



## INTRODUCTION

*Gin Magazine*, the international publication covering gins from around the world, is devoted entirely to this great spirit. *Gin Magazine* will cover 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 Magazine* 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 Magazine* will take 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 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.

*Gin Magazine* 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 Magazine* 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 Magazine* 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
- Distributed throughout WH Smith and other leading retailers in the UK and Barnes & Noble in the US and Canada
- Available as a gift with purchase from selected Travel Retail outlets worldwide
- Global distribution targets: 40% UK & Europe; 52% US & Canada; 8% ROW

## ADVERTISING RATECARD 2019

Celebrating the gins of the world

## READERSHIP

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

## Testimonials from the launch Gin special

"With our brand now launched in 15 different countries and travel retail, *Gin Magazine* 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"



## ADVERTISING COSTS & SPECIFICATIONS

Size (w) x (h)

### DISPLAY

**Full Page** £3,605

Bleed 221mm x 291mm

Trim 215mm x 285mm

**Half Page** £2,085

Horizontal 185mm x 124mm

Vertical 90mm x 247mm

**Quarter Page** £1,100

89mm x 124mm

**Inside Back Cover & Outside Back Cover** £4,685

Bleed 221mm x 291mm

Trim 215mm x 285 mm

**DPS** £5,910

Bleed 436mm x 291mm

Trim 430mm x 285mm

### TASTINGS

**Quarter Page** £505

90mm x 117mm

### CLASSIFIED

**Quarter Page** £505

88mm x 127mm

**Eighth Page** £255

88mm x 62mm

### SPONSORSHIP

Per section £1,505

### 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.

## GIN MAGAZINE DATES

World Gin Awards entry deadline 5 October 2019

*Gin Magazine* Awards dinner 21 February 2019

## EDITORIAL FEATURES AND SPECIAL DISTRIBUTION

### REGULAR FEATURES FOR EACH ISSUE WILL 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 6

### Publication Date

22 Feb 2019

### Artwork deadline

25 January 2019

### Special Distribution

Gin Live London

Gin Magazine Awards

### FEATURES

#### Regional Tour:

Colorado, USA

**Botanicals:** Citrus

**Bars Guide:**

Copenhagen, Denmark

**Production:** Aged Gins

**Cocktails:** Gin & Tea Cocktails

**Gin Experiences:**

Foraging

*Plus distillery focus, interviews and much more!*

## ISSUE 7

### Publication Date

17 May 2019

### Artwork deadline

19 April 2019

### Special Distribution

Ginposium 2019

Gin Guild Dinner

### FEATURES

**Regional Tour:** Italy

**Botanicals:** World's Most

Expensive Botanicals; Saffron & Vanilla

**Bars Guide:** Bogota, Colombia

**Production:** The role of the limited-edition expression

**Cocktails:**

Summer Cups

**Gin Experiences:**

The Gin Hotel

*Plus distillery focus, interviews and much more!*

## ISSUE 8

### Publication Date

16 August 2019

### Artwork deadline

19 July 2019

### FEATURES

**Regional Tour:** Schiedam, Netherlands

**Botanicals:** Native & Regional Botanicals

**Bars Guide:** Bangkok

**Production:** One-shot versus Concentrate

**Cocktails:** Sloe Gin Cocktails

**Gin Experiences:** Gin School

*Plus distillery focus, interviews and much more!*

## ISSUE 9

### Publication Date

15 November 2019

### Artwork deadline

16 October 2019

### FEATURES

**Regional Tour:**

Yorkshire, UK

**Production:** Sourcing Botanicals

**Cocktails:** Spiced Gin Cocktails

*Plus distillery focus, interviews and much more!*

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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.

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