

# MEDIA KIT 2020

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 fiercely independent craft distilling community. ADI's annual conference is the go-to event of the year for a global network of small-batch, independently owned distilleries, while *Distiller* magazine and our annual Directory are a critical source of knowledge, information, and networking resources for existing distilleries, new entrants, and distilling enthusiasts alike. ADI exists to promote and defend the enterprise of craft distilling by providing industry events, developmental resources, and educational planning. We embrace the passion of our community and strive to ensure that the art of craft distilling continues to grow.

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## DISTILLER MAGAZINE

**8100** HARD COPY CIRCULATION

**30,000** TOTAL READERSHIP

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## E-NEWSLETTER

**13,000** READERS

**40%** OPEN RATE

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## ADI FORUMS

**OVER 1.3 MILLION** IMPRESSIONS PER YEAR

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## DISTILLING.COM

**OVER 580,000** IMPRESSIONS PER YEAR

# ADVERTISING RATES / *DISTILLER* MAGAZINE

Format	Size	Directory Only	2 Issues	3 Issues	All issues
* Sponsor Content	2-page spread	\$6500	\$6000	\$5500	\$5000
4-pg Gatefold (Insert)	Call for specs	\$5500	\$5000	\$4500	\$4000
Back Cover	8.375" x 10.875" (add .125" bleed)	\$4100	\$3800	\$3600	\$3300
Inside Front/Back	8.375" x 10.875" (add .125" bleed)	\$3900	\$3400	\$3100	\$3000
Table of Contents	8.375" x 10.875" (add .125" bleed)	\$3600	\$3400	\$3200	\$3000
Full Page	8.375" x 10.875" (add .125" bleed)	\$3200	\$2800	\$2700	\$2500
1/2 Vertical	3.63" x 9.875"	\$2550	\$2450	\$2350	\$2000
1/2 Horizontal	7.5" x 4.88"	\$2550	\$2450	\$2350	\$2000
1/4 Page Vertical	3.63" x 4.88"	\$1750	\$1650	\$1550	\$1400
1/4 Page Horizontal	7.5" x 2.38"	\$1750	\$1650 </td <td>\$1550</td> <td>\$1400</td>	\$1550	\$1400

\* Sponsored content—1,500 words plus four images. One space available per issue.

## 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.

ADI reserves the right to refuse any advertising artwork deemed inappropriate or competitive in spirit.

## AD SUBMISSION SPECIFICATIONS

**TRIM SIZE:** 8.375" x 10.875" / 212.725mm x 276.225mm

**BLEED:** .125" or 1/8" / 3.1750mm required on all sides. **ONLY FULL PAGE ADS BLEED.**

**SUGGESTED LIVE AREA:** of 7.5" x 9.875" / 190.5mm x 123.952mm  
Please keep all type within the page live area to ensure nothing is trimmed.

**CROP MARKS:** No crop or bleed marks.

**FORMAT:** For best results, please submit your file as a Press-Quality PDF.

All files must be CMYK (no spot, RGB or Index colors accepted) and 300 dpi. (Images from a website will not be accepted); all fonts should be outlined.

Please name your file with the following convention: advertiser name\_(fa/win/su)20distiller.

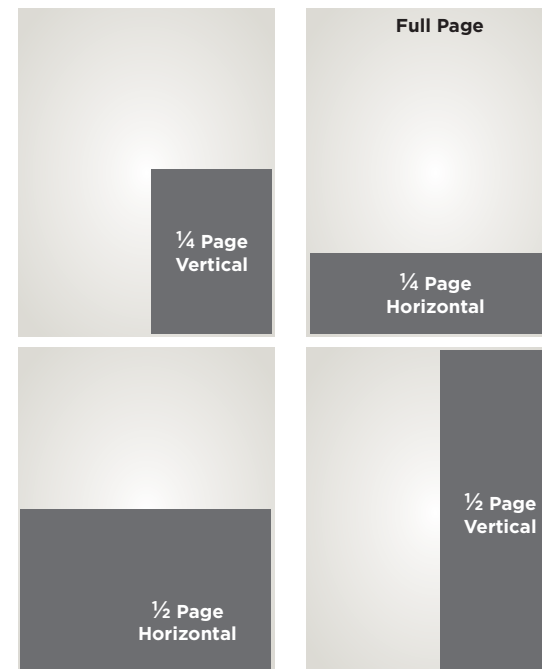
### FILE SUBMISSION:

Please use the drop box link provided below for file uploads.

