

NO. 1



**American
Distilling
Institute**

*The **Heart** of Distilling*

**MEDIA
KIT**

WHYADI

CORE AUDIENCE

- *Craft Distillers and owners/investors of the more than 2,500 craft distilleries*
- *Retailers and Distributors*
- *Suppliers to the industry and trade allies*

American Distilling Institute was established more than 20 years ago to answer the needs of a nascent industry. Since then, ADI lives at the heart of our distilling community as a nexus for education, networking and growth in North America and beyond. It is the largest trade organization dedicated to craft distilling in the world. ADI fulfills its mission through its Distiller Magazine, Directory and Buyer's Guide, American and European e-newsletters, forums, online webinars, special interest groups within its membership (Sustainability, Veterans, Women, etc.), in-person workshops, the International Spirits Competition, the annual Craft Spirits Conference & Expo and spirits summits.

We are proud to serve a growing global network of small batch, independently-owned distilleries.

Reach our community through exposure in our media listed here. Options are available via sponsorship packages and A la Carte. Our team is available to craft custom solutions that help you reach your individual goals.



DISTILLER MAGAZINE PRINT

8,100 HARD COPY CIRCULATION
30,000 TOTAL READERSHIP

DISTILLER MAGAZINE DIGITAL

OVER 15,000 PAGE VIEWS PER MONTH
AND GROWING

ANNUAL CONFERENCE

1800+ ATTENDEES
200+ EXHIBITORS

E-NEWSLETTER (US AND EUROPE)

OVER 20,000 SUBSCRIBERS
40% OPEN RATE

DISTILLING.COM

OVER 580,000 IMPRESSIONS PER YEAR

ADI FORUMS

OVER 1.3 MILLION IMPRESSIONS PER YEAR

THE VOICE OF DISTILLING PODCAST

DISTILLER MAGAZINE

*ADI Publications are your year-round home
for all things craft distilling*

PRINT

Distiller Magazine prints quarterly. The first issue (ships in March) is our keepsake Directory of worldwide distilleries and vendors. The Summer magazine is also distributed at the conference.

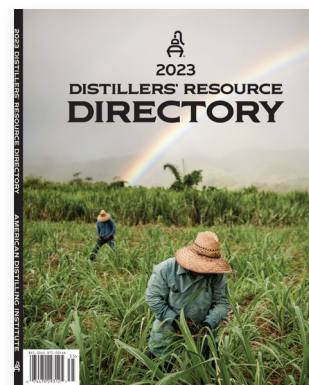
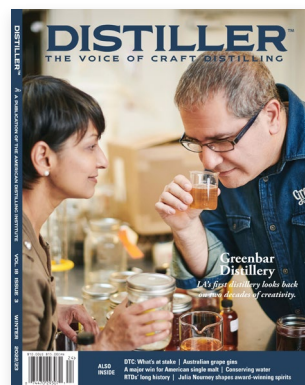
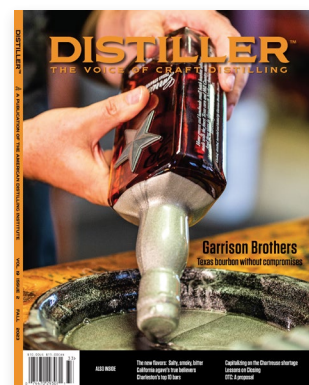
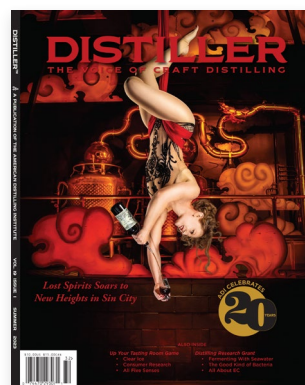
DISTRIBUTION Distiller print Magazine with a hard copy circulation of 8,100 is distributed through a mix of distribution channels serving a dedicated industry readership as well as targeted national audience. The magazine is available in key markets throughout the US including Books a Million and their affiliates, select Mader newsstands and prominent retailers such as Barnes & Noble. It is also a benefit of all ADI Memberships and available via subscription.

