

AMERICAN WHISKEY Magazine

ADVERTISING RATECARD 2018-19 | Celebrating the whiskeys of America

INTRODUCTION

American Whiskey Magazine, brought to you by the publishers of international best-seller *Whisky Magazine*, celebrates whiskeys from around the USA and is devoted entirely to this great American spirit.

American Whiskey Magazine will cover news, features, cocktails, reviews and, of course, tastings of the very best whiskeys including winners from the World Whiskies Awards.

Exploring the lifestyle of American whiskey, the bars, hotels, travel, fine dining and the pleasures of whiskey, *American Whiskey Magazine* will be written by world class drinks writers from across the States and will be published as both a print and digital edition. With topical social media and regular updates on www.americanwhiskeymag.com, enthusiasts and industry alike will be able to celebrate this world-class spirit throughout the year.

WHY ADVERTISE

- Covering all whiskeys from around the USA, *American Whiskey Magazine* provides readers with market-leading content and insights.
- Any single issue will cover a range of topics from tastings to distillery reviews, from behind the scenes perspectives to new and upcoming trends, all providing consumers with insight for their next purchase.
- *American Whiskey Magazine* allows the advertiser to engage with a wide audience, reaching business professionals who want to know where to enjoy whiskey around the USA, distilleries to visit, where to buy and how to best enjoy their favoured brand.
- *American Whiskey Magazine* is the authority for experts, executives and novices alike to always be “in the know” and will create the opportunity to create and expand brand awareness to the industry at all levels.

KEY FACTS

- Published Four times each year; February, May, August, November
- Distributed throughout Barnes & Noble in the US and Canada
- Available as a gift with purchase from selected Travel Retail outlets worldwide
- Launch distribution throughout every whiskey distillery in the USA

TESTIMONIALS FROM THE AMERICAN WHISKEY SPECIAL

“A niche publication like this gives us the opportunity to advertise in a targeted way, alongside content that’s specific to our work in the US.”

“As a regular advertiser in Whisky Magazine, we now have another focused publication to promote our Whiskey to the US consumer”

READERSHIP

- ABC 1
- American whiskey enthusiasts
- Travellers with a passion for excellence
- Readership of 133,500

PLUS: In January 2018 we conduct our annual readership survey, identifying readers’ income, age, buying habits (average cost per bottle, average number of bottles bought p.a., where they buy their whiskey) and drinking habits (how often and where they drink whiskey, how many bottles in their home bar)



EDITORIAL FEATURES & SPECIAL DISTRIBUTION

REGULAR FEATURES FOR EACH ISSUE WILL INCLUDE:

- Cocktails
- Competitions
- Distillery tours
- Editor's word
- Food and whiskey
- Interviews
- News from the world of whiskey
- Producer profile
- Production
- Question and Answer
- Seasonal
- The history of...
- The whiskey lifestyle
- Thoughts from Fred Minnick
- Travel, music, literature, film & whiskey
- Where to buy your whiskey
- Whiskey heroes and heroines
- Whiskey in Travel Retail

PLUS: Tastings in every issue from around the USA

ISSUE 1

Publication Date

May 22, 2018

Artwork deadline

April 24, 2018

Features

- Craft distilleries of the West
- 24 hours in Kentucky
- The rise of Rye

Special Distribution

Whisky Live Louisville

ISSUE 2

Publication Date

August 14, 2018

Artwork deadline

July 17, 2018

Features

- Travel special
- 24 hours in Seattle
- Craft distilleries of the East

Special Distribution

TFWA, Cannes; Whisky Live Pleasanton; Kentucky Bourbon Festival, Whisky Live Chicago, Whisky Live LA

ISSUE 3

Publication Date

November, 13 2018

Artwork deadline

October, 16 2018

Features

- Whiskey gifts for the festive season
- 24 hours in New York
- Flavoured whiskeys of America