Include in the subject line of your email the following tag line: "company name, ad size and orientation, and magazine issue (ex. ADI\_1/4V\_WI20.)

### PLEASE SUBMIT YOUR AD TO DROP BOX:

<https://www.dropbox.com/request/uqqU2271HjD89MHhkZld>



# DIGITAL ADVERTISING

E-Newsletter | ADI Forum | distilling.com



DIGITAL AD	LOCATION	PLATFORM	AD SIZES	ONE MONTH	THREE MONTHS	SIX MONTHS	ONE YEAR
<b>Weekly E-Newsletter</b>	Leader	Mobile & Desktop	650 x 60	\$850	\$1600	\$5000	\$10,000
<b>Weekly E-Newsletter</b>	Side Column	Mobile & Desktop	200 x 300	\$850	\$1600	\$5000	\$10,000
<b>Forum</b>	Leader	Desktop	970 x 90	\$500	\$850	\$2500	\$5000
		Mobile	300 x 50				
<b>Forum</b>	Side Column	Desktop	300 x 600	\$500	\$850	\$2500	\$5000
		Mobile	300 x 250				
<b>Distiller Online</b>	Leader	Desktop	970 x 90	\$500	\$850	\$2500	\$5000
		Mobile	300 x 50				
<b>Distiller Online</b>	Side Column	Desktop	300 x 50	\$500	\$850	\$2500	\$5000
		Mobile	300 x 250				
<b>ADI Website</b>	Leader	Desktop	970 x 90	\$500	\$850	\$2500	\$5000
		Mobile	300 x 50				
<b>ADI Website</b>	Side Column	Desktop & Mobile	300 x 250	\$500	\$850	\$2500	\$5000

Submit files in png format.





## VENDOR BOOTHS

### STANDARD PRICING

- 10x8 **\$2,600**
- 10x10 **\$2,900**
- 8x20 **\$3,800**
- 10x20 **\$3,950**

### EARLY BIRD PRICING

(until Jan. 15th)

- 10x8 **\$2,400**
- 10x10 **\$2,550**
- 8x20 **\$3,600**
- 10x20 **\$3,700**

Single = One 6' table, 2 chairs, sign and drapes, 2 Expo passes / Double = Two 6' table, 4 chairs, sign and drapes, 4 Expo passes

\* Gala passes can be purchased for \$50 a person or a table can be reserved for \$450 (seats 10)

\*\* When reserving a table for the Gala exhibitors must provide RSVP list

**FOR VENDOR REGISTRATION  
CONTACT: [matt@distilling.com](mailto:matt@distilling.com)**

Join ADI in 2020 for the absolute cannot-miss event of the decade — the annual Conference and Vendor Expo in the historic city of New Orleans, Louisiana. World-renowned for its cocktails, food and music, New Orleans is annually ranked as one of the top destination cities in the US, with 10 million visitors a year bringing in nearly \$6 billion. And with more than 30 operating distilleries and several more under construction, the city has one of the fastest-growing craft distilling scenes in the country. Next April, the good times will roll as nearly 2,000 distilling industry members — from distillery owners and master distillers eager to visit their suppliers to new entrants on the hunt for their first equipment — descend on the Big Easy for what promises to be an unforgettable celebration of our craft.

**ATTENDEE REGISTRATION OPENS NOVEMBER 1, 2019**

Updates, schedules and news at [www.distilling.com](http://www.distilling.com) and in our newsletters.

### 2019 CONFERENCE NUMBERS

**1800 ATTENDEES 75 SESSIONS 100+ SPEAKERS 170 EXHIBITORS 16 WORKSHOPS**



# SPONSORSHIP PACKAGES

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## TITLE: \$18,000

- Double Booth (10x20); ability to expand booth to 20x20 for an additional \$2,000
- Eight staff Expo Passes / 6 client Expo Passes\*
- One reserved table at the Gala dinner (must provide RSVP list)
- Full page ad in our publications: the *Distillers' Resource Directory* and the Summer, Fall and Winter issues of *Distiller* magazine (preferential placement in all issues)
- One side column or banner ad for the year on new *Distiller* Magazine Website
- Logo imprint on the following media: Weekly E-newsletter | ADI website home page & conference page | Conference/Expo signage & program | Welcome screens in session rooms | Name badges
- Complimentary one-page insert (or gift) into conference bag
- Ability to add gift or literature at conference registration table
- Two preconference Title Sponsor booth promotions to registered attendees
- Access to reserved premium booths first preference
- Access to attendee list spreadsheet for non-ADI branded communications (one-time access only)
- Promotion of private off-site party to all registered attendees (*Party to be organized via our preferred Destination Management Company to ensure proper timing and proper synchronization of information*).

