

# { MEDIA PLANNING GUIDE }



# 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.











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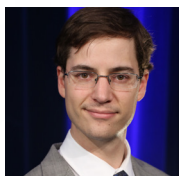


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