

drinksbiz

MEDIA KIT 2024



Drinksbiz is the independent bi-monthly magazine dedicated to New Zealand's drinks industry. It is read by a wide audience across liquor retail, hospitality, production, distribution, brand and marketing.

Published by Trade Media Limited, *Drinksbiz* has a 33-year history as the 'go-to' magazine for the New Zealand drinks industry.

Each issue of *Drinksbiz* lands on the bars, counters and board room tables of liquor retailers, bars and restaurants across New Zealand, as well reaching those who design, produce and market associated products for the liquor industry.

It also has an online platform at drinksbiz.co.nz offering the latest industry news and catalogue of current and back issues, as well as a fortnightly e-newsletter.

Drinksbiz Editor Victoria Wells is a journalist who has written extensively across the drinks and food industries for 20 years. Respected industry figures such as wine writer Joelle Thomson, beer columnist Michael Donaldson, and UK spirits writer Sarah Miller offer expert commentary and reviews in each issue.

In every issue of *Drinksbiz*:

- Latest industry news and product releases
- Feature stories on industry trends and developments
- Market round-ups across beer + cider, wine, and spirits categories

***Drinksbiz* is your essential guide to reaching those who matter to you in the New Zealand drinks industry.**

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Who reads *Drinksbiz*?

- Every issue of *Drinksbiz* is delivered to liquor retailers, bars and restaurants across New Zealand, reaching key decision-makers.
- The *Drinksbiz* audience includes liquor retail and hospitality owner/operators, frontline hospitality staff at bars, pubs and restaurants, clubs, supermarkets, gourmet food stores, hotels, brewers, distillers, winemakers, PR and marketing companies
- The mailing list is updated constantly with relevant key decision-makers and drinks businesses to ensure maximum effectiveness for advertisers
- Each copy of *Drinksbiz* has a long shelf life, with readers and advertisers referring to back issues for essential drinks information.



How can *Drinksbiz* help you?

Drinksbiz is a glossy, full colour, content-rich magazine printed on high quality paper to create an enjoyable experience for the reader and to showcase content to its best effect.

We offer a wide range of promotional options, from premium brand advertising placements, to content creation for company profiles and product showcases, through to ad design.

We also have an online platform at drinksbiz.co.nz and a regular e-newsletter with advertising and promotional options available.

Our advertising clients span the drinks industry and include new artisan producers, distributors, and major global drinks brands.

If you have a product to promote or a story to tell, appearing in *Drinksbiz* puts you in front of the right people.

Our readers are the drinks industry owner/operators making purchasing decisions, the frontline hospitality staff making recommendations to customers, and a wide range of professionals involved in the creation, marketing, distribution and sale of beer and cider, wine, spirits and mixers.

Get in touch today to find out how *Drinksbiz* can help you.

What our advertisers say...

"*Drinksbiz* is an important publication for us to advertise in to keep the trade informed about the brands in our portfolio. The magazine always provides a comprehensive update on industry and trends, and category reports. The *Drinksbiz* team are very easy to work with and are determined to produce the best trade magazine they can."

Bho Patel – Head of Marketing, Federal Merchants & Co

"At Giesen Group, we are continually innovating and launching new products, so for us, *Drinksbiz* is a perfect advertising partner to help us reach our target trade audience in New Zealand. Roger, Victoria and Joelle provide fabulous service and great content, and are always supportive of any new product launches in their magazine."

Angela Flynn – Marketing Manager, Giesen Group

"Roger and the team at *Drinksbiz* are leading the charge with their publication. They are the perfect icebreaker for our extending arm of innovation, ensuring we get the best cut through across the hospitality industry."

Mark Neal – Co-founder, Scapegrace Distilling Co.

"We have found our association with *Drinksbiz* to be mutually beneficial for both our companies. Tickety-Boo Liquor is a spirit-only portfolio and we find that *Drinksbiz* understands our category and reaches exactly the trade demographic we need it to. The content is informative as a reader and well presented as a supplier. They understand that our relationship is a partnership."

Kevin Rowe – Managing Director, Tickety-Boo Liquor

"*Drinksbiz* is a key supplier for Saverglass. With excellent reach, great service, flexibility and communication we find *Drinksbiz* to be a superb tool to reach customers."

Karen Bullen – Saverglass NZ

"The service I've received from Roger has always been very quick and effective and he is always keen to get a solution that works for both parties. I've always been very happy with the final product."