Special supplement

Canadian Whisky

ISSUE 4

Publication Date

February 12, 2019

Artwork deadline

January, 19 2019

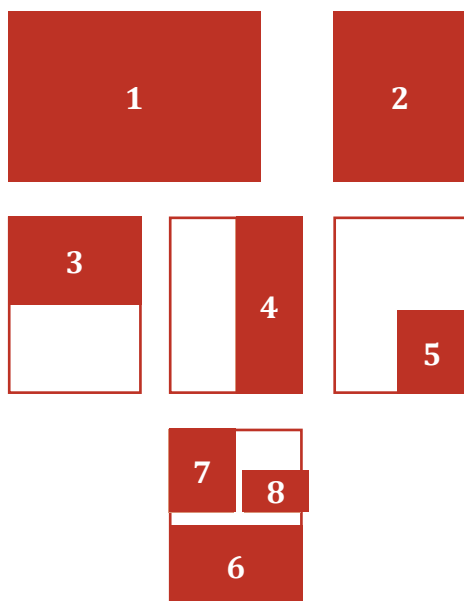
Features

- Hospitality special
- 24 hours in Chicago
- World Whiskies Awards, Icons of Whiskey and the Hall of Fame

Special Distribution

Whisky Live New York, Whisky Live Washington DC, Whisky Live Australia, Whisky Live London

SPECIFICATION & RATES



RATES

Size	(w) x (h)	Rates
1. DPS - bleed DPS - trim	17 1/4 x 11 1/2 " 17 x 11 1/4 "	\$16,295
2. Full Page - bleed Full Page - trim	8 3/4 x 11 1/2 " 8 1/2 x 11 1/4 "	\$10,795
3. Half Page - (h)	7 1/2 x 5 "	\$5,725
4. Half Page - (v)	3 3/5 x 10 "	
5. Quarter Page	3 3/5 x 5 "	\$3,065
Classified		
6. Half Page	7 x 5 "	\$1,675
7. Quarter Page	3 1/2 x 5 "	\$810
8. Eighth Page	3 1/2 x 2 1/2 "	\$485

Discounts available for series bookers

We offer a 10% discount on bookings of 2 issues and a 20% discount on bookings of 4 issues.

ADDITIONAL RATES

Premiums

Outside back cover	\$15,115
Inside front cover	\$14,035
Inside back cover	\$12,950

Sponsorship

Per section	\$2,850
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Advertorials

Minimum one full page	+30%
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Competitions

\$POA

Agency discount

10% off all prices.

Further specifications are available on request.

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TERMS AND CONDITIONS

Paragraph Publishing Ltd

Standard terms and conditions of advertising

1. Definitions

In these conditions (i) the 'Advertiser' means the person placing with the Publisher the order for the insertion of the Advertisement, which expression shall include any advertising agency involved in placing the Advertisement (ii) the 'Publisher' means Paragraph Publishing.

2. Warranties

The Advertiser warrants that (i) it contracts with the Publisher as a principal notwithstanding that the Advertiser may be acting directly or indirectly for another party as an advertising agent or media buyer (ii) the reproduction and / or publication of the Advertisement by the Publisher will not breach any contract or infringe or violate any copyright or trademark to render the Publisher liable to any proceedings whatsoever (iii) any information supplied in connection with the Advertisement is accurate, complete and true (iv) the Advertisement complies with the requirements of all relevant legislation for the time being in force or applicable in the USA and United Kingdom (v) the advertising copy submitted to the Publisher is legal, decent, honest and truthful and complies with the American and British code of Advertising Practice and all other relevant codes under the general supervision of the Advertising Standards Authority.

3. Indemnity

The Advertiser will indemnify the Publisher against any costs, damages or other charges falling upon the Publisher as a result of any claim against the Publisher arising from the publication of an advertisement placed by the Advertiser.

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5. Payment

Payment is due within 30 days of the invoice date. The Publisher reserves the right to impose a surcharge at the rate of 3% per month on outstanding balances, and the right to charge the full rates quoted for orders unless cancellation is received in writing 6 weeks prior to publication. Should discounts be given on the prices quoted for a series of insertions and the series be cancelled before all insertions have appeared, the company may charge the full rates for all insertions that have appeared, and raise any additional invoices as necessary.

6. Jurisdiction

The contract which incorporates these conditions shall be constructed under and governed by the law of England and the parties submit to the exclusive jurisdiction of the English Courts.



CELEBRATING THE WHISKEYS OF AMERICA