

# BEVERAGE WHOLESALER



# EDITORIAL MISSION:

**Beverage Wholesaler** is devoted to the top tiers of the beverage alcohol industry. It is the **ONLY** publication designed for beverage wholesalers, distributors and brokers, reaching more than 6,500 decision makers nationwide in the beer, wine and distilled spirit industries.

Beverage Wholesaler delivers powerful information that wholesalers, distributors and brokers need when choosing which products to carry. Put your message right in their hands – drive interest, increase sales and earn market share.

# 2017 EDITORIAL CALENDAR

#### **REGULAR FEATURES**

- Spotlight Q&As: Interviews with industry executives about the latest in beverage alcohol.
- Profiles: Covering the most innovative beer, wine and spirit distributors and brokers across the country.
- Event Coverage: Highlights from the WSWA Convention, NABCA Annual Conference, NBWA Convention and more.
- Industry Issues: The latest in business topics like warehousing, trucking and transportation, refrigeration, taxation and regulations, and advertising and sales collateral.

#### **ALSO IN EVERY ISSUE**

- Breaking News: The latest in personnel changes, mergers and acquisitions and more.
- Data & Analysis: Insight from the Beverage Information Group research team, including the annual Growth Brands Awards.
- Jobs Board: Posted openings from national distributors.

## **AWARDS PROGRAM**

Beverage Innovator Awards: Given to suppliers, distributors and brokers who
demonstrate an effective, innovative use of industry data in running their
operations. To be presented in June 2017.



# E-NEWS-LETTER

The initial circulation of *Beverage Wholesaler* is 6,500. *Beverage Wholesaler* contains valuable news and information, delivering the audience needed to promote sales of your brands. **Beverage Wholesaler's circulation includes top beverage alcohol wholesaling decision makers**.

Ad Unit	Size in Pixels	Max Size	Net Cost
Top Leaderboard	728x90	70k	\$525/edition
Medium Rectangle	300x250	70k	\$400/edition
Bottom Leaderboard	728x90	70k	\$465/edition

#### 2017 WEEKLY EDITION DATES:

3/6, 3/13, 3/20, 3/27, 4/3, 4/10, 4/17, 4/24, 5/1, 5/8, 5/15, 5/22, 6/5, 6/12, 6/19, 6/26, 7/10, 7/17, 7/24, 7/31, 8/7, 8/14, 8/21, 8/28, 9/11, 9/18, 9/25, 10/2, 10/9, 10/16, 10/23, 10/30, 11/6, 11/13, 11/20, 12/4, 12/11, 12/18. (NO ISSUE on 5/29, 7/3, 9/4, 11/27 and 12/25 due to holidays)

Ad materials due one week before edition date.

# **CUSTOM EMAIL BLASTS**

- Customize a message to Beverage Wholesaler's audience specific to your brands!
- eBlasts are a cost-effective way to reach key distributors and suppliers with a dedicated sales message.

# **SELECTION CRITERIA:**

 Target your eBlast by several different selection criteria, including business type, geography or job title.

## **LIMITED OPPORTUNITY:**

 Beverage Wholesaler allows no more than two custom eBlasts per month.

### COST:

\$2,110 net for total audience of 6,500\*

Cost per Thousand: \$325

Minimum cost \$1,625 or 5,000 eBlast names

\*Updated count available at time of eBlast





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Beverage Wholesaler is part of the Beverage Information Group, which is owned and published by EPG Media & Specialty Information, a leading business-to-business and consumer media company. EPG also publishes Beverage Dynamics, Cheers, StateWays, Powersports Business, Boating Industry, Outdoor Power Equipment, Landscape & Irrigation, SportsTurf, Rider, SnowGoer & ThunderPress, in addition to a number of business conferences, consumer events, websites and digital media outlets.



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