



# MEDIA KIT 2018

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



**AMERICAN DISTILLING INSTITUTE™**  
THE VOICE OF CRAFT DISTILLING™

The American Distilling Institute (ADI) is the oldest and largest trade association dedicated to craft distilling in the world. Founded in 2003, ADI has become a beacon for the craft distilling community—providing their global network of small-batch, independently-owned distillers with a go-to source for any and all information on their craft.

ADI exists to promote and defend the enterprise of craft distilling. We embrace the passion and fierce independence of our community—providing industry events, developmental resources and educational planning to help insure that the art of craft distilling continues to grow.

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## DISTILLER MAGAZINE

**7400** HARD COPY CIRCULATION

**28,000** TOTAL READERSHIP

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## E-NEWSLETTER

**12,000** READERS

**40%** OPEN RATE

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## ADI FORUMS

**OVER 1.4 MILLION** HITS PER YEAR

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## DISTILLING.COM

**OVER 500,000** HITS PER YEAR

# 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
*Back Cover	8.375" x 10.875" 212.725mm x 276.225mm	\$3000	\$2850
*Inside Front/Back	8.375" x 10.875" 212.725mm x 276.225mm	\$2400	\$2200
Full Page	8.375" x 10.875" 212.725mm x 276.225mm	\$2250	\$2125
1/2 Vertical	3.63" x 9.875" 92.202mm x 250.825mm	\$1450	\$1350
1/2 Horizontal	7.5" x 4.88" 190.5mm x 123.952mm	\$1450	\$1350
1/4 Page Vertical	3.63" x 4.88" 92.202mm x 123.952mm	\$900	\$850
1/4 Page Horizontal	7.5" x 2.38" 190.5mm x 60.452mm	\$900	\$850
**1/8 Horizontal	3.63" x 2.38" 92.202mm x 60.452mm	\$500	\$450

Contact Matt Jelen at [matt@distilling.com](mailto:matt@distilling.com) or 707-367-2201 for more information.

### POLICIES

Purchase of any size ad qualifies you for a complimentary annual Provider Membership  
 Annual Provider Membership (a value of \$500) 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  
 Advertisers placing an 1/8 page ad must place in a minimum of two issues

# DIGITAL ADVERTISING

DIGITAL AD	AD SIZE	TWO ISSUES	ONE MONTH	TWO MONTHS	SIX MONTHS	ONE YEAR
Weekly E-Newsletter	Banner 800 x 95 px	\$500	\$850	\$1600	\$5000	\$10,000
Weekly E-Newsletter	Side Column 210 x 420 px	\$500	\$850	\$1600	\$5000	\$10,000
Forum	Banner 970 x 90 px	N/A	\$500	\$850	\$2500	\$5000
Forum	Side Column 300 x 600 px	N/A	\$500	\$850	\$2500	\$5000
Website	Banner 800 x 95 px	N/A	\$500	\$850	\$2500	\$5000
Website	Side Column 210 x 420 px	N/A	\$500	\$850	\$2500	\$5000

Our E-Newsletter delivers to over 10,000 recipients every week, the ADI Forum receives 1.4 million hits per year.

## [ E-NEWSLETTER ]

MISSING images/images from this email? [CLICK HERE to view online.](#)

**AMERICAN DISTILLING INSTITUTE**  
THE VOICE OF CRAFT DISTILLING

Sample ad for ADI eNews - Below lead photo

800 X 95 px

Left column sample ad for ADI eNews

350 x 600 px

## [ FORUM ]

ADI Forums

Forum Header: 970 X 90 px

Forum: 300 x 600 px

Forum Sidebar: 300 X 600 px

## [ WEBSITE ]

**AMERICAN DISTILLING INSTITUTE**  
THE VOICE OF CRAFT DISTILLING

Don't Miss ADI's Tasting Events at Tales...

**Tales of the Cocktail Foundation**

JULY 19 & JULY 21, 2018  
IN NEW ORLEANS

MEET THE CRAFT DISTILLERS  
HAPPY HOUR  
House of Blues  
Parish Room  
Thursday, July 19th  
3:30-6:30pm

AND

CRAFT CHAMPIONS  
TASTING ROOM  
Hotel Monteleone  
Royal A&B  
Saturday, July 21st  
3-5pm

SCHEDULE <https://tickets.talesofthecocktail.org/p/schedule18>

<https://tickets.talesofthecocktail.org/TICKETS>

THE LATEST ADI MAGAZINES

2018 ADI DISTILLERS' RESOURCE DIRECTORY

MAP OF DISTILLERIES

# 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
Fall Distiller	July 27, 2018	August 3, 2018	September 28, 2018
Winter Distiller	October 26, 2018	November 2, 2018	December 28, 2018