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## PLATINUM: \$13,000

- Double Booth (10x20); ability to expand booth to 20x20 for an additional \$2,000
- Six staff Expo Passes / 4 client Expo Passes\*
- Full page ad in our publications: the *Distillers' Resource Directory* and the Summer, Fall and Winter issues of *Distiller* magazine
- One side column or banner ad for the year on new *Distiller* Magazine Website
- Logo imprint on the following media: ADI website home page & conference page | Conference/Expo signage & program | Welcome screens in session rooms
- One preconference Platinum Sponsor booth promotions to registered attendees
- Access to reserved premium double booths
- One Platinum sponsor group booth promotion to attendees

\* Additional available for purchase for \$200

**Multi-year contracts available for New Orleans and Louisville. For further information contact Matt Jelen, [matt@distilling.com](mailto:matt@distilling.com)**

# MEDIA ADVERTISING PACKAGES

## GOLD: \$11,200

For up to 3 companies  
exhibiting in the same space

### COST BREAKDOWN

\$2,900 Booth  
\$9,600 Four full-page ads in *Distiller* magazines and Directory  
\$5,000 Full-year banner ad on *Distiller* digital  
Total Value: \$17,500 / Package Discount: \$7,300

- 10x10 Booth
- Three staff Expo passes / 2 client Expo passes
- Four full page ads in our publications: the *Distillers' Resource Directory* and the Summer, Fall and Winter issues of *Distiller* magazine
- One full year banner ad on *Distiller* digital
- Access to premium booth locations

## GOLD: \$10,200

### COST BREAKDOWN

\$2,900 Booth  
\$9,600 Four full-page ads in *Distiller* magazines and Directory  
\$5,000 Full-year banner ad on *Distiller* digital  
Total Value: \$17,500 / Package Discount: \$7,300

- 10x10 Booth
- Three staff Expo passes / 2 client Expo passes
- Four full page ads in our publications: the *Distillers' Resource Directory* and the Summer, Fall and Winter issues of *Distiller* magazine
- One full year banner ad on *Distiller* digital
- Access to premium booth locations

## SILVER \$8,100

### COST BREAKDOWN

\$2,900 Booth  
\$6,400 Four half-page ads in *Distiller* magazine and Directory  
\$2,500 Six-month banner ad on *Distiller* digital  
Total Value: \$11,800 / Package Discount: \$3,700

- 10x10 Booth
- Two staff Expo passes
- Access to premium booth locations
- Four half page ad in our publications: the *Distillers' Resource Directory* and the Summer, Fall and Winter issues of *Distiller* magazine
- Banner ad on *Distiller* digital for 6 months

## BRONZE \$6,100

### COST BREAKDOWN

\$2,900 Booth  
\$4,000 Four quarter-page ads in *Distiller* magazine and Directory  
\$2,500 Six-month banner ad on *Distiller* digital  
Total Value: \$9,400 / Package Discount: \$3,300

- 10x10 Booth
- Two staff Expo passes
- Four quarter-page ads in our publications: the *Distillers' Resource Directory* and the Summer, Fall

# SPONSORSHIP OPPORTUNITIES

## GALAS & MEET UPS

### **New Member / Foreign Member mixer**

**\$500**

*up to 5 available, signage at event, possibility of displaying gift for attendees (approx. 100 gifts)*

### **Women Summit**

**\$500**

*Up to 5 available, Signage at event, possibility of displaying gift for attendees (approx. 150 gifts)*

### **Pre-Gala welcome cocktail**

**\$1,500**

*Up to 5 available, Signage at event, possibility of displaying gift for attendees (approx. 150 gifts)*

## STATION SPONSORSHIPS

### **Exhibit Floor Food Stations**

**\$750** Dessert/Coffee

**\$450** Breakfast

**\$1750** Dessert/Coffee and Breakfast on one day

*Available on Tuesday or Wednesday*

*Signage on table and in aisles (directional signage)*

### **Food Stations Happy Hours Tuesday**

**\$450** per station - **\$1000** exclusive - up to **3** stations

### **Bar Happy Hours Tuesday**

*Private event at booth (bar/Food/book signing/contest etc...) on expo floor — \$500 + Cost of food - arranged via Hyatt - see info in exhibitor kit. Announcements in app and directional signage*