DIGITAL

The Digital version of the magazine - <https://distilling.com/distillermagazine/> - publishes the same articles that are featured in the print version with a slight delay. The digital magazine is available to the public and boasts over 15,000 page views /month and growing. The website also serves as reference archives of our prior issues to the community. Advertising is available on the website as leaderboards, side and in-article ads.

IN EVERY PRINT ISSUE

- Cover Story
- Distribution & Channels
- Ingredients & Formulations
- Marketing & Packaging
- Money Matters
- Production & Processes
- Places and Faces
- Regulations & Compliance



PRINT DEADLINES

ISSUE	AD RESERVATION	AD SUBMISSION	PUBLICATION DATE
RESOURCE DIRECTORY	2/9/2024	2/16/2024	4/12/2024
SUMMER DISTILLER	5/3/2024	5/10/2024	7/8/2024
FALL DISTILLER	8/2/2024	8/9/2024	10/4/2024
WINTER DISTILLER	10/25/2024	11/1/2024	12/27/2024

**Both magazines offer rare opportunities for sponsored content in alignment with our editorial guidelines.
Refer to the A La Carte options chart for details or reach out to our team.**

ADI CRAFT SPIRITS CONFERENCE & EXPO

The ADI Craft Spirits Conference & Expo is the largest and most successful craft distilling industry conference. Reaching over 1,800 attendees and 200 exhibitors, the exhibition floor sells out months in advance. Exhibitors can participate as individual exhibitors or through a sponsorship package, however, our sponsors get preferential access to the floor plan.

All exhibitors are featured on the conference app and offered options for additional onsite sponsorships and activations.

Updates, schedules and news at distilling.com and in our newsletters.



See the sponsorship package page for details on added benefits available to our sponsors

OUR 21ST CONFERENCE

*Baltimore, MD Convention Center
August 27-28, 2024.*



2024 BOOTH RELEASE CALENDAR

2024 SPONSOR/AD LEVEL	RESERVED BOOTH PLACEMENT WINDOW
Title & Platinum	January 22 (onward)
Gold	February 15 (onward)
Silver	February 29 (onward)
Bronze	March 11 (onward)
Print Advertisers	March 25 (onward)
Past Exhibitors	April 1 (onward)
Open To All (pending space availability)	April 15 (onward)

EXHIBITOR BOOTHS PRICING AND AVAILABILITY

SIZE*	EARLY BIRD Ends May 1, 2024	STANDARD
10X10	\$2,850	\$3,100
10X20	\$3,700	\$4,200

***LARGER SIZES AVAILABLE**

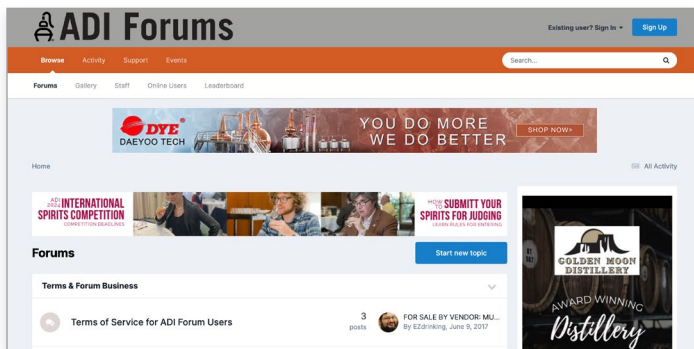
EACH 10X10 SPACE INCLUDES:

One 6' table, 2 chairs, sign and drapes,
2 Expo Staff passes

All Exhibitors must be ADI members in good standing at the time of the conference. Booth is paid at the time of reservation.

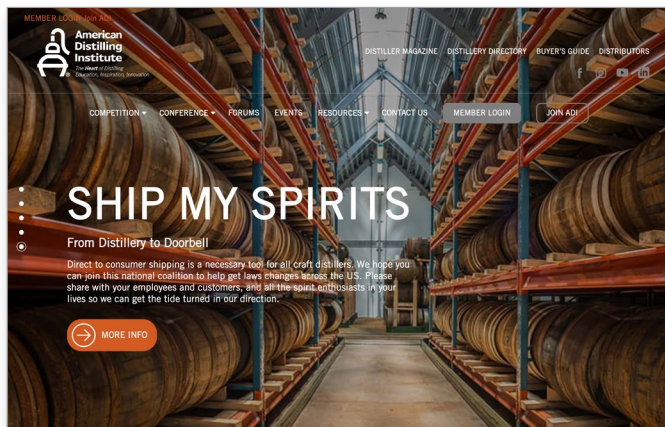
E-MEDIA AND EDUCATIONAL SHOWCASES

In addition to Distiller Magazine Digital, ADI has many options to give your brand added online exposure. Pricing and details are available in our A La Carte chart and our sales team can confirm availability of those sought-after advertisements.



