

# THE MICROBREWERS' HANDBOOK

## RATECARD 2019

In May 2019 we publish the seventh edition of The Microbrewers' Handbook, targeting beer enthusiasts countrywide who may even have their own microbrewery or have a desire to open one. Founded in 1998 Paragraph Publishing is an independent publisher specialising in the drinks, food and travel markets including Beers of the World and the annual World Beer Awards.

***“This book is a road atlas, not a street map....direct you up the Motorway....leaving you to find the precise rote to Fulfilment Avenue for yourself”*** – 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 2019.
- 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.

The second edition of **THE MICRODISTILLERS' HANDBOOK** will be published June 2020.

### FORMAT FOR THE MICROBREWERS' HANDBOOK

Paperback: 210 x 135mm

Copy deadline The Microbrewers' Handbook: 28 April 2019

The Microbrewers' Handbook Publication date: 26 May 2019

### ADVERTISING SPECIFICATION

Mechanical dimensions (mm)	Depth x Width
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Full page (no bleed)	180 x 120mm
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Full page trim area	210 x 135mm
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Full page bleed area (with 3mm bleed)	216 x 141mm
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*Please supply separate files for the left hand and right hand pages*

Half page (landscape, no bleed)	90 x 120mm
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*Please ensure that all live matter is a minimum of 9mm from the trim*

### ADVERTISING RATES

Full page colour	£1,225
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Half page colour	£655
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Inside front cover	£1,465
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Outside back cover	£1,675
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Sponsorship of editorial sections	£2,175
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***Each advertiser receives 3 complimentary copies of the Microbrewers' Handbook with further copies available at 35% discount***