



ADVERTISING RATECARD 2021 | Celebrating the whiskies of the world

Published since 1998, **Whisky Magazine** and its website **whiskymag.com** is devoted exclusively to whisky news, features, interviews and, of course, tasting reviews of all kinds of whiskies from around the world, regardless of style or price point. To ensure **Whisky Magazine** targets the wider whisky audience, the team takes pride in providing a platform for whisky writers and brands from all producing nations as we strive to celebrate the whiskies of the world throughout the year in print, via our digital edition, online via our website and social media channels, and in person via our **World Whiskies Awards, Icons of Whisky** and **Whisky Live** events.

KEY FACTS

- 8 editions per year
- 32% delivered direct to subscribers' home addresses
- Global distribution: 40% UK & Europe, 52% US & Canada, 8% ROW
- Regular social media posts to our followers on:
 - 📘 @WhiskyMagazine 16,500 followers
 - 📷 @Whisky_Magazine 7,000 followers
 - 🗣️ @Whisky_Magazine 12,000 followers
- www.whiskymag.com receives 115,000 unique users per month (25,000 regular users / 90,000 'new' users)
- A GDPR-compliant e-mailing list of over 10,000 whisky lovers.

READERSHIP

- Readership of 68,270
- Average reader age is 40 with 75% between ages 35-65 years
- 80% drink whisky more than twice a week
- 64% buy themselves more than 11 bottles of whisky each year
- Average spend of £65 per bottle for their regular dram.

TESTIMONIALS

"Creating maximum awareness to both the whisky enthusiast and the wider consumer, promoting our brands in Whisky Magazine has complemented our generic campaigns"

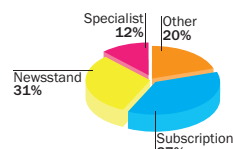
"As targeting the US and Mainland Europe is key for consumers in these regions, Whisky Magazine plays a major part in our campaign delivering exactly to this audience"



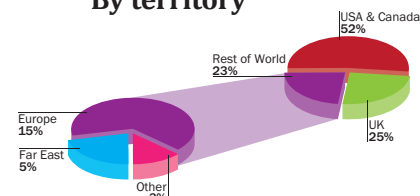
READERSHIP SURVEY RESULTS

CIRCULATION

By distribution type

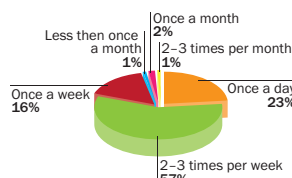


By territory

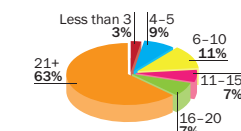


ABOUT THEIR DRINKING HABITS

How often do they drink whisky

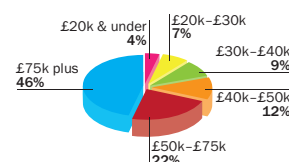


Number of whiskies in their home

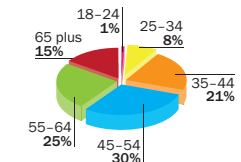


ABOUT OUR READERS

Income

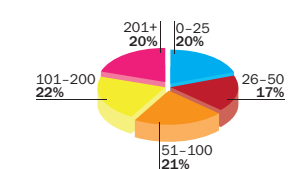


Age

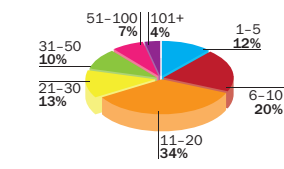


ABOUT THEIR BUYING HABITS

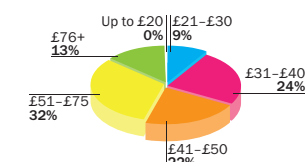
How many bottles in collection



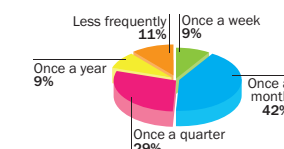
Average annual number of bottles bought



Average cost per bottle



How frequently buy whisky



EDITORIAL FEATURES 2021

REGULAR FEATURES INCLUDE:

- Cocktails
- Production
- Tasting reviews
- Interviews
- Travel retail
- Whisky pairings
- Distillery focus
- Brand focus

ISSUE 173

Publication Date

5 February 2021

Artwork deadline

4 January 2021

Features:

- Global rye whiskey focus, feat. Empire Rye, USA, Canada, UK, Europe.
- Regional Focus: Whiskies of the Scottish Islands

ISSUE 174

Publication Date

26 March 2021

Artwork deadline

19 February 2021

Scotch Whisky Magazine: Speyside Edition Supplement**Extended awards results issue (128 pages):**

- World Whiskies Awards
- Icons of Whisky Global
- Hall of Fame 2021

ISSUE 175

Publication Date

30 April 2021

Artwork deadline

2 April 2021

Features:

- Craft distilling around the world
- Australian whiskies
- Global blended whisky

ISSUE 176

Publication Date

4 June 2021

Artwork deadline

7 May 2021

Irish Whisky Magazine Supplement**Features:**

- Canadian whisky
- European whiskies
- Regional Focus: Scottish Highlands

ISSUE 177

Publication Date

16 July 2021

Artwork deadline

18 June 2021

Features:

- Kentucky whiskey
- English distilleries
- Craft distilleries

ISSUE 178

Publication Date

3 September 2021

Artwork deadline

6 August 2021

Features:

- Sustainable whisky production
- American whiskey trail
- Blended Scotch whisky

ISSUE 179

Publication Date

15 October 2021

Artwork deadline

17 September 2021

Features:

- Japanese whisky
- Taiwanese whisky
- Indian whisky
- Irish Whiskey

ISSUE 180

Publication Date

3 December 2021

Artwork deadline

5 November 2021

Whisky Magazine Awards Regional Results**Features:**

- A look forward to 2021
- American grain whiskey

PROMOTIONAL OPPORTUNITIES

RATES

Size	(w) x (h)	Rates
DPS - Bleed	436 x 291mm	
DPS - Trim	430 x 285mm	£7,770
Full Page - Bleed	221 x 291mm	
Full Page - Trim	215 x 285mm	£4,695
Half Page - (h)	190 x 127mm	
Half Page - (v)	93 x 259mm	£2,745
Quarter Page	93 x 127mm	£1,645
(Tastings Page)	93 x 122mm	

Classified

Half Page	180 x 127mm	£1,985
Quarter Page	88 x 127mm	£995
Eighth Page	88 x 62mm	£495
Double Column	42 x 98mm	£425
Single Column	42 x 46mm	£315

Discounts available for series bookers

We offer a 10% discount on bookings of 4 issues and a 20% discount on bookings of 8.

We offer a 20% discount for advertisers wishing to advertise in the digital edition only.

Premiums

Outside back cover	£5,885
Inside front cover	£5,465
Inside back cover	£5,015
Competitions	£POA

Sponsorship

Section	£1,540
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Advertorials

Minimum one full page	+30%
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Loose inserts (up to 10g)

Loose per 1,000	£83
Bound per 1,000	£93

whiskymag.com website opportunities

We have website content opportunities as well as high-impact branding or direct-response campaigns. We offer two different display formats in prominent positions appearing across all pages:

Banner	1890 x 500px	£895.00 + VAT pcm
Skyscraper	160 x 600px	£995.00 + VAT pcm

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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. Special rates are available to advertise in Whisky Magazine's French, Mandarin and Cantonese editions on request.