ADI FORUMS

The ADI Forums platform (<https://adiforums.com>), is available via our distilling.com website for our members and the community at large. The ADI Forums pages surpassed 1.5 million views in 2023. Digital advertising is available in the form of exclusive leaderboards and side ads.



DISTILLING.COM

Distilling.com is the flagship website of ADI and is the most visited craft distilling industry website in the world. Advertising on the website is currently reserved for our Gold to Title sponsors.

The Heartbeat

Register Now for the Building More Bang for Your Buck Webinar

Blending, Maturation, and Warehousing Workshop Recap

Last week, attendees spent three days in Texas learning from master blenders, Nancy Fraley and Angela d'Orazio, about traditional blending theories and philosophies as well as practical and hands-on applications of the techniques taught.

ADI's annual Blending, Maturation, and Warehousing workshop hosted by Iron Root Republic Distillery, one of the most renowned distilleries in the world, sells out every year. Did you miss out this time? Mark your calendars for next year! In the meantime, we have a lineup of **exciting educational events** coming up, including workshops and classes. See how you can level up your skills in the weeks ahead.

[View the Event Photos](#)

AVAILABLE TURNKEY
Complete Award Winning Distillery

GOLDEN MOON DISTILLERY

[VIEW DETAILS >>](#)

How Virgil Kaine Founder David Szlam Went from Chef to Distiller

After honing his skills with culinary legends, Szlam embraced a new path by creating Virgil Kaine's flagship ginger-

E-NEWSLETTER

The ADI weekly e-newsletters reach more than 20,000 readers via its US and European editions (European edition launches 2024). Ad placement is available as an exclusive monthly leaderboard or side advertisement.

SHOWCASES



INTERNATIONAL SPIRITS COMPETITION

ADI's International Spirits Competition (ISC) ranks amongst the best judging events in the world. Since 2007, ADI has upheld the highest standards in the industry by giving our judges the freedom to only award the very best, and being the first competition to provide written feedback for every entry. We accept entries in all classes and categories of distilled spirits, RTDs, cocktail bitters, no/low spirits, mixers, aperitifs & fortified wines.

The top awards are revealed to all of our attendees at a special Awards lunch at the ADI Conference and via our social media.

Your brand can demonstrate its commitment to excellence in craft spirits with a sponsorship showcased during the judging event, at the awards luncheon and on the registration website. Reach out to our team to discuss available options.



PODCAST: VOICES OF DISTILLING

Launched at the ADI Conference in 2023, the *Voices of Distilling* podcast introduces you to interesting and diverse voices in craft distilling. These trailblazers have the pulse of the industry and are willing to share their stories, insights, and advice with our community. Reach out to our team for customized sponsorships.



WEBINARS

ADI bi-weekly webinars bring education to our members and beyond. Your logo will be featured on the registration page, confirmation email, thank you email and our host will mention you at the beginning and end of the webinar. The recordings remain available to our members and attendees via the video library on the ADI site.

