



## ADVERTISING RATECARD 2020

| Celebrating the gins of the world



### INTRODUCTION

*Gin*, the international publication covering gins from around the world, is devoted entirely to this great spirit. *Gin* covers news, features, cocktails, reviews and, of course, tastings of the very best gins including winners from the *World Gin Awards*.

Exploring the lifestyle of gin, the bars, hotels, travel, fine dining and the pleasures of gin, *Gin* will be written by world class drinks writers and will be published as a print and digital edition. With topical social media, regular updates on [www.gin-mag.com](http://www.gin-mag.com), and the annual *Gin Magazine Awards*, enthusiasts and industry alike will be able to celebrate this world-class spirit throughout the year.

In a world where flavour is the new passion, *Gin* takes pride in celebrating the gins of the world throughout the year, in print, online and in person via our **World Gin Awards, Icons of Gin** and **World Gin Awards Grand Tasting**.

### WHY ADVERTISE

Covering all gins from around the world, *Gin* 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.

*Gin* allows the advertiser to engage with a wide national and global audience, reaching business professionals who want to know where to enjoy gin around the world, distilleries to visit, where to buy and how to drink their favoured brand. *Gin* is the authority for experts, executives and novices alike to always be "in the know". With the gin trade representing a significant percentage of our audience, *Gin* also creates the opportunity to create and expand brand awareness to the industry at all levels nationally and globally.

### KEY FACTS

- Four editions each year; November, February, May, August
- Available as a gift with purchase from selected Travel Retail outlets worldwide
- Global distribution targets: 40% UK & Europe; 52% US & Canada; 8% ROW
- Distributed through Tesco, Waitrose, Sainsburys stores, WHSmith retail and all good independents, plus distillery visitor centres, specialist retailers and by subscription
- Regular social media posts to over 5,000 followers

## Testimonials

"With our brand now launched in 15 different countries and travel retail, *Gin* offers me the opportunity to target a true global audience"

"As a regular advertiser in *Whisky Magazine*, we now have another focused publication to promote our Gin to the drinks consumer"

### READERSHIP

- **Readership 97,900 per issue**
- ABC 1
- Gin enthusiasts
- Travellers with a passion for excellence
- The gin trade worldwide

### REGULAR FEATURES FOR EACH ISSUE INCLUDE

- Botanicals explored
- Cocktails
- Competitions
- Contributor's Word
- Distillery Tours
- Editor's Word
- Food and gin
- Gin in Travel Retail
- Gin Palace – great gin bars guide
- Ginstagram
- Gin Heroes and Heroines
- Interviews
- Jenever
- Mixers
- News from the world of gin
- Producer Profile
- Production
- Question and Answer
- Seasonal
- The Gin Lifestyle
- The History of...
- Travel, music, literature, film and gin
- Where to Buy

**PLUS:** Tastings in every issue from around the world

## ISSUE 10

**Publication Date:** 28 Feb 2020

**Artwork deadline:** 24 January 2020

**Special Distribution:** World Gin Awards & Icons of Gin

### FEATURES

**Gin Tour:** France

**Interview:** Dingle Distillery

**Distillery Focus:** Bombay Sapphire

**Distillery Focus:** Newfoundland Distilling Company

**Production:** Juniper – Sourcing, distilling & what it contributes

**Botanicals** Spring Clean: Cleaning out your gin cabinet?

Here's the new kids on the block to fill those gaps

**Tastings**

**Cocktails:** No & Low ABV Gin

**Bars Guide:** USA

**Global Travel Retail**

## ISSUE 11

**Publication Date:** 15 May 2020

**Artwork deadline:** 17 April 2020

**Special Distribution:** Ginposium 2020, Gin Guild Dinner

### FEATURES

**Gin Tour:** Cornwall

**Interview:** Bryce Parson (Last Best Distillery, Calgary)

**Distillery Focus:** Greenall's

**Distillery Focus (ROW)**

**Production:** Organic Production

**Botanicals:** The Foragers: We experience what it's

like to forage for your botanicals

**Tastings**

**Cocktails:** Gin Highballs

**Bars Guide:** Edinburgh

**Global Travel Retail**

## ISSUE 12

**Publication Date:** 21 August 2020

**Artwork deadline:** 17 July 2020

### FEATURES

**Gin Tour:** Ireland

**Interview:** Four Pillars

**Production:** Bottling Strength

**Distillery Focus:** Quebec gins

**Botanicals:** Where do botanicals come from?:

Who brings the botanicals in?

**Tastings**

**Sloe Gin:** Exploring how to make your own

**Cocktails:** Garnishes

**Bars Guide:** Paris

**Global Travel Retail**

## ISSUE 13

**Publication Date:** 20 November 2020

**Artwork deadline:** 15 October 2020

### FEATURES

**Christmas Gift Guide 2020**

**Gin Tour:** France

**Interview:** Caorunn

**Botanicals**

**Production:** What it takes to open a distillery

**Cocktails:** Seasonal Cocktails

**Bars Guide:** TBC

**Global Travel Retail**

## ADVERTISING COSTS & SPECIFICATIONS

**Size:** (w) x (h). **Bleed:** 3mm on each side

### DISPLAY

**Full Page** ..... £3,695

Trim: 215mm x 285mm (Bleed: 221mm x 291mm)

**Half Page** ..... £2,138

Horizontal: 185mm x 124mm

Vertical: 90mm x 247mm

**Quarter Page** ..... £1,130

89mm x 124mm

**Cover Sections (inside front, back, or outside back) ...** £4,805

Trim: 215mm x 285 mm (Bleed: 221mm x 291mm)

**DPS** ..... £6,058

Trim: 430mm x 285mm (Bleed: 436mm x 291mm)

### TASTINGS SECTION

**Quarter Page** ..... £518

90mm x 117mm

### CLASSIFIED

**Quarter Page** ..... £518

88mm x 127mm

**Eighth Page** ..... £260

88mm x 62mm

### SPONSORSHIP

**Per section** ..... £1,543

### ADVERTORIALS

Minimum one full page +30%

### Agency discount

10% off all prices plus VAT.

Rates shown are per issue, includes colour and are exclusive of VAT. Further specifications are available on request.

### Discounts available for series bookings

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

## CONTACT

### Commercial Director

James Houlder

jamesh@paragraph.co.uk

### Commercial Managers

Joanne Robertson

joanner@paragraph.co.uk

Rob Crane

robcr@paragraph.co.uk

### Production Manager

Anita Johnson

production@paragraphpublishing.com

Tel: +44 (0) 1603 633 808

## DON'T MISS... IMPORTANT GIN MAGAZINE DATES

**World Gin Awards 2020** entry deadline ..... 4 October 2019

**Gin Magazine Awards** dinner ..... 27 February 2020

