

Media Kit 2015

& brewer beer

Introduction

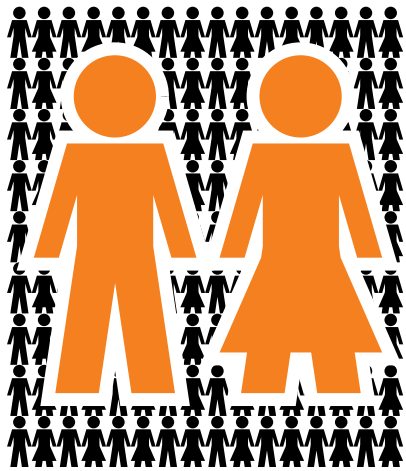
Beer & Brewer is Australasia's leading magazine dedicated to beer and cider. Read by consumers and trade, the title delivers entertaining and authoritative content via a **quarterly magazine**, a **website** and a **weekly e-newsletter**.

Since the launch of Beer & Brewer in 2007, the tone and nature of its content has always given it broad appeal, with a blend of lifestyle and specialist features **aimed at the passionate consumer, trade professional, home brewer and casual drinker**.

Beer is a fast-moving, dynamic universe - and Beer & Brewer keeps pace with the changes and developments, reflecting the excitement and passion the sector inspires in people.

With its finger firmly on the pulse of the beer world, Beer & Brewer is as much an essential read for those early adopters and influencers as it is for the many consumers just beginning to explore the category.

Total readership

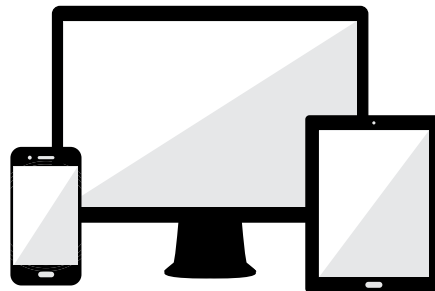


35,842



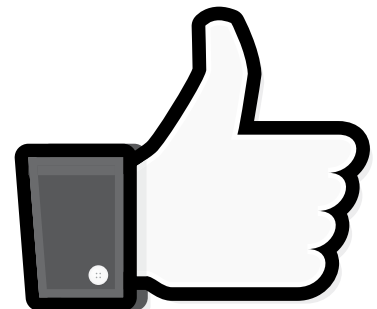
21,468

print readers



11,600

subscribers to the
weekly e-newsletter

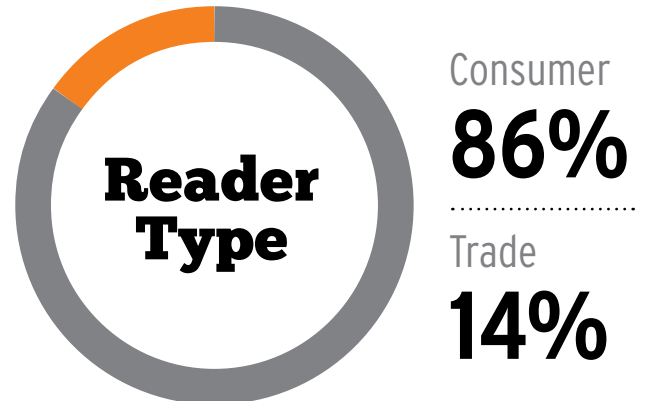
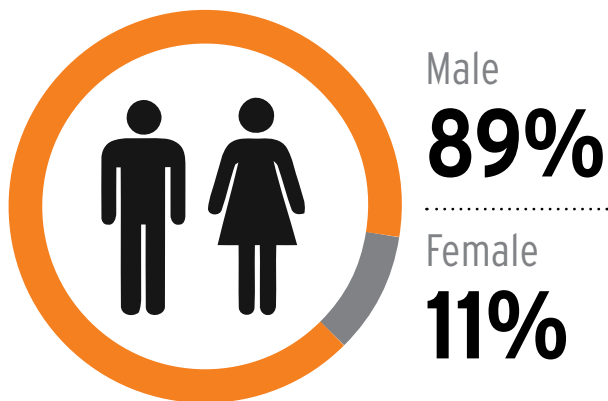