### **Welcome Tasting Food Stations**

**\$1,000**

*Welcome Tasting Food Stations.*

*Exclusive \$4,500, ability to distribute literature and promo item (approx 800 gifts).*

### **Charging Station**

**\$1,000**

*Multiple stations available*

## BOOTH EVENT

### **Judging Photo Booth**

**\$2,000**

*Gold and Double Gold logo on booth and social media exposure*

**\$1,500**

*Silver and bronze logo on booth and social media exposure*

## OTHER OPPORTUNITIES

### **Expo Floor Passorts**

**\$500** apiece

*12 spots available*

### **Rum Summit**

**\$1,000**

*Signage at show*

### **Bags**

**\$1,500 + cost of bags**

*Bag design subject to approval by ADI*

### **Promotion of offside events in schedule**

**\$500**

*Organized by our preferred Destination Management Company*

### **Branded gift**

**\$1,000 + cost of item**

*handed at registration with badge pickup. ADI can suggest and help sourcing appropriate gift.*

*Marketing materials will be prominently displayed.*



## RETAIL 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 key markets throughout the United States including Books a Million and their affiliates, select Mader newsstands and prominent retailers such as Barnes & Noble.

## TRADE DISTRIBUTION

Unified Wine & Grape Symposium	Sacramento, CA	Feb. 4-6, 2020
Rum Summit	New Orleans, LA	Apr. 5, 2020
ADI Craft Spirits Conference & Expo	New Orleans, LA	Apr. 6-8, 2020
Craft Brewers Association Conference	San Antonio, TX	Apr. 19-22, 2020
Craft Spirits Carnival	San Francisco, CA	June TBA, 2020
Chicago Independent Spirits Festival	Chicago, IL	Oct. TBA, 2020

## EDITORIAL CONTENT

### REGULAR COVERAGE IN MOST ISSUES:

- Profiles of craft distilleries and distillers
- Marketing
- Botanicals
- Gin
- Business
- Brewing and distilling science
- Trends
- Cocktail Bars and city spotlight
- Book reviews

### ISSUE FOCUS:

Our summer issue features a recap of the annual Conference & Expo plus the results of our annual Judging of Craft Spirits.

The winter issue focuses on the host city for the upcoming conference.

Every issue is packed full of articles on the process, art, commerce, economic and legal concerns of owning a distillery along with current events pertaining to the craft distilling community.

## PUBLISHING CALENDAR

Issue	Ad Reservation Deadline	Materials Deadline	Publication Date
Resource Directory	January 24, 2020	January 31, 2020	April 1, 2020
Summer <i>Distiller</i>	May 1, 2020	May 8, 2020	July 10, 2020
Fall <i>Distiller</i>	July 24, 2020	August 7, 2020	October 5, 2020
Winter <i>Distiller</i>	October 23, 2020	October 30, 2020	December 28, 2020



# DIGITAL AD SPECIFICATIONS

DIGITAL AD	LOCATION	PLATFORM	AD SIZES
Weekly E-Newsletter	Leader	Mobile & Desktop	970 x 90
Weekly E-Newsletter	Side Column	Mobile & Desktop	250 x 300
Forum	Leader	Desktop	970 x 90
		Mobile	300 x 50
Forum	Side Column	Desktop	300 x 600
		Mobile	300 x 250

## ADI FORUM

The screenshot shows the ADI Forums website interface. A callout box points to a forum post titled "Your Wholesale Source for Custom Engraved Merchandise". The callout box contains the following text:

**Leader**  
970 x 90 px / desktop  
300 x 50 px / mobile

## E-NEWSLETTER

The screenshot shows the American Distilling Institute e-newsletter. It features several sections:

- Leader:** A large image of Travis and Holly Barnes of Hotel Tango Artisan Distillery, with a callout box indicating the ad size: 970 x 90 px / desktop, 300 x 50 px / mobile.
- 2020 JUDGING of Craft Spirits:** An advertisement for DYE Distilling, with a callout box indicating the ad size: 300 x 250 px / mobile.
- ADI Online Auction:** A section about the 2020 ADI Online Auction, including details about the auction date (September 18 to November 25, 2019) and a link to view the auction.
- Upcoming ADI Workshops 2019:** A section listing workshops such as "Gain to Glass & Beyond" and "Blending, Maturation & Warehousing".
- Announcements:** A section with various news items, including "Heritage Distilling responds to article in Brookings regarding the Craft Beverage Modernization Act".

