

THE VOICE OF THE LICENSED TRADE

drinks

INDUSTRY
IRELAND

MEDIA PACK

2017

THE MOST READ INDEPENDENT TRADE
MAGAZINE IN THE DRINKS SECTOR

 **CIRCULATION:**

4,000 to bars,
hotels, nightclubs
and off-trade

www.drinksindustryireland.ie



► *Drinks Industry Ireland* is sent to over 4,000 businesses within the drinks trade.

► *Drinks Industry Ireland* can be found in top bars, restaurants, nightclubs, off-licences, hotels & more.

We are reaching a growing number of readers with both a direct and indirect involvement in the sale, marketing and regulation of beer, wine and spirits and most importantly frontline hospitality staff who are influencing customers with what they read in *DII*.

► *Drinks Industry Ireland* is a publication that's trusted by our readers. This trust provides a platform for drinks brands to advertise their products to the trade.

► *Drinks Industry Ireland* publishes in-depth articles, industry news, market reports, analysis and opinion.



CIRCULATION & READERSHIP

- Bar staff/owners
- Hotel owners/managers
- Off-Licence owners/managers
- Nightclub owners/managers
- Brand managers throughout the industry
- Manufacturers and distributors throughout the industry
- Marketing professionals within the drinks trade
- Senior Civil Servants

- ★ Pubs
- ★ Hotels
- ★ Restaurants
- ★ Off-Licences
- ★ Nightclubs



■ *Drinks Industry Ireland* provides the most **UP-TO-THE-MINUTE INDUSTRY NEWS**, expert comment and advice as well as the latest developments and trends in beer, wine and spirits.

■ *Drinks Industry Ireland* is the **number one choice for advertising products and services** related to the drinks industry.



WHY USE *DRINKS INDUSTRY IRELAND*?

- *DII* provides a unifying, comprehensive information source going out to over 4,000 publicans, hoteliers, nightclub owners and off-licenceses.
- The *Drinks Industry Ireland* website www.drinksindustryireland.ie has 6,544 unique visitors per month
- Distribution is on a controlled circulation basis. This ensures that each copy of the magazine is working directly for advertisers, exposing supplier/brand advertising to the people who're both influencing and making the buying decisions. The mailing list is constantly updated to ensure maximum effectiveness for advertisers.
- *DII* offers advertisers a choice of sponsorship opportunities including the social diary, off-trade pages and sponsorship profiles such as the Pub Manager of the Month.
- *Drink Industry Ireland's* editor Pat Nolan has spent the last 28 years writing about the drinks industry in Ireland.
- Social media - follow us on facebook

 www.facebook.com/drinksindustryireland

 [Twitter - drinksind_ie](https://twitter.com/drinksind_ie)



Drinks Industry Ireland is an invaluable reference source when it comes to keeping up to date with the latest developments within the trade, from its one to one interviews to its Discussion Forums. *Drinks Industry Ireland* has its finger on the pulse of the current issues in the industry.

LOUIS FITZGERALD,
CEO of the Fitzgerald
Group of pubs

Drinks Industry Ireland magazine provides awareness of what's happening in the drinks industry in Ireland and overseas. It's a valuable source of information for all publicans and keeps us informed of all the latest developments and trends - a great read for everyone involved in our industry.

NOREEN O'SULLIVAN
Vintners Federation
of Ireland President



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Mediateam, 55 Spruce Avenue, Sandyford, Dublin 18, A94 N125
Tel: (01) 294 7766/67 Web: www.drinksindustryireland.ie

Feb/March

Stout & Ale

LVA Bicentennial Celebration

Wine Watch: Australia

Services to the Trade: Refrigeration

Cocktails of the Month: Whiskey Based

April

Cider

Draught Beer

Wine Watch: USA

Premium Adult Mixers

Services to the Trade: Bar Equipment

Cocktails of the Month: Gin Based

May

Scotch

Bottled Water

RTD (Ready to Drink)

Wine Watch: Spain/Portugal

Services to the Trade: Entertainment/Media

Cocktails of the Month: Vodka Based

June

Summer Alcoholic Drinks (wine, spirits, beers & ciders)

Summer Soft Drinks

Hot Beverages

Services to the Trade: Food Suppliers

July/August

Gin (and Craft Gin)

Tequila

American/Canadian Whisky

North American Beer

Services to the Trade: Snack Foods

Cocktails of the Month: Rum Based

September

Craft Beers

Vodka

Wine Watch: New Zealand

Services to the Trade: Insurance & Pensions

Cocktail of the Month: Sparkling Wine Based

October

Shots

Irish Whiskey

Bottled Beers

Wine Watch: Chile & Argentina

Services to the Trade: Energy Suppliers

Cocktail of the Month: Tequila Based

November

Xmas Drinks (Alcoholic)

Xmas Soft Drinks & Mixers

Rum

Port & Sherry

Services to the Trade: Waste Management

December/January

Cognac/Brandy

Liqueurs

Beer Watch: No/Low Alcoholic Beer

Wine Watch: Sparkling Wine & Champagne

Cocktail of the Month: Cocktails for Christmas

DRINKS INDUSTRY IRELAND FEATURES 2017



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BESPOKE PACKAGES

In addition to advertising, we also offer bespoke promotional packages including sponsored editorial columns, section sponsorship, advertorials, cover wraps, front page cover adverts, inserts and much more. To hear more on these opportunities please contact us.