3,002

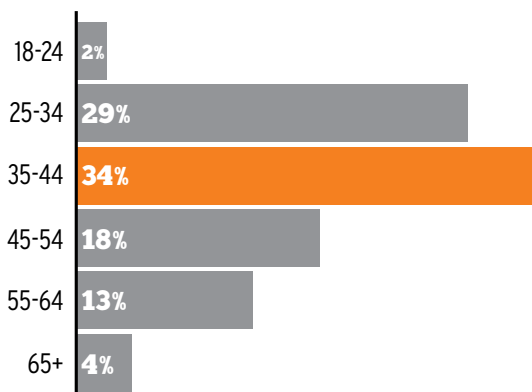
Facebook likes

Audience

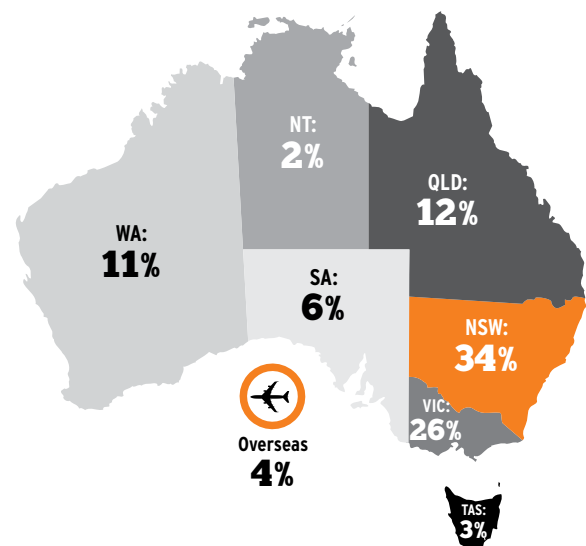
A survey conducted in July 2014 with 900 of our readers has given us a unique insight into our audience. We have a detailed understanding of who reads Beer & Brewer - where they live, how much they earn, even the interests they have outside of beer. That means you can be sure our audience aligns with your target market.



Age

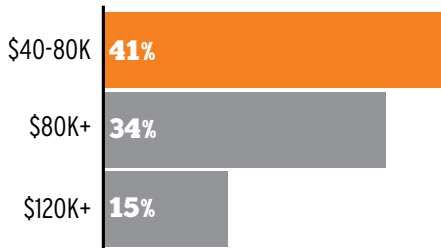


Where readers live

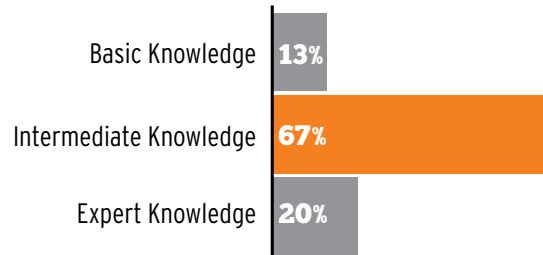


Audience (cont)

Income



Readers' beer knowledge



Frequency of beer or cider consumption



Daily
29%



Three times a week
50%



Once or twice
a week
16%



A few times
a month
5%

At a glance

- Established May 2007
- Quarterly magazine
- Cover price: AUS\$9.95; NZ\$11.95
- Print readership: 21,468
- Breakdown: 86% consumer; 14% trade
- Website beerandbrewer.com: nearly 1 million page views per year
- Weekly e-newsletter: 11,600 circulation; open rate of 25%



Market reach

The magazine, published four times a year, is distributed right across Australia and New Zealand via Dan Murphy's liquor stores, bottle shops, independent home brew shops, newsagents and breweries.

Complimentary copies are also sent to key retailers and beer venues to ensure Beer & Brewer's influence is felt among those in the trade making purchasing decisions as well as among consumers.

With an additional 4,000 annual subscriptions and more copies distributed at beer festivals and events, Beer & Brewer has a distribution of **12,000 copies** per issue.