SPONSORSHIP PACKAGES

		TITLE	PLATINUM	GOLD	SILVER	BRONZE
		\$18,600	\$14,000	\$11,000	\$8,600	\$6,800
BONUS BENEFITS	COMPLIMENTARY SUPPLIER ADI MEMBERSHIP (ONE YEAR)	x	x	x	x	x
	WEEKLY LOGO PLACEMENT IN ADI E-NEWSLETTER	x				
	LOGO ON ADI HOME PAGE	x	x			
	15% OFF ADDITIONAL PRINT OR DIGITAL ADVERTISING (SIZE UPGRADE, E-NEWS ADVERTISING, ETC.)	x	x	x	x	x
CONFERENCE BENEFITS	EARLY ACCESS TO BOOTH SPACE	1st	2nd	3rd	4th	5th
	DISCOUNTED BOOTH - 2022 PRICE (INCLUDED, PAID AT RESERVATION)	10x20	10x20	10x10	10x10	10x10
	STAFF PASSES*	8	6	4	3	2
	GUEST PASSES FOR CLIENTS**	8	6	4	3	2
	GUEST DISCOUNTS FOR CLIENTS***	25%	20%	15%	15%	15%
	LOGO ON ON-SITE SIGNAGE AND WELCOME SCREENS	x	x			
	LOGO ON CONFERENCE APP	x	x	x	x	x
	LOGO ON BADGES	x				
	PROMOTION OF PRIVATE PARTY/ BOOTH ACTIVATION IN APP	x	x	x	x	
	ACCESS TO ATTENDEE LIST (POST / LIMITED USE)	x				
	SPONSORS POST-CONFERENCE ACKNOWLEDGEMENT EMAIL	x	x	x	x	
	ABILITY TO ADD LITERATURE OR GIFT IN ATTENDEE BAGS	x	x	\$250	\$250	\$250
PRINT ADVERTS						
	DISTILLER MAGAZINE 4X / FULL PAGE	x	x			
	DISTILLER MAGAZINE 4X / 1/2 PAGE			x	x	
	DISTILLER MAGAZINE 4X / 1/4 PAGE					x
DIGITAL ADVERTS						
	ANNUAL DIRECTORY ENHANCED LISTING	x	x	x	x	x
	ADI FORUMS / 12 MONTHS - ROTATING	Leader	Side			
	ADI WEBSITE / 12 MONTHS - ROTATING	Leader	Side	Side		
	DISTILLER MAGAZINE DIGITAL / 12 MONTHS - ROTATING	In-Article	In-Article	Leader	Side	

* Additional staff passes are available at \$200 each during registration.

** Guest passes are reserved for distillery, wineries and breweries or prospects and submitted by **7/15/2024**

*** Discount off the regular non member pricing - not applicable to member and early bird pricing

**** More info: <https://distilling.com/sponsored-content/>

A LA CARTE

PRINT ADVERTISING

FORMAT	SIZE	DIRECTORY ONLY	2 ISSUES (EACH)	3 ISSUES (EACH)	ALL ISSUES (EACH)
*SPONSORED 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)	\$3000	\$2800	\$2600	\$2400
1/2 VERTICAL	3.63" x 9.875"	\$2300	\$1800	\$1700	\$1600
1/2 HORIZONTAL	7.5" x 4.88"	\$2300	\$1800	\$1700	\$1600
1/4 PAGE (4 ISSUES)	3.63" x 4.88"				\$4000

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

POLICIES

- ADI Reserves the right to refuse any advertising artwork deemed inappropriate or competitive in spirit.
- Refer to the Editorial Calendar for ad reservation and ad submission dates
- Dropbox link will be sent to the designated contact 4 weeks prior to the submission deadline.
- If no creative is submitted by the deadline, ADI reserves the right to re-use the most recent ad on file

AD SUBMISSION SPECIFICATIONS

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.

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.

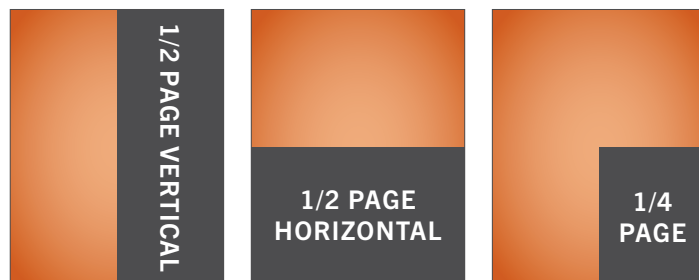
SUGGESTED LIVE AREA: 7.5" x 9.875" / 190.5mm x 123.952mm

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.

