twitter and Facebook and two posts per week)

£1,500

24 HOUR INSTAGRAM STORY TAKEOVER

(10 frames max)

540x960px

£2,000

24 HOUR FACEBOOK STORY TAKEOVER

(10 frames max)

540x960px

£1,000

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Direct Marketing

We offer various branding opportunities on Imbibe.com:

- E-Newsletters
- E-Reviews

E-NEWSLETTERS

Our E-Newsletters are transmitted internationally every week to a 30,000 strong audience. Newsletter sponsorship gives you two HTML email branding opportunities:

Content Box

100 words and logo inclusion featuring alongside Imbibe editorial content and industry comment linking through to a page of your choice.

Banner inclusion

We'll feature your banner creative above the fold within our editorially driven e-newsletter linking through to a page of your choice.

E-REVIEWS

Our E-Reviews are 200 word co-branded HTML emails: these provide you with the opportunity to impart your message in a quick, timely manner. Whether it's a call to action or a message re-emphasizing an existing campaign – the E-Review goes directly to the people who matter, our audience, and your potential clients.

All of these email opportunities receive high engagement with competitive click through rates.

Direct Marketing	Price
E-Newsletter Banner 620px x 130px	£500 per insertion
E-Review	£1,795 CPT



Print & Digital Advertorial

Get your content published in an issue of Imbibe Magazine and/or on Imbibe.com with the Imbibe advertorial packages, various packages are available and can be tailored to suit your specific aims.

Working closely with the Imbibe editorial team you can create content strategies that will resonate with the Imbibe audience, your target audience, positioning your brand as thought leaders and influencers to the on trade audience.

With the Imbibe advertorial packages, you will also get a **guaranteed promotional package** to promote the content you create with us, which can include:

- Content published on www.imbibe.com *
- The content will be branded with your company's logo and multiple opportunities to hyperlink content back to your own website
- Each piece of content will be promoted in our e-newsletter which is sent to 30,000 subscribers
- The content will be tweeted from the Imbibe Twitter account (with 29,550+ followers) and promoted on the multiple Imbibe social media accounts
- Banner advert promoting content on the imbibe.com website
- Web traffic/impression report so you can track how many professionals your content is reaching

**The content is subject to editorial approval and the editorial team will work with clients to ensure the content is appropriate for – and will resonate with – our audience.*

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Prices: from £1,500 - £6,500

Please inquire for more details



Bespoke Events

Imbibe facilitates and runs hosted events, from tastings and competition events to breakfast briefings and roundtable events, enabling brands to have their products sampled by the finest on-trade buyers.

A bespoke event package with Imbibe can include:

Facilities and logistics; the entire event will be projected managed from start to finish by the Imbibe team, including:

- Venue selection
- Catering
- Event management on the day

Marketing and delegate acquisition; the event will be promoted to relevant segments of the Imbibe.com community (30,000 members globally)

- We guarantee a minimum of 8 delegates for tastings and up to 30 for competitions and larger events
- Specific verticals and job titles can be targeted but not guaranteed
- A fully managed customer service plan nurtures registered delegates to ensure the highest possible attendance conversion
- A full list of attendees and registered delegates is provided post event

Content creation and speaker acquisition; the Imbibe editorial team will assist with the content planning for the event including:

- Writing the event summary and shaping the session running order
- Recruiting tasters, sommeliers or other professionals to join the event
- Moderating the event on the day
- Providing a full write-up of the event to be featured on the Imbibe website post event and or in the print magazine

Average cost per event for all the items identified above starts from £14,995 and tailored packages can be priced on enquiry



Podcast

Imbibe is thrilled to be launching its own podcast, *Sip Advisor*, hosted by the editorial team and featuring special guests from the industry in every episode. The podcast will discuss and analyse the latest headlines, interview the industry's movers and shakers and have a special 'Digital Tasting' segment.

PODCAST SPONSORSHIP

- Branding on all podcast marketing materials including website banners, dedicated email promoting its launch and on the podcast section of the website
- Verbal acknowledgement of sponsor with 30-second intro and outro advert in the middle and at the end of the podcast
- Inclusion of the podcast in our weekly e-newsletter being sent to 30,000 members globally
- Tweet to 29,550+ followers promoting podcast and tagging sponsor

Price: £1,500 per podcast



Directory Listings

Our Directory Listing is an exciting opportunity to **promote your company to an engaged audience of on-trade drinks professionals** who are scoping new projects, looking for potential new providers, partners and more. **Reach untapped sources of new business** not already on your databases and curate potential new leads for your business.