## FILE SUBMISSION:

### USE THE FOLLOWING PROTOCOL FOR FILE NAMING:

"company name, ad size and orientation, and magazine issue (ex. ADI\_1/4V\_W118)

### PLEASE SUBMIT YOUR AD TO DROP BOX:

<https://www.dropbox.com/request/uqqU2271HjD89MHhkZld>

# DIGITAL AD SPECIFICATIONS

DIGITAL AD	LOCATION	PLATFORM	AD SIZES
ADI Website	Leader	Desktop	970 x 90
		Mobile	300 x 50
ADI Website	Side Column	Desktop & Mobile	300 x 250
Distiller magazine Website	Leader	Desktop	970 x 90
		Mobile	300 x 50
Distiller magazine Website	Side Column	Desktop & Mobile	300 x 250

## ADI WEBSITE

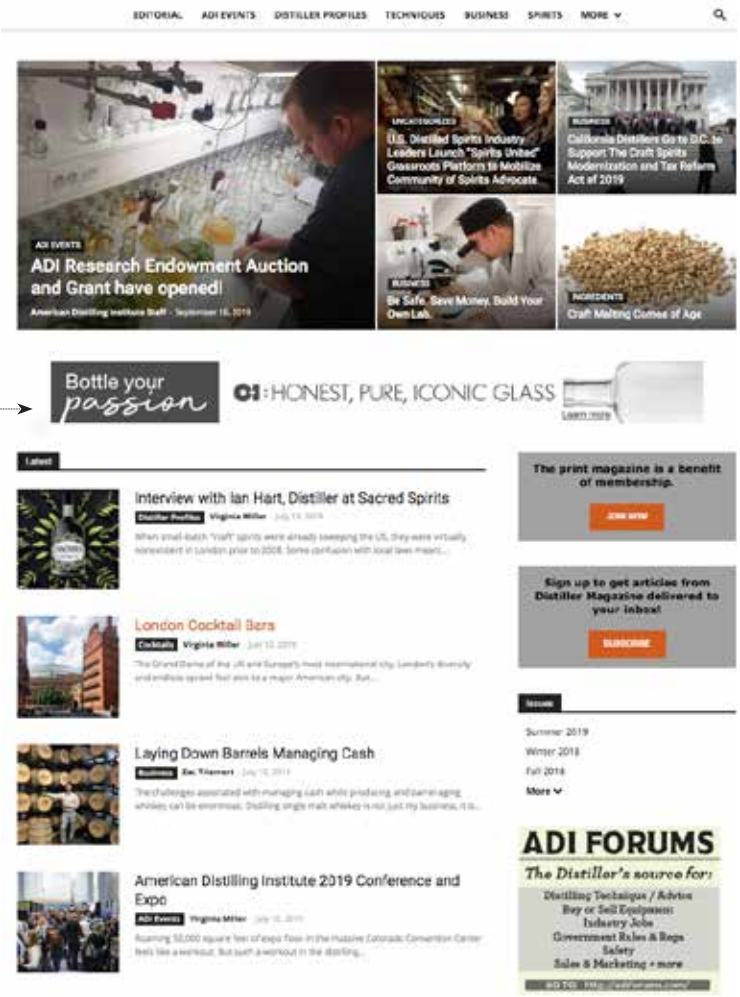


**Leader**  
970 x 90 px / desktop  
300 x 50 px / mobile

**Side Column**  
300 x 600 px / desktop  
300 x 250 px / mobile

## DISTILLER MAGAZINE WEBSITE

# DISTILLER™



**Leader**  
970 x 90 px / desktop  
300 x 50 px / mobile

**Side Column**  
300 x 600 px / desktop  
300 x 250 px / mobile

### FILE SUBMISSION:

#### USE THE FOLLOWING PROTOCOL FOR FILE NAMING:

"company name, ad size and orientation, and magazine issue (ex. ADI\_1/4V\_WI18)

#### PLEASE SUBMIT YOUR AD TO DROP BOX:

<https://www.dropbox.com/request/uqqU2271HjD89MHhkZld>