

# Rum

MAGAZINE

## HISTORY

Rum, is the first supplement to celebrate rum globally and will be a full colour supplement distributed with *Whisky Magazine*, launched in 1998. Devoted entirely to rum, the supplement will bring news, features, reviews and, of course, tastings of the very best rums including winners from the World Rum Awards. From recent research we know that readers of *Whisky Magazine* also enjoy rum and we have been constantly asked to include editorial on other drinks and with this in mind we have given rum its own publication.

## KEY FACTS

- Published 13 July 2018 as a dedicated supplement with *Whisky Magazine*
- Readership of 68,270
- Additional distribution of 2,000 copies to rum companies, distilleries and specialist retail outlets
- Global distribution: 40% UK & Europe; 52% US & Canada; 8% ROW
- Available as a gift with purchase from selected Travel Retail outlets worldwide

## WHY ADVERTISE

This publication focuses exclusively on rum, and with dedicated content on this fast growing sector will satisfy the intense interest of those consumers who love rum together with the trade who import or retail rum. The combination of editorial excellence and targeted audience give the opportunity to create and expand brand awareness at all levels, both nationally and globally.

## KEY FACTS

- Generic and all-encompassing
- Editor's Word
- News
- Cocktails
- Blind Tastings of New Releases
- Q&A

## Per region/area:

- Distillery Focus
- Bars Guide (a city's rum-bar scene looked at in detail)
- Not to miss (A selection of classic rums to try from each region, 2/3 listed)

## Awards

- Winners Revealed in the Icons of Rum Awards 2019
- Round of the World Rum Awards 2019

## For wider-looking features this year:

- Mixers - How can Rum have its G&T moment?
- Production - An in-depth look at one area of rum production

## ADVERTISING RATECARD 2018

Celebrating the rums of the world

### ADVERTISING COSTS AND SPECIFICATIONS

#### Display

Display Full Page	- bleed	221 x 291 mm	
	- trim	215 x 285 mm	£3,605
Half Page	- (h)	189 x 126 mm	
	- (v)	93 x 256 mm	£2,085
Quarter Page		93 x 126 mm	£1,255
Inside Back Cover & Outside Back Cover			£4,685

#### Classified

Quarter Page		88 x 127 mm	£505
Eighth Page		88 x 62 mm	£255

Artwork deadline: 8th July

Published: 2nd August

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