Simon Warren – Senior Brand Manager, Lion NZ

2024 Publishing Calendar

Issue Date/ Category Reports	Booking & Material Deadline	Publication Date/In trade by
FEBRUARY / MARCH 2024		
Vodka / Sauvignon Blanc / Beer and Cider	Thursday, 25 January 2024	Wednesday, 7 February 2024
APRIL / MAY 2024		
Whiskey and Bourbon / Chardonnay / Beer and Cider	Thursday, 21 March 2024	Wednesday, 3 April 2024
JUNE / JULY 2024		
Scotch Whisky / Pinot Noir / Beer and Cider	Thursday, 23 May 2024	Wednesday, 5 June 2024
AUGUST / SEPTEMBER 2024		
Rum / Syrah, Shiraz, Merlot / Beer and Cider	Thursday, 25 July 2024	Wednesday, 7 August 2024
OCTOBER / NOVEMBER 2024		
Gin / Aromatic Whites / Beer and Cider	Thursday, 19 September 2024	Wednesday, 2 October 2024
DECEMBER 2024 / JANUARY 2025		
Tequila, Mezcal / Bubbles, Rosé / Beer and Cider	Thursday, 21 November 2024	Wednesday, 4 December 2024



BEER REPORT

The weather is warming up – fill the fridges and shelves with the latest new releases.

here comes the sun

NEW RELEASES

Guinness The iconic black and white stout is back with a new twist. Guinness has introduced a new range of stouts, including Guinness Extra Stout, Guinness Light, and Guinness Zero. These new stouts offer a range of flavors and textures, from smooth and creamy to bold and spicy.

Heineken The Dutch beer giant has introduced a new range of beers, including Heineken Light, Heineken Zero, and Heineken Premium Lager. These new beers offer a range of flavors and textures, from light and refreshing to bold and spicy.

LAGER The classic beer style is still going strong, with many new releases. Some of the latest releases include Heineken Premium Lager, Beck's Pilsener Beer, and Budweiser Lager. These lagers offer a range of flavors and textures, from light and refreshing to bold and spicy.

WINE The wine industry is also seeing a range of new releases. Some of the latest releases include Pinot Noir, Chardonnay, and Merlot. These wines offer a range of flavors and textures, from light and refreshing to bold and spicy.

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FACTS & FIGURES

We round up some of the latest research around the beverage and hospitality industries.

Brands need to tap into holidaying consumers

Premium alcohol stays strong

Higher end offerings are among the fastest growing

Consumer research shows that the premium alcohol market is growing rapidly, driven by a combination of factors, including a focus on quality, health and wellness, and a desire for unique and experiential products.

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FEATURE - FACTS AND FIGURES

Kiwis stick with premium dining

It shows that bookings for higher-end establishments [of more than \$50 per person] are almost double the number of 2021.

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Premium Placements



Front Cover

Includes:

- Front Cover of Drinksbiz
- DPS 'cover story' – a 2 x page feature advertorial story prepared in collaboration with Drinksbiz editorial and design team

Cover Wrap

Includes:

- Front Cover of Drinksbiz
- Outside Back Cover of Drinksbiz
- DPS 'cover story'

Showcase

A promotional showcase for your brand or business. Copy and imagery must be supplied. Available from 1/4 page size to double page spread.

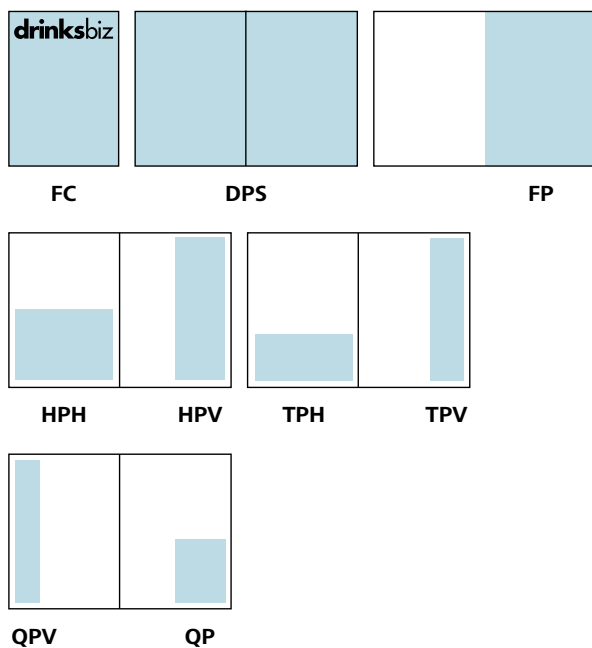


Online and e-news

A range of online advertising and promotional options are available in the *Drinksbiz* e-newsletter and on our website.