Front page adverts

Advertise your brand on the front page of *Drinks Industry Ireland*. This ultimate premium position guarantees maximum exposure.

Sponsorship of Editorial Departments

Align your brand and message with trusted and informed content relied upon by readers.

Your branding and call-to-action appears exclusively at the top of each spread on a selection of key editorial features that are available for you to co-brand.

These features include **Off-licence developments**, **Bar of the Month** and **Social Diary**.

The package includes prominent strip advertising that can be positioned as part of the editorial, or elsewhere in the magazine.

Discussion Forum

Position your brand and message alongside relevant editorial content published over four pages.

Published four times during the year, this unique editorial comes from a roundtable discussion chaired by our editor.

Issues and trends are discussed and debated amongst an invited group that represents some of the most important and respected people in our sector.

The package includes your exclusive co-branding and call-to-action on the top of each editorial spread, as well as a prominent strip advert appearing elsewhere in the magazine.

Customer Case Studies

Customer testimonials can play a key role in your efforts to close that next piece of business.

A customer case study concisely packaged, can be an engaging way to showcase and present what you have to offer.

Working with your original content, our editor can apply sub-editing for form and structure, as well as our house design style to include your photos, illustrations and logo.

Integrated Print and Online Campaign

A blended campaign of activity that covers your target audience in print and online at drinksindustryireland.ie which attracts 6,544 unique visitors every four weeks.

The package includes a full page advert in two issues in print, as well as your leaderboard or skyscraper advert appearing run-of-site over two months.

Your Event Media Partner

We can put together a blended campaign of activity to support you in your efforts to generate the right audience for your own event.

A mix of editorial coverage, diary date posting, print and online advertising can be customised to meet your requirements.

*Note series discounts are available



2017 ADVERTISING RATES

PRINT

	Cost	TRIM SIZE (mm) Height Width	Bleed SIZE (mm) Height Width
Double Page Spread	€3,500	297 x 420	307 x 430
Outside Back Cover	€2,500	297 x 210	307 x 220
Inside Front/Inside Back Cover	€2,250	297 x 210	307 x 220
Full Page	€2,000	297 x 210	307 x 220
Half Page	ACROSS (non bleed) €1,250	135 x 190*	160 x 220*
	UPRIGHT (non bleed)	290 x 90*	305 x 100*
Quarter Page	STRIP ACROSS €800	70 x 190*	90 x 220*
	BOX SHAPE	130 x 90*	155 x 110*
'Product shots'	€350		
Loose inserts (under 25gms)	€2,000		
- per extra 10 gms	€250		
Front cover ref triangle	€900	70 x 70 x 100mm	

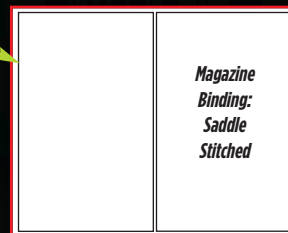
TRIM & BLEED

PAGE TRIM SIZE mm

297 H x 210 W

BLEED AD SIZE mm

Single Page 307 H x 220 W
Double Page Spread 307 H x 430 W



Advertising copy can only be accepted electronically, accompanied by a digital colour proof or cromalin. We reserve the right to charge for any time spent rectifying output problems.

SPECIAL CONSIDERATIONS

Ad design: On Application

Series Discounts: On Application

Guaranteed Position: +10%

Cover mounts & bellybands: On application

ADVERTISING COPY

DELIVERY PREFERENCES

1. Upload to our adcopy server www.mediateam.ie/adcopy (login by request)
2. CD ROM or by email to ian.mulvaney@mediateam.ie

COPY FORMAT

Adobe PDF format, 300 dpi CMYK to exact copy dimensions

ONLINE

Extend your reach in the drinks sector with Drinks Industry Ireland's website www.drinksindustryireland.ie. Fully searchable, and with 6,000+ unique visits per month, drinksindustryireland.ie offers the magazine's print content online – an invaluable resource for anyone working in the drinks sector.

CONTACTS

Drinks Industry Ireland is published by:
Louisville Publishing Ltd, 'Louisville', Enniskerry, Co. Wicklow.
Phone intl +353 1 204 6230 | www.drinksindustryireland.ie

AD COPY ian.mulvaney@mediateam.ie

Editorial **Pat Nolan** Editor (01) 204 6230 | (086) 8517616 pat.nolan@mediateam.ie

Sales **Ian Mulvaney** Sales Manager (01) 294 7766 ian.mulvaney@mediateam.ie

Mark Morgan Account Manager (01) 294 7767 mark.morgan@mediateam.ie

6,544
VISITS*
10,400
PAGE VIEWS

► Exclusive section sponsor
(includes banner & skyscraper) €990

► Banner & Skyscraper package on general rotation €500

► MiniTile on general rotation €250