



MEDIA KIT 2018

CORE READERS: CRAFT DISTILLERS | VENDORS | RETAILERS AND DISTRIBUTORS | TRADE ORGANIZATIONS



2016 ADI Conference & Expo, San Diego, California

DISTILLER MAGAZINE		
7400 HARD COPY CIRCULATION		28,000 TOTAL READERSHIP
CONFERENCE ATTENDANCE		
1800 2016 CONFERENCE ATTENDEES		170 VENDORS
E-NEWSLETTER		
10,600 READERS	2200 DISTILLERS	40%* OPEN RATE

* According to Constant Contact: average open rate for email marketing is 16%

PUBLICATION RATES

DISTILLER MAGAZINE & RESOURCE DIRECTORY

The annual *Distiller's Resource Directory* is a 210-page publication that has served as the definitive reference for craft distillers and industry professionals. In tandem with the *Directory*, the expanded Summer, Fall and Winter issues of *Distiller* magazine create a quarterly publication packed with information on distilling technique and production articles, industry breakthroughs, book reviews, cocktail news, profiles of key figures and interviews. *Distiller* magazine and the *Distiller's Resource Directory* are The Voice of Craft Distilling™.



**Please refer to the
AD SUBMISSION SPECIFICATIONS
for submitting your art.**

PRINT AD	AD SIZE (ADD .125" FOR BLEED)	1 ISSUE	2 ISSUES	3 ISSUES
Inside Front/Back	8.375" x 10.875" 212.725mm x 276.225mm	\$2400	\$2200	\$2150
Full Page	8.375 x 10.875 212.725mm x 276.225mm	\$2250	\$2125	\$2025
1/2 Vertical	3.63" x 9.875" 92.202mm x 250.825mm	\$1450	\$1350	\$1300
1/2 Horizontal	7.5" x 4.88" 190.5mm x 123.952mm	\$1450	\$1350	\$1300
1/4 Page Vertical	3.63" x 4.88" 92.202mm x 123.952mm	\$900	\$850	\$800
1/4 Page Horizontal	7.5" x 2.38" 190.5mm x 60.452mm	\$900	\$850	\$800
*1/8 Horizontal	3.63" x 2.38" 92.202mm x 60.452mm	\$500	\$450	\$425

* Eighth page ads must be purchased for a minimum of two issues

Contact Matt Jelen at matt@distilling.com or 707-367-2201 for more information.

ADVERTISER POLICIES & UPGRADES

POLICIES

Purchase of any size ad qualifies you for a complimentary annual Provider Membership
Annual Provider Membership (a value of \$350) is required for conference registration
Advertisers are eligible to place one item-specific ad per month in the new "For Sale by Vendor" marketplace on the ADI Forum
Title, Platinum and Gold Sponsors can guarantee back cover, inside and front cover placement by adding \$1,000 for Directory and \$500 for *Distiller*

Advertisers placing an 1/8 page ad must place in a minimum of two issues

PRINT UPGRADES

Guaranteed right side ad placement \$500 per ad
Four page fold out \$1,500 per ad (must be placing a full page)
Blow in card summer, fall, winter *Distiller* Magazine
\$1,000 per issue (cap of two per issue)

DIGITAL ADVERTISING

E-Newsletter banner ad \$500 for two issues (limit one per issue)
Banner ad is 800 px wide x 180 px deep will appear on the bottom of the e-newsletter.
A side column ad is 250 px wide x 600 px deep.
Website banner \$500 per month (1190 px wide x 141 px deep).

E-Newsletter Side Column
250 x 600 px
(to scale)

Website Banner
800 x 180 px
(to scale)

Sample Website Banner Ad

THE LATEST ADI MAGAZINES

2017 ADI DISTILLERS' RESOURCE DIRECTORY
The American Distilling Institute's annual Resource Directory is a compendium of resources for the craft distilling industry. Listings include licensed craft distilleries (DSPA), distilleries under construction, Canadian distilleries, rectifiers and vendors, and resources for the craft distilling industry. It is the only compilation of industry players available.
DSPA [click here](#) to update your Directory listing for the 2018 Directory.
Vendors [click here](#) to update your Directory listing.
Vendors [click here](#) for the 2018 Media Kit. Additional info, contact: Matt@distilling.com

INSIDE DISTILLER - WINTER 2017/2018
Portland: Then and Now; Distillery Row Revisited; When Steve Met Jorg; Stumptown Bars; Estate Distilleries and Heirloom Grains; What is Empire Rye?; Book Reviews; and more.
SUBSCRIBE
To view an online version of the magazine, [Click Here](#).
If you'd like complimentary copies for your tasting room gift shop, please contact [Gail Sands](mailto:Gail.Sands@adi.org).

DISTILLING CONFERENCE
1 5 2 2 5
Workshops and Gin Summit begin on Saturday, March 24, 2018

MAP OF DISTILLERIES

SAFETY ALERTS
FLAMMABLE LIQUID
3
CRAFT DISTILLING EXPO
The Fifth Annual Craft Distilling Expo
4-5 October 2017
The Boiler House
Old Truman Brewery

CUSTOM PRINTED SPIRITS GLASSWARE **GRANDSTAND GLASSWARE + APPAREL**

ADI NEWSLETTER
ADI's eNewsletter is filled with newsworthy articles covering the craft distilling industry. Issues include new and expanding craft distilleries, recipes, and more. View the latest [issue here](#).

SPONSOR AN ADI EVENT
Sponsorship opportunities are a great way to increase exposure for your company and to connect with the ADI community. Get in touch to find out about upcoming events. Events@adi.org

JOIN THE DIALOGUE
Network with other ADI members and others in the industry through ADI Forums and ADI Blog. [LEARN MORE](#)

PUBLICATION CALENDAR/DISTRIBUTION

Distiller magazine is distributed through a mix of distribution channels serving a dedicated industry readership as well as a targeted national audience. The magazine is available in 400 key retail locations throughout the United States at high-visibility newsstands and prominent retailers such as Barnes & Noble and BooksAMillion.

DISTRIBUTION

Direct Mailing to over 1300 Distilled Spirits Plants in 38 states and at the following events:

Unified Wine & Grape Symposium	Sacramento, CA	Jan. 23-25, 2018
Gin Summit	Portland, OR	Mar. 24, 2018
ADI Craft Spirits Conference & Expo	Portland, OR	Mar. 25-28, 2018
Craft Brewers Association Conference	Washington, D.C.	Apr. 30 - May 3, 2018
Craft Spirits Carnival	San Francisco, CA	TBA
Tales of the Cocktail	New Orleans, LA	Jul. 17-22, 2018
San Diego Spirits Festival	San Diego, CA	Aug. 25-26, 2018
Kentucky Bourbon Festival	Bardstown, KY	TBA
Chicago Spirits Festival	Chicago, IL	TBA

EDITORIAL CONTENT

Regular coverage in most issues:

Defining Craft: profiles of unique distilleries that set craft apart from other spirits; *Gin*: David T. Smith; *Botanicals*: Susanne Masters; *Cocktail Bars*: Virginia Miller. Our summer issue features a recap of our annual Conference & Expo and the results of our annual Judging of Craft Spirits.

PUBLISHING CALENDAR

Issue	Ad Reservation Deadline	Materials Deadline	Publication Date
Summer Distiller	May 11, 2018	May 18, 2018	July 13, 2018
Fall Distiller	July 27, 2018	August 3, 2018	September 28, 2018
Winter Distiller	October 26, 2018	November 2, 2018	December 28, 2018