Contact Roger Pierce for more details M 0274 335 354 E advertising@drinksbiz.co.nz

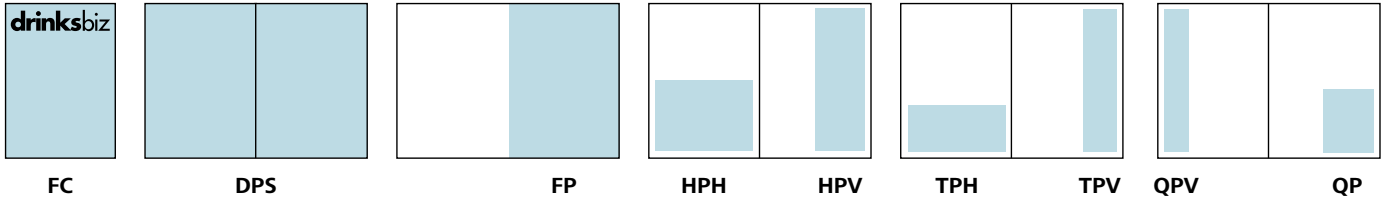
Standard placements



Advertising Rates

Ad space		1x	3x	6x
Front Cover Package	FC	\$9,750	POA	POA
Cover Wrap Package	FC	POA	POA	POA
Outside Back Cover	FP	\$5,500	POA	POA
Inside Front Cover	DPS	\$7,250	POA	POA
Front or back cover gatefold	IBG	POA	POA	POA
Double page spread	DPS	\$6,750	\$5,750	\$4,950
Full page	FP	\$3,950	\$3,450	\$3,250
Half page	HPH, HPV	\$2,750	\$2,350	\$2,050
Third page	TPH, TPV	\$2,250	\$1,850	\$1,650
Quarter page	QPV, QP	\$1,850	\$1,550	\$1,350

All prices exclusive of GST and net of agency commission.



Specifications

Ad space	Specifications
Front Cover Package Includes: - Front Cover of <i>Drinksbiz</i> - DPS 'cover story' – a 2 x page feature advertorial story prepared in collaboration with <i>Drinksbiz</i> editorial and design team	FC Cover: 210mm wide x 297mm high 8mm bleed on left edge to include spine. Minimum of 3mm of bleed on top right and bottom edges. Template available on request. NOTE: Please leave 60mm space from the top of the page for the <i>Drinksbiz</i> masthead
Cover Wrap Package Includes: - Front Cover of <i>Drinksbiz</i> - Outside Back Cover of <i>Drinksbiz</i> - DPS 'cover story' – a 2 x page feature advertorial story prepared in collaboration with <i>Drinksbiz</i> editorial and design team	FC Cover: 210mm wide x 297mm high or Full wrap: 420mm wide x 297mm high + 3mm of bleed on all edges NOTE: Please leave 60mm space from the top of the page for the <i>Drinksbiz</i> masthead
Outside Back Cover	FP 210mm wide x 297mm high + 3mm of bleed on all edges
Inside Front Cover	DPS 420mm wide x 297mm high + 3mm of bleed on all edges
Front or back cover gatefold	IBG Full page (see below) plus gatefold page 207mm wide x 297mm high + 3mm of bleed on all edges
Double page spread	DPS 420mm wide x 297mm high + 3mm of bleed on all edges
Full page	FP 210mm wide x 297mm high + 3mm of bleed on all edges
Half page horizontal	HPH 190mm wide x 128mm high
Half page vertical	HPV 85mm wide x 276mm high
Third page horizontal	TPH 190mm wide x 79mm high
Third page vertical	TPV 50mm wide x 276mm high
Quarter page vertical	QPV 42mm wide x 265mm high
Quarter page	QP 85mm wide x 128mm high

MATERIAL DELIVERY

Files may be sent to *Drinksbiz* via email to advertising@drinksbiz.co.nz. Please ensure all files are of high-resolution CMYK PDF.

Technical specifications

Images may be subsampled to a minimum of 300dpi; image compression should be at the highest available JPEG quality setting. All fonts must be embedded in the PDF or converted to paths. Embedded fonts must not use CID/Indentity-H encoding. Please ensure the PDF is created as Composite CMYK, with all transparencies flattened, using Acrobat 5 compatibility (PDF version 1.4).

Advertisements must be correctly sized (to A4 specs) as listed, and full page ads must include 3mm bleed. Please supply a single PDF file only – do not include any other documents, images or fonts.

Colours should be specified as CMYK, and all images should be CMYK separated – suggested separation specs are UCR separation, 95%

black limit, 320% total CMYK ink cover, approx 15% midtone dotgain. If you expect a colour match, you must provide an accurate colour proof of your advertisement at actual size. Note that desktop colour inkjet or laserprints are not considered to be accurate colour proofs. You are responsible for ensuring that any supplied files are correct and colour-accurate – *Drinksbiz* will not provide colour proofs prior to printing.

Other formats

If you are unable to supply artwork as PDF to our specification, other formats may be acceptable – please email advertising@drinksbiz.co.nz to discuss this before sending any artwork. Note that formats other than PDF may incur an additional processing charge, or be rejected if supplied without prior consultation.

We reserve the right to charge for any extra work required, or to reject any advertisement that does not meet our standards. *Drinksbiz* will not be responsible for any errors in supplied advertising material, and we will not provide a proof of your advertisement prior to printing. Please ensure you have checked and approved the actual file and printout you are supplying.