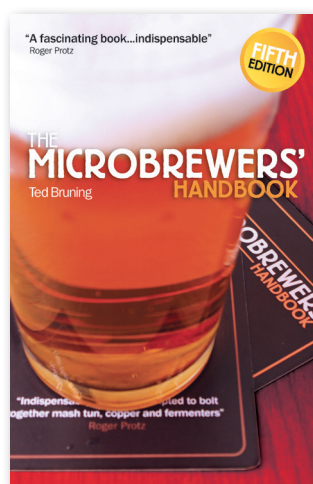


# THE MICROBREWERS' HANDBOOK

## RATECARD 2017

Founded in 1998 Paragraph Publishing is an independent publisher specialising in the drinks, food and travel markets. Founders of Beers of the World and the annual World Beer Awards, The fifth edition of The Microbrewers' Handbook promises to deliver excellent reading for beer enthusiasts.

**"A fascinating book... indispensable"** – Roger Protz



- The most comprehensive guide when starting your own Microbrewery.
- Published every two years, the next edition of The Microbrewers' Handbook will be on sale from May 2017.
- Written by Ted Bruning a previous editor of (CAMRA's) What's Brewing magazine. Illustrated throughout.
- Packed with anecdotes and case studies of people who have set up their own microbreweries.
- Gives information about developing the necessary skills, raising the finance, finding the premises, obtaining the correct equipment and brewing recipes.
- Directories of useful websites, government regulations, microbreweries and equipment manufacturers.
- Offers specialist advice on design/promotion/marketing your beer.
- Extensive directory containing every microbrewery in the UK listed with full contact details.
- Initial print-run 3,000 copies and digital edition/e - book.

Soon to be published, the first edition of **THE MICRODISTILLERS' HANDBOOK**  
Comprising informative detail to starting your own microdistillery

### FORMAT FOR BOTH THE MICROBREWERS' HANDBOOK & THE MICRODISTILLERS' HANDBOOK

Paperback: 210 x 135mm

Copy deadline The Microbrewers' Handbook: 28 April 2017

Copy deadline The Microdistillers' Handbook: 1 Sept 2017

The Microbrewers' Handbook Publication date: 26 May 2017

The Microdistillers' Handbook Publication date: 29 Sept 2017

### ADVERTISING SPECIFICATION

Mechanical dimensions (mm)	Depth x Width
Full page (no bleed)	180 x 120mm
Full page trim area	210 x 135mm
Full page bleed area (with 3mm bleed)	216 x 141mm

*Please supply separate files for the left hand and right hand pages*

Half page (landscape, no bleed) 90 x 120mm

*Please ensure that all live matter is a minimum of 9mm from the trim*

### ADVERTISING RATES

Full page colour	£1,225
Half page colour	£655
Inside front cover	£1,465
Outside back cover	£1,675
Sponsorship of editorial sections	£2,175

**Each advertiser receives 3 complimentary copies of the Microbrewers' Handbook with further copies available at 35% discount**