



imbibe



## IMBIBE PORTFOLIO PACKAGES

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:

- Submit 100-150 wines + receive a 25% discount on a 3m2 stand and 15% off a digital opportunity
- Submit 150-200 wines + receive a 25% discount on a 6m2 stand and 15% off a digital opportunity
- Submit 200-250 wines + receive a 25% discount on a 12m2 stand and 15% off a digital opportunity
- Submit 250-300 wines + receive a 25% discount on a 24m2 stand and 15% off a digital opportunity
- Submit 300+ wines + receive a 25% discount on a 36m2 stand and 15% off a digital opportunity

(All prices ex VAT)

### DIGITAL OPTIONS AVAILABLE:

- Social media packages – Instagram takeovers, Twitter promotions, boosted Facebook campaigns
- Newsletter inclusions – a banner creative in our weekly newsletter
- Online sponsored news story
- Brand listing in our soon to be launched ‘company directory’ section on the website

BAR/RESTAURANT/HOTEL MANAGERS  
OWNERS/PROPRIETORS  
DIRECTORS/MDS/CEOS  
F&B MANAGERS  
BARTENDERS  
SOMMELIERS

# OUR AUDIENCE

## IMBIBE MAGAZINE:

Magazines per year = 4

Pages = 130 - 150

Circulation = 20,000

## IMBIBE.COM:

Average page views per month = 78,000

Webpage views per year = 943,000

Weekly e-newsletter circulation = 30,000

## IMBIBE LIVE:

Webpage views per year = 420,000

Imbibe Live email database = 47,000

Show attendees in 2019 = 10,004 (ABC-audited)

Reach = 85,000 on-trade (1 million wider audience)

## SWA:

Webpage views per year = 187,400

Gold Book circulation = 12,000

Wines entered = 3,000

Monthly e-newsletter circulation = 5,000

