

Your complete guide to the  
UK's brewing industry

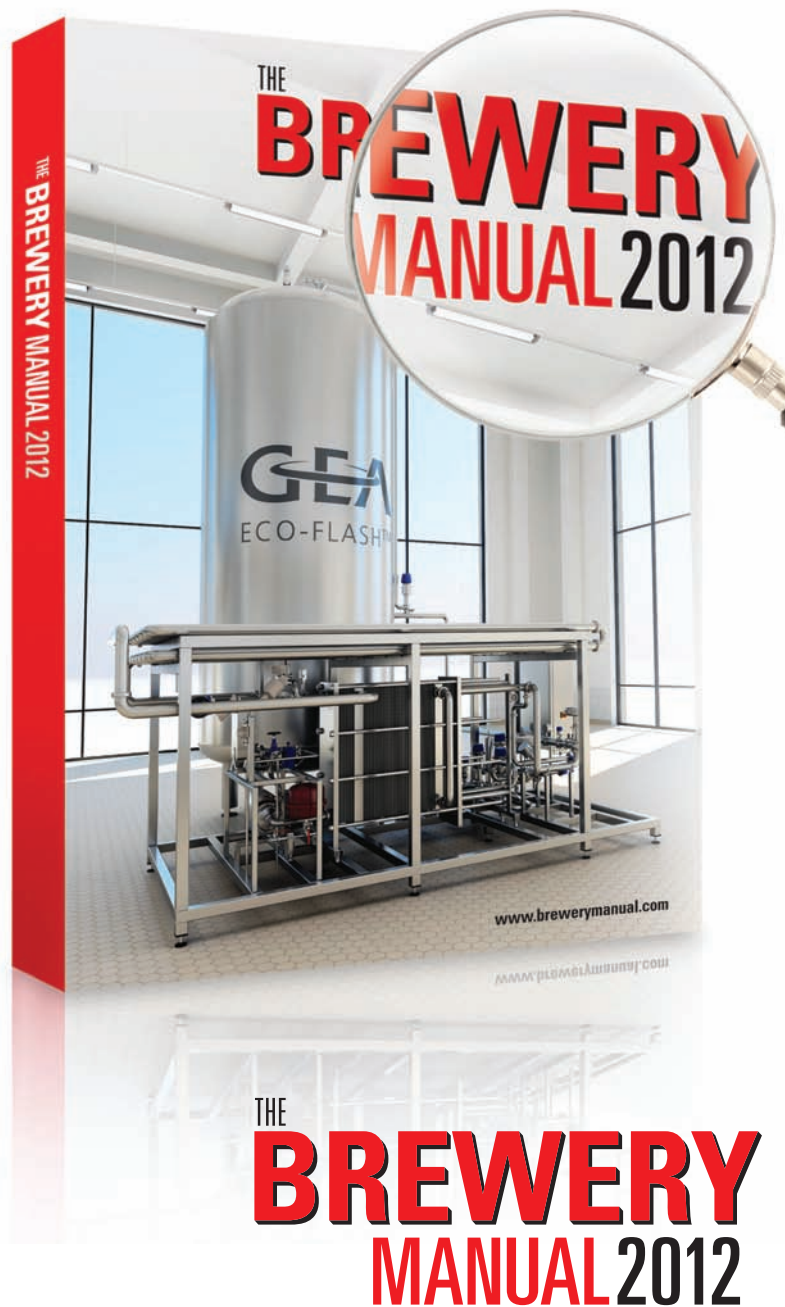
# Take a closer look at the brewing industry

**The Brewery Manual 2012** is your indispensable companion to the United Kingdom's brewing industry and on-trade. Each edition is packed with hundreds of new and thousands of updated entries, detailing the country's newest micros to the largest of brewers and pub groups, a reliable up-to-date record of the industry.

There's much, much more included in **The Manual**: there are full listings of beer importers, contract brewers and bottlers, plus industry lobby groups and relevant associations. The valuable Who's Who section offers a snapshot of the industry's key players.

Visit **The Brewery Manual's** website, a frequently updated source of news, interviews and comment on the UK's vibrant brewing industry. The site is becoming a popular place for posting employment opportunities, and it offers the industry a searchable database of suppliers to the country's burgeoning brewing industry.

All of this is being backed up by future innovations in e-news delivery, with intentions to launch a weekly news alert service, driving traffic to the site and adding value to online advertisers.



[www.brewerymanual.com](http://www.brewerymanual.com)

**MEDIA KIT 2012**

# THE BREWERY MANUAL 2012

## Circulation profile

**The Brewery Manual** is a trusted, indispensable reference work. Anyone with an interest in brewing, its products, its people, its trends, will value copies of this resource.

- **The Manual** appeals to brewers and pub groups of all sizes, from the nationals through to the country's burgeoning micro brewers.
- **The Manual's** circulation includes company directors; head brewers, R&D and quality assurance brewers; brand managers and marketing executives; and an array of the UK's finest craft brewing entrepreneurial talent.
- **The Manual** is purchased by others in the industry - distillers, cider makers, vintners - with an interest in the brewing industry and the on-trade.
- The majority of the copies are purchased in the UK, with 10% of copies purchased overseas.

## Promotional opportunities

**The Brewery Manual** 2012 offers a variety of promotional opportunities, from print to online advertising.

- Full page display advertisements are guaranteed right-hand page positions.
- The Marketplace is a full colour listing of the industry's key suppliers. Each listing includes full company contact details indexed by product and service, colour logos, and a synopsis of the company's products, services and expertise.
- Marketplace listings also appear online at [brewerymanual.com](http://brewerymanual.com). The site includes a searchable database of suppliers.
- At [brewerymanual.com](http://brewerymanual.com) there is opportunity for a range of banner ads, with sponsored links and dedicated e-news via the Brewery Manual e-news alert.



Cover price for **The Brewery Manual** 2012 is **£85**. Discounts are available for multiple copy orders.

[www.brewerymanual.com](http://www.brewerymanual.com)

## RATES FOR DISPLAY ADVERTISING

Full page colour	£800
½ page colour	£500
Front cover	£4,000
Back cover	£2,500
Inside front cover	£2,000
Inside back cover	£1,500
Bookmark (ready supplied)	£2,000

## ONLINE ADVERTISING

Leaderboard	per month	£250
Medium banner	per month	£200
Sponsored link	four per month	£200
Dedicated e-news	single email	£500

## MARKETPLACE LISTING

### £150 per entry

Listing of company products and services. Price includes full company contact details, logo, and company description in print and online.

Discount available on multiple listings.

## TECHNICAL SPECIFICATIONS

<b>Full page</b>	depth x width (mm)
Type area	210 x 138
Trim	240 x 170
Bleed	246 x 176
<b>Half page horizontal</b>	
Type area	105 x 138
Trim	117 x 170
Bleed	120 x 176

File format: High resolution PDF

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## PUBLISHING SCHEDULE

Advertising and Marketplace bookings close in early December. Copy deadline is 20th December 2011.