Complementing the magazine, a weekly e-newsletter is sent to **11,600 subscribers**, providing up-to-date news and views, keeping readers in touch with the latest product launches and events.

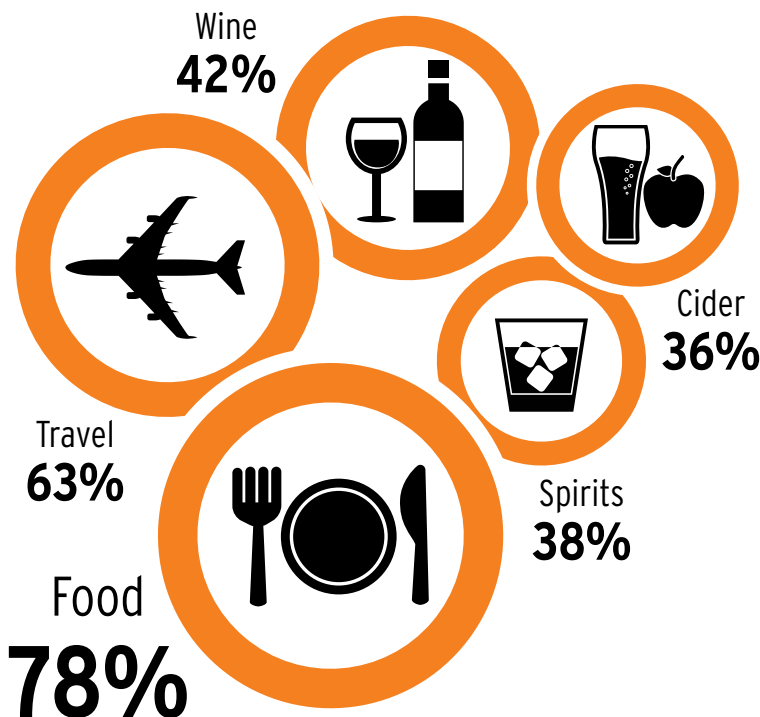
The website www.beerandbrewer.com attracts nearly **one million page views** per year.



Audience part 2: Beyond beer

While our readers love reading about and tasting beer, they have plenty of other interests.

Readers also want to read about...



Readers' leisure pursuits

Going out to eat and drink	84%
Travel	61%
Watching/playing sport	59%
Cooking	58%
Technology/gadgets	36%
Camping and fishing	35%
Cars	15%

Quality content

Beer & Brewer is written by a team of specialist drinks journalists, led by editor Annette Shailer, and features regular contributions from high-profile brewers and other industry leaders. Each issue contains a lively mix of news, opinion and comment from industry experts, along with glossy features that educate and entertain. There are regular pieces on beer styles, food and beer matching, travel and venues specialising in good beer and cider.

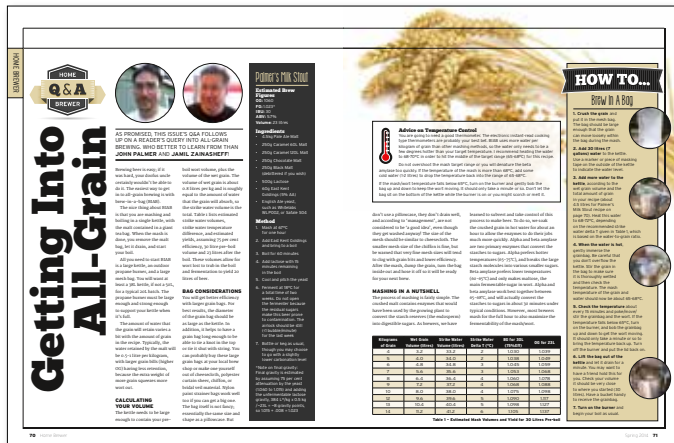
In addition, the latest beer and cider releases are tasted by an industry panel and their tasting notes published - always a popular read. A separate section of the magazine focuses on home brewing with recipes, tips and information on kits, ingredients and equipment.

The weekly e-newsletter keeps readers in touch with the latest product launches, supplier news, venue openings, competitions and awards. And readers are offered the chance to win some beer.

