

# AMERICAN WHISKEY

*Celebrating the whiskeys of America*



## ADVERTISING RATECARD

2021

# AMERICAN WHISKEY

*ADVERTISING RATECARD 2021 | Celebrating the whiskeys of America*



## INTRODUCTION

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

*American Whiskey Magazine* will cover news, features, interviews, cocktails, food pairings and, of course, tastings of the latest whiskeys.

Exploring the lifestyle of American whiskey, *American Whiskey Magazine* will be written by world class drinks writers from across the States and published as both a print and digital edition. With topical social media and regular updates on [www.americanwhiskeymag.com](http://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 enthusiastic consumers and 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 give the opportunity to create and expand brand awareness to the industry at all levels.

## KEY FACTS

- Published four times each year; March, June, September, December
- Distributed across the USA and Canada through Barnes & Noble and many other retailers
- Additional special distribution specific to each edition
- Further distribution through selected distilleries, hotels and bars

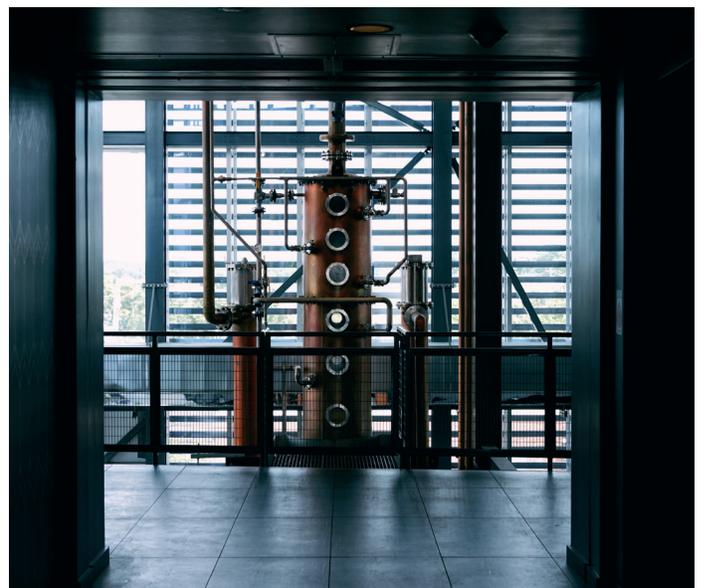
## TESTIMONIALS FROM THE AMERICAN WHISKEY SPECIAL

*“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 specifically to the US consumer”*

## READERSHIP

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



CELEBRATING THE WHISKEYS OF AMERICA

# EDITORIAL FEATURES & SPECIAL DISTRIBUTION

## REGULAR FEATURES FOR EACH ISSUE WILL INCLUDE:

- At least 25 tastings from around the USA and Canada
- Cocktails
- Distillery tours
- Editor's word
- Thoughts from Maggie Kimberl
- Food and whiskey pairings
- Interviews
- Sustainability focus
- Producer profiles
- Production
- Seasonal
- Whiskey history
- Travel, music, literature, film & whiskey
- Whiskey heroes and heroines
- City guides
- Experimentation in whiskey
- Craft stories

### ISSUE 12

**Publication Date**  
February 9th, 2021

**Artwork deadline**  
January 2nd, 2021

**Special Distribution**  
Select distilleries and states

**Features calendar**  
Awards  
Sustainability  
Interviews  
Women in Whiskey  
Canadian Whiskey  
Craft Distilling  
Distillery Focus  
Bourbon innovation  
Tastings  
Castaway

### ISSUE 13

**Publication Date**  
May 4th, 2021

**Artwork deadline**  
March 27th, 2021

**Special Distribution**  
Select distilleries and states

**Features calendar**  
Empire Rye  
Lifestyle / tasting at home  
Sustainability  
Kentucky Craft Distilling  
Interviews  
Distillery Focus  
Women in Whiskey  
Tastings  
Castaway

### ISSUE 14

**Publication Date**  
August 10th, 2021

**Artwork deadline**  
July 3rd, 2021

**Special Distribution**  
Select distilleries and states  
Kentucky Bourbon Festival  
Bourbon & Beyond Festival

**Features calendar**  
Festival Season  
Sustainability  
Women in Whiskey  
Interviews  
Distillery Focus  
Alternative Grains  
Tastings  
Castaway

### ISSUE 15

**Publication Date**  
November 9th, 2021

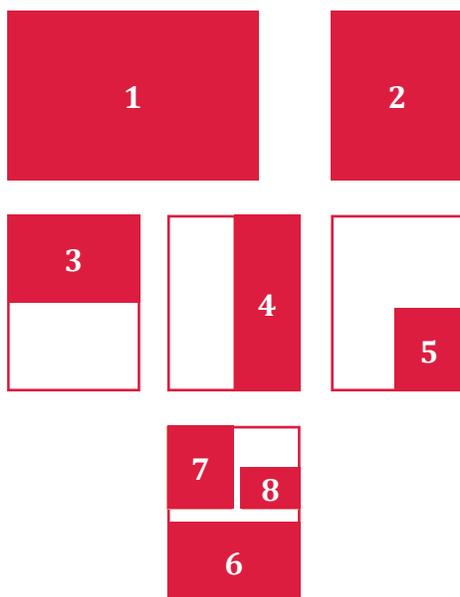
**Artwork deadline**  
October 2nd, 2021

**Special Distribution**  
Select distilleries and states

**Features calendar**  
Organic  
Women In Whiskey  
Interviews  
Distillery Focus  
Craft Distilling / Production  
Regional styles and associations  
Tastings  
Castaway

\*FEATURES ARE A GUIDE AND SUBJECT TO CHANGE

## SPECIFICATION & RATES



### RATES

#### Display Size

Display Size	(w) x (h)	Rates
1. DPS - bleed	17 1/4 x 11 1/2 "	
	425.1 x 282.58mm	
DPS - trim	17 x 11 1/4 "	
	419.1 x 276.225mm	<b>\$16,295</b>
2. Full Page - bleed	8 3/4 x 11 1/2 "	
	215.9 x 282.58mm	
Full Page - trim	8 1/2 x 11 1/4 "	
	209.55 x 276.225mm	<b>\$10,795</b>
3. Half Page - (h)	7 1/2 x 5 "	
	184.55 x 125.644mm	
4. Half Page - (v)	3 1/2 x 10 "	
	89.775 x 256.225mm	<b>\$5,725</b>
5. Quarter Page	3 1/2 x 5 "	
	89.775 x 125.644mm	<b>\$3,065</b>

### 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

## SALES CONTACT

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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.

#### 4. Publisher's Rights

The Publisher may, without derogation from the warranties contained in Condition 2, refuse or require to be amended any artwork, materials and copy so as (i) to comply with the legal and moral obligations placed on the Publisher or the Advertiser (ii) to avoid infringing a third party's rights or any code of practice. The Publisher reserves the right to refuse or stop orders. Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third party, sub-contractors or inaccurate copy instructions.

#### 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.



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