Our company directory page receives **over 1,400 visitors each month delivering 5,600 impressions to the on-trade drinks sector** and our directory indexes on Google search on the top pages.

THE DIRECTORY LISTING PACKAGE INCLUDES

- 400 word company bio/description
- Company logo
- Company website URL
- Contact information
- Banner image – 524 x 294 px

Price: £250

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Competitions

SHAKES IN THE CITY

Imbibe's **Shakes in the City competition** aims to find the best cocktail city in the UK by way of challenging a team of three bartenders from each city to create a drink that epitomises their hometown – and the stakes are high with the finals taking place at Imbibe Live.

For 2020 we're taking Shakes in the City on the road showcasing 4 regional semi-finals in different locals around the UK as part of our Imbibe 2020 Roadshow program of activity.

Get your brand in front of the most engaged and active industry professionals from all around the UK through our various sponsorship opportunities which guarantee exceptional branding and relationship building opportunities with your target market through this one of a kind competition and roadshow.

We have various sponsorship packages available each with dedicated marketing and branding opportunities included in the price.

Prices start from: £5,000



Drinks List of the Year

The *Imbibe* **Drinks List of the Year competition** was launched in March 2016 to find and reward the best bars, hotels, pubs and restaurants across the UK with exceptional drinks menus – ones that do far more than communicate what's in the glass.

Now in its 5th year the competition has gone from strength to strength attracting over 1,500 entries each year and welcoming over 300 guests to the awards evening.

Award categories include: *Avant Garde Drinks List Of The Year, Themed Drinks List Of The Year, Classic Drinks List Of The Year, Hotel Drinks List Of The Year, Group Drinks List Of The Year, Whisk(e)y Drinks List Of The Year, Gin Drinks List Of The Year and Rum Drinks List Of The Year.*

Align your brand with this established and lively industry competition, generate leads and contacts for your business, get your product into the hands of relevant industry professionals and receive exceptional branding opportunities with your target market.

We have various sponsorship packages available to suit all budgets. Bespoke packages available on request.

Prices start from: £5,000

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Personality of the Year

Imbibe's **Personality of the Year Award** recognises outstanding achievement from individuals across the industry.

Now in its landmark 10th year, the competition is a chance for the best of the UK drinks industry to gather together and celebrate those who have really stood out over the last 12 months – receiving over 3,000 nominations each year and welcoming over 300 industry leaders and luminaries to the awards evening it's a 'must attend' event in the calendar.

Award categories include: *Bar Owner of the Year, Bar Team of the Year, Bartender of the Year, Restaurant Personality of the Year, Sommelier of the Year, Pub Personality of the Year, Innovator of the Year, Trailblazer Award, Educator of the Year, Hot Stuff Award and Industry Legend Award.*

Previous winners have included: Ryan Chetiyawardana, JJ Goodman, Ago Perrone, Alessandro Palazzi, David Bruce, Myles Cunliffe, Annabelle Smith, Leon Dalloway, Jared Brown & Anistatia Miller, George Bergier, the Galvin Brothers, Adam Byatt and Craig Bancroft.

Align your brand with this industry leading competition, generate leads and contacts for your business, get your product into the hands of relevant industry professionals and receive exceptional branding opportunities with your target market.

Sponsorship packages start from as little as: £6,500

Inquire for full packages options

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Sommelier Wine Awards

New for 2020; due to recent feedback we are offering advertising opportunities across the Imbibe portfolio with advantageous loyalty rates.

Through entering your wines into the Sommelier Wine Awards you will also have the opportunity to showcase your brand at our leading on-trade drinks event, Imbibe Live and across imbibe.com, the most trusted thought leader in the industry.

Packages include:

Submission of wines	Print Discount	Digital Discount
100-150	25% off 3m ² stand	15% off
150-200	25% off 6m ² stand	15% off
200-250	25% off 12m ² stand	15% off
250-300	25% off 24m ² stand	15% off
300+	25% off 36m ² stand	15% off



Contact Us

Imbibe.com has the reach, platforms and audience to address your critical marketing challenges. Contact us to discuss the items covered in this media pack in addition to other custom and VIP packages.



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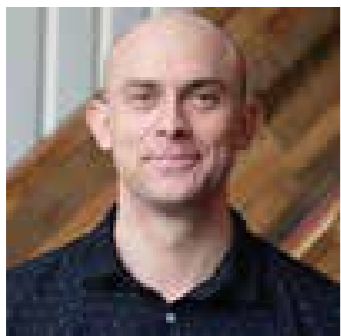


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