Our website is regularly updated with news and feature content, providing a one-stop shop for beer enthusiasts looking to expand their knowledge and source information.

The Magazine

Our relaunched magazine, with a fresh new look, has been a **big hit** with readers. Sales of the new magazine in Dan Murphy's, for example, have soared **62%** since the redesign.



e-Newsletter



42%
of Beer & Brewer
copies are read by 2
or more people

2015 Rates, specs & deadlines

Rates

KEY POSITIONS	CASUAL	2X	3X	4X
Inside Front Cover - DPS	\$6,145	\$5,990	\$5,835	\$5,680
Inside Front Cover - Single Page	\$3,150	\$3,070	\$2,995	\$2,915
Full Page - Opposite Contents Page	\$3,150	\$3,070	\$2,995	\$2,915
Full Page - Opposite Editor's Page	\$3,150	\$3,070	\$2,995	\$2,915
Inside Back Cover - DPS	\$6,145	\$5,990	\$5,835	\$5,680
Inside Back Cover - Single Page	\$3,150	\$3,070	\$2,995	\$2,915
Other Guaranteed Positions: +12.5%				

FREQUENCY PACKAGES	CASUAL	2X	3X	4X
Double Page Spread	\$5,460	\$5,325	\$5,185	\$5,050
Full A4 Page	\$2,800	\$2,730	\$2,660	\$2,590
Two Thirds Page	\$2,030	\$1,980	\$1,930	\$1,880
Half Page	\$1,750	\$1,705	\$1,665	\$1,620
Third Page	\$1,220	\$1,190	\$1,155	\$1,125
Quarter Page	\$925	\$900	\$880	\$855
1/8 Page Strip	\$625	\$600	\$588	\$555
1/8 Page DPS Strip	\$950	\$925	\$900	\$875

*All rates exclude GST.

Specs

KEY POSITIONS	TRIM	BLEED	TYPE
Full Page	210 x 275	5mm around the TRIM	Not within 5mm of TRIM
Double Page Spread	420 x 275	"	"
Half Page Vertical	87 x 243	100 x 275	"
Half Page Horizontal	178 x 119	210 x 135	"
Third Page Vertical	54 x 243	70 x 275	"
Third Page Horizontal	178 x 79	210 x 92.5	"
Quarter Page Portrait	87 x 119	No Bleed	"

Deadlines

	AUTUMN 2015	WINTER 2015	SPRING 2015
Ad booking deadline	Monday 23 February	Monday 20 April	Monday 24 August
Creative deadline	Wednesday 4 March	Friday 1 May	Friday 4 September
On-sale	Monday 30 March	Tuesday 19 May	Tuesday 22 September

CONTACT US:

ADVERTISING: Mark Loneragan

T: +61 2 8586 6156 M: +61 (0)422 228 224

F: +61 2 9660 4419

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CREATIVE: Carly Saillard

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EDITORIAL: Annette Shailer

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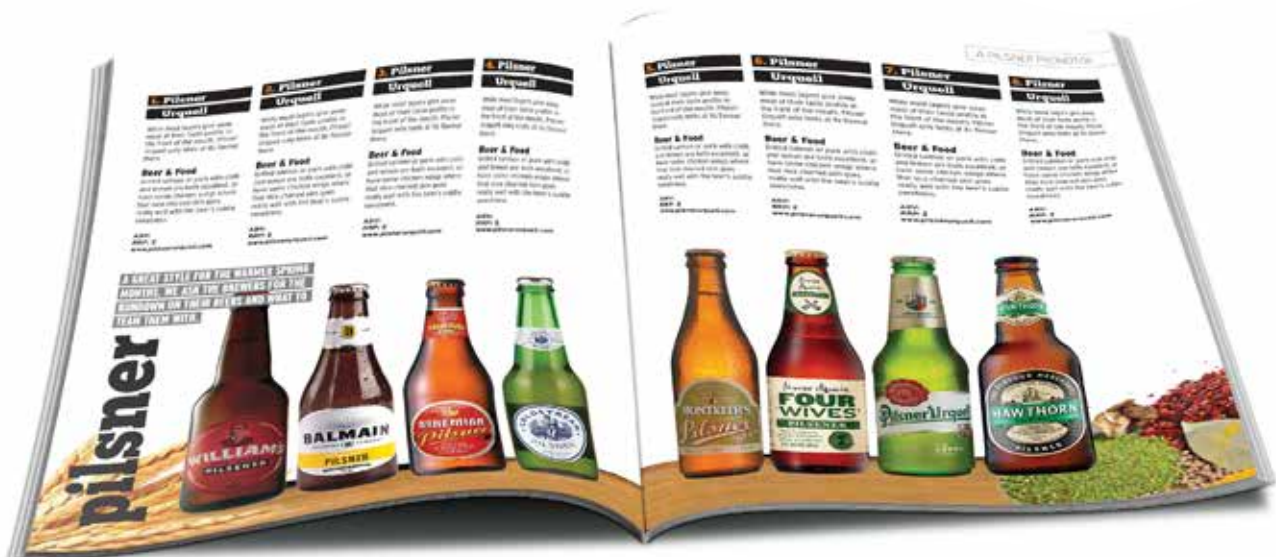
E: ashailer@intermedia.com.au

Advertising and creative opportunities

We can tailor bespoke advertising and sponsorship packages for you. Opportunities for advertorial content, native advertising and sponsorship of features and sections are all available.

We also publish regular themed styled beer shoots showcasing particular beers (example below). Inclusion in these shoots costs just \$900 + GST per beer.

Contact Mark Loneragan to discuss all your advertising opportunities +61 (0)422 228 224; mloneragan@intermedia.com.au.



Features: 2015

	Main feature	Feature 2	Feature 3	Feature 4	Beer Style	Tasting notes	Brewery Tour
Issue 32 - autumn 2015	Launching a microbrewery	Blending beer	Asian beer & breweries	Belgian beer	Pale Ale	Steam Ale	SA
Issue 33 - winter 2015	Best new microbreweries	USA - beer and food	Cellaring	Hops	Porters v Stouts	Bocks, Barrel Aged Brews	Regional VIC

e-Newsletter specs

KEY FACTS

Sent to over **11,500** engaged subscribers

Average Open Rate: **24%**

Average Click Through Rate: **30%**

Medium Rectangle

300 x 250px

Fat Boy

410 x 250px

What's Brewing Feature image



First Position Leaderboard

728 x 90px

FILE FORMATS

Web ads: jpg, gif or swf

eNewsletter placements: jpg or gif

(please note some email clients will display only the first frame of an animated gif)

Maximum file weight: 50kb.

Big Kahuna

728 x 300px

Second Position Leaderboard

728 x 90px

Important information & specifications

- All advertisements have live links to the url supplied by the client.
 - Click through and other metrics reports are available to advertisers on request.
 - All standard advertisements are booked as run of site.
 - Web files: jpg, gif or swf. Email files: jpg or gif.
 - beerandbrewer.com offers a convenient banner ad production service.
 - All Flash ads must be supplied with a backup gif file.
- Flash format advertisements cannot be accepted for email newsletters. Please supply an animated gif in this instance. All Flash formats and gif file animation must finish or loop in no more than 15 seconds.

Flash (swf) Instructions

1. Create new layer on top
 2. Create white box covering entire banner - convert to button symbol
 3. Set alpha to zero
 4. Hardcode the URL into the FLA file
- Simple script: on(release)
{getUrl(url,"_blank");}

Please note: please supply backup static images for all animated advertisements.

What's Brewing?

Want to showcase your product or service to Beer & Brewer readers? 'What's Brewing?' advertorial articles are featured on the website and e-newsletter and include:

- Article
- Catchy Headline up to 5 words
- Summary text up to 30 words
- Main body text up to 300 words

Company Contact details

- Feature image: 200x200 pixels, max 50kb, jpg or gif
- Article body: 1-3 images (max of 600 pixels wide, max 50kb, jpg or gif) and company logo

For only \$900 (+GST)

'What's Brewing?' promotions are a cost-effective way to market your product or service to our highly engaged audience.

eDMs and digital rates

What is an eDM?

