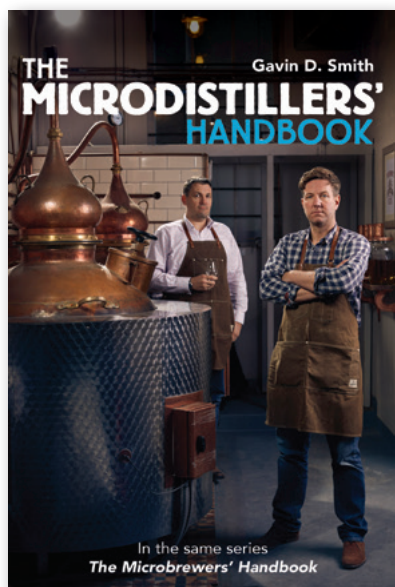


THE MICRODISTILLERS' HANDBOOK

RATECARD 2018

The first edition of **THE MICRODISTILLERS' HANDBOOK** publishes in September 2018, comprising essential information on how to start your own distillery.

Founded in 1998, Paragraph Publishing is an independent publisher specialising in the drinks, food and travel markets. Ten years ago saw the launch of *The Microbrewers' Handbook* for the beer enthusiast. This followed the launch of *Whisky Magazine*, The World Drinks Awards and in 2017, *Gin Magazine*.



- The author, Gavin D. Smith, is a renowned drinks writer specialising in whisky, publishing over 20 books including *Whisky and Words*
- *The Microdistillers' Handbook* promises to be the most comprehensive guide when starting your own microdistillery
- The first edition of *The Microdistillers' Handbook* will be published 6 September 2018 and then every two years
- This 196 page edition will include Case Studies from leading distillery owners and gives information on customs and excise, financing a distillery and routes to market
- The handbook offers a comprehensive directory including services and suppliers, and every microbrewery in the UK with contact details, while offering specialist advice on design, promotion and marketing of your spirit
- Initial print-run distributed throughout the UK with a digital edition/e-book available online

FORMAT FOR THE MICRODISTILLERS' HANDBOOK

Paperback: 210 x 135mm

Copy deadline: 30 June 2018

Publication date: 6 September 2018

ADVERTISING SPECIFICATION

Mechanical dimensions (mm) Depth x Width
(Please ensure that all live matter is a minimum of 9mm from the trim)

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 Microdistillers' Handbook with further copies available at 35% discount

Contact Joanne Robertson: joanne@paragraph.co.uk

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