Please name your file with the following convention:
advertiser name_(fa/win/su)24distiller



A LA CARTE DIGITAL ADVERTISING

	LOCATION	DESKTOP SIZE	MOBILE SIZE	1 MONTH	3 MONTHS
ADI FORUMS	LEADERBOARD	970x90 pixels	300x50 pixels	\$1,500	\$4,000
	SIDE (HOME PAGE)	300x600 pixels	300x250 pixels	\$1,250	\$3,500
DISTILLER MAGAZINE DIGITAL	LEADERBOARD	970x90 pixels	300x50 pixels	\$1,500	\$4,000
	SIDE	300x50 pixels	300x250 pixels	\$1,250	\$3,500
WEEKLY E-NEWSLETTER (US OR EU)	LEADERBOARD	650x60 pixels	650x60 pixels	\$1,500	\$4,000
	SIDE	1080x1080 pixels	1080x1080 pixels	\$1,250	\$3,500
SPONSORED CONTENT - DISTILLER DIGITAL		1500 words / Up to 4 images		\$3,000	

Click the first table column to see the advertisement location
Or see examples on the next page

WEBINAR SPONSORSHIP


LOGO PLACEMENT ON REGISTRATION PAGE/EMAILS AND EVENT WEBPAGE
MENTION OF SPONSOR AT THE BEGINNING AND END OF WEBINAR
SPONSOR CONTACT INFO AND LOGO ON THE LAST SLIDE OF THE WEBINAR
INFORMATION REMAINS ACTIVE THROUGH OUR VIDEO ARCHIVE
\$1800

VOICES OF DISTILLING SPOTLIGHT SPONSORSHIP

60 SECOND VIDEO SECOND COMMERCIAL
PLACEMENT IN 4 EPISODES
LOGO IN SOCIAL MEDIA CLIPS
CUSTOM PRICING


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ALA CARTE



The Heartbeat

Register Now for the Building More Bang for Your Buck Webinar




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[View the Event Photos](#)

LEADERBOARD



How Virgil Kaine Founder David Szlam Went from Chef to Distiller

After honing his skills with culinary legends, Szlam embraced a new path by creating Virgil Kaine's flagship ginger-infused bourbon. Discover the unique culinary approach behind this whiskey that highlights flavor profiles and embraces creativity. Join Virginia Miller in her latest for *Distiller* as she interviews Szlam and shares insights into the evolving world of small-batch spirits.


[Read the Full Interview](#)

Upcoming Events

- [ADI 2024 International Spirits Competition](#)
- [Distilling Research Grant Proposals](#)
- [Building More Bang For Your Buck with Kris Bohm](#)
- [ADI 2024 Baltimore: Craft Spirits Conference & Vendor Expo](#)

[View All Events](#)

SIDE



Existing user? [Sign In](#) [Sign Up](#)

YOU DO MORE WE DO BETTER

LEADERBOARD

Forums

[Start new topic](#)

Terms and Forum Business

Terms of Service for ADI Forum Users 3 posts [FOR SALE BY VENDOR M...](#) By T. Manning, June 9, 2027

Forum Business 372 posts [Land Zoning](#) By J. H. H. H., July 7

Welcome, ADI News & General

Welcome & Introduce Yourself 4.4k posts [New Mexico Distillery...](#) By J. H. H. H., December 3

ADI News & Events 402 posts [Can't wait to meet every...](#) By T. Manning, August 10

SIDE

Upcoming Events

[ADI 2024 International Spirits Competition](#)



EDITORIAL ADI EVENTS DISTILLER PROFILES TECHNIQUES BUSINESS SPIRITS MORE

BIG SELECTION. ONE CLEAR CHOICE.

[www.oberk.com](#) 800-457-5857 [contact@oberk.com](#)

FLASK STOCK | CUSTOM BOTTLE DESIGN | OVER 100 YEARS EXPERIENCE

Louisiana Rum Distilleries

Blackburn's Botanicals

How Virgil Kaine Founder David Szlam Went from Chef to Distiller

LEADERBOARD

Latest

New Release Roundup November 2023

Backyard Botanicals

Top 10 Charleston Bars

SIDE

AD SUBMISSION SPECIFICATIONS

Artwork must be submitted by the **20th of the month** prior to placement

Artwork can be updated monthly for multi-months placements.
If no creative is submitted by the deadline, ADI reserves the right to re-use the most recent ad on file

FILE SPECIFICATIONS: JPG or GIF
125kb max with click-through URL

SEND ARTWORK TO: sales@distilling.com

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