Electronic Direct Mail provides your company or brand with the opportunity to distribute a personalised email marketing message to our newsletter subscriber database.

Why should I use an eDM?

An eDM is perfect for distributing a large amount of content that includes a combination of words and images as well as links.

An eDM is ideal for:

- product launches
- brand campaigns
- company profiles
- events
- invitations
- conference reviews
- major announcements

Specifications

- No more than 600 pixels wide. All eDMs must be in keeping with the design quality levels of the publication.
- You can either provide a finished HTML or a full brief and material in one file and we can put it together (production costs apply).
- The email will be sent with the
- Beer & Brewer masthead at the top. This will be incorporated with a 'Brought to you by' message.
- Further specs available upon booking.

Budget \$2,800 ex GST

Production costs \$400 ex GST

The email content includes the Beer & Brewer masthead, a headline 'Win a cutting-edge barbecue worth \$299!', a sub-headline 'Just complete our short reader survey and you could win 1 of 5 great e churrasco barbecues - just in time for spring!', an image of an orange and black churrasco barbecue, and a call to action 'Complete our reader survey now'. It also features social media icons for Facebook, Instagram, and Twitter, and the Intermedia logo at the bottom.

All digital creative, including eDM material, is collected by
Johanna Grahn
 +61 2 8586 6185
 material@intermedia.com.au

Rates

BEER & BREWER @ 4 JUNE 2014	ENEWSLETTER	WEB	BOTH
Solus eDM	\$2,800		
Leaderboard - 728 x 90 - First position			\$2,400
Leaderboard - 728 x 90 - Second position	\$1,200		
Medium Rectangle - 300 x 250 web		\$2,300	
Medium Rectangle - 300 x 250 eNewsletter	\$1,100		\$2,900
Fat Boy - 410 x 250	1,500		
Big Kahuna - 728 x 300	\$2,400		
What's Brewing... Catchy Heading+300 Words + one (1) image 236px x 157px as jpeg (72dpi)			\$900

About The Intermedia Group

The Intermedia Group is Australia's leading independent business-to-business publishing company employing expert editors and sales staff across a broad range of business sectors, united by their passion for authoritative mastheads and engaging content.

The Intermedia Group portfolio comprises more than 70 media properties. These include market-leading magazines, websites and related digital assets, as well as more than 20 events and conferences held across the Asia Pacific region.

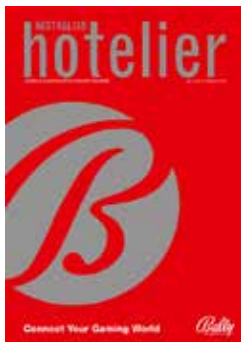
The Intermedia Group holds active and majority shareholdings in Time Out Australia, the country's most cutting-edge and comprehensive guide to life in the city, and Interpoint Events, one of the region's leading conference and exhibition organisers and the preferred event management partner for many industry bodies and associations.

www.intermedia.com.au



Australian Hotelier

- Leading source of information for Australia's pub/hotel industry
- Read by: pub operators and managers
- Circulation: 6,149



National Liquor News

- Leading source of information for Australia's retail liquor outlets
- Read by: bottle shop owners and managers
- Circulation: 12,091



Bars & Clubs

- Serving and championing Australia's bars and clubs sector
- Read by: bar and club owners, managers and bartenders
- Circulation: 6,057



Sauce

- Serving and championing Australia's restaurant and foodservice sectors
- Read by: chefs, operators and managers in the restaurant, pub, bar, hotel and café sectors
- Circulation: 19,000

TheShout

- Online liquor and hospitality news service
- Read by: drinks retailers, venue operators and suppliers
- Over 16,000 e-newsletter subscribers
- Over 109,000 page views each month

Total audience including Beer & Brewer
Print = 55,297
Digital = 27,600

Advertising packages are available across multiple titles, ensuring you get your message in front of the widest possible audience.

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