



ADVERTISING RATECARD 2019 | Celebrating the whiskies of the world

HISTORY

Launched in 1998, *Whisky Magazine* recognises this most wonderful drink in all its magnificent diversity. Devoted exclusively to whisky, it brings you news, features, reviews and, of course, tastings of the very best malts, blends, bourbon, ryes and more.

Both *Whisky Magazine* and its website www.whiskymag.com explore the lifestyle of whisky – the bars, hotels, travel, fine dining and the pleasures of whisky and living. *Whisky Magazine* also regularly explores the secrets, mystery and essence of the product; great distilleries, the maturation process, the influence of oak, whisky heroes... the list goes on.

In a world where variety is essential, and flavour the great passion, *Whisky Magazine* takes pride in celebrating the whiskies of the world throughout the year, in print, online and in person via our **World Whiskies Awards, Icons of Whisky** and **Whisky Live**.

KEY FACTS

- 8 editions per year
- Readership of **68,270**
- **32%** delivered direct to subscribers' home addresses
- Global distribution : **40%** UK & Europe; **52%** US & Canada; **8%** ROW

READERSHIP

- Average age of reader 40 years 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
- Readers, on average, spend between £45-£75 on a bottle of whisky for their regular dram.

TESTIMONIALS

"*Whisky Magazine* is an essential part of our annual marketing budget; and creates the best awareness to the core audience of whisky drinkers."

"*Whisky Magazine* gives me a specialist global audience to create brand awareness in countries where I am looking to increase sales; namely the US and Scandinavia."

WHY ADVERTISE

Whisky Magazine allows the advertiser to engage with a wider global audience, reaching both the whisky novice and the enthusiast who want to know where to enjoy a whisky in cities around the world, distilleries to visit, and where to buy that exclusive whisky to add to their collection. *Whisky Magazine* is the authority to which business professionals, experts, executives and the new whisky drinker alike turn, to always be 'in the know' and to provide insight for their next purchase.

With the whisky trade representing a significant percentage of our audience, *Whisky Magazine* also creates the opportunity to create and expand brand awareness to the industry at all levels both nationally and globally.

REGIONS AND MARKETS

As well as covering all areas of Scotch whisky, from production, to blending, to stories of the distilleries themselves, a significant proportion of *Whisky Magazine* explores the specific natures of the many regions and markets around the world. We dedicate supplements and special focuses on those mighty production centres of Ireland, Japan, Australia as well as Canada and the many parts of Europe (including England and Wales). Of course, we provide regular in-depth coverage on the seven remarkable regions within Scotland itself. Every year we publish a special report on Speyside and we spend much time covering the many-faceted market that is the USA.

These supplements and special focuses provide well targeted advertising opportunities for producers and, for the reader, added value to their annual subscription.



EDITORIAL FEATURES 2019

REGULAR FEATURES FOR EACH ISSUE WILL INCLUDE:

- Cocktails
- Whisky Gourmet
- Travel Retail
- Production
- Whisky and Cigar pairings
- Tastings
- Whisky Magazine index
- Question and Answer
- Competition page with whisky related crossword puzzle



ISSUE 157

Publication Date
25 January 2019

Artwork deadline
28 December 2018

Features

- US rye whiskey
- Whiskies of the Scottish islands
- Sherry cask journey part 2

Irish Whiskey Magazine supplement

Special Distribution

- Whisky Live Australia

ISSUE 158

Publication Date
29 March 2019

Artwork deadline
1 March 2019

Awards issue

- World Whiskies Awards – global results
- Icons of Whisky – global results
- Hall of Fame

Features

- The rise of the US single malt

Scotch Whisky Magazine supplement

Regional focus: Speyside

Special Distribution

- Speyside Whisky Festival
- Whisky Live London
- Whisky Magazine Awards Dinner

ISSUE 159

Publication Date
26 April 2019

Artwork deadline
29 March 2019

Features

- Craft distilling around the world
- Australian whiskies
- Sherry cask journey part 3
- Blended whisky (American and Rest of World)

ISSUE 160

Publication Date
7 June 2019

Artwork deadline
10 May 2019

Features

- Canadian whisky
- Kentucky Bourbon Festival preview
- Highlands whisky

ISSUE 161

Publication Date
12 July 2019

Artwork deadline
14 June 2019

Features

- State of The Union
- Sherry cask journey part 4
- European whiskies (excluding Scotland & Ireland)
- The rise of the Irish malt

Special Distribution

- Kentucky Bourbon Festival
- Whisky Live South Africa
- Whisky Fringe, Edinburgh

ISSUE 162

Publication Date
6 September 2019

Artwork deadline
9 August 2019

Features

- Sustainable whisky production
- American Whiskey Trail
- English Distilleries – whiskies coming of age

Special Distribution

- Whisky Live Dublin

ISSUE 163

Publication Date
18 October 2019

Artwork deadline
20 September 2019

Features

- Blended Scotch whisky
- Asian whisky (Japan, Taiwan, India)

ISSUE 164

Publication Date
6 December 2019

Artwork deadline
8 November 2019

Features







- Whisky Magazine Awards Scotland results
- Whisky crystal ball – a view into 2020
- American grain whisky

Special Distribution

- Whisky Magazine Awards, Edinburgh

PROMOTIONAL OPPORTUNITIES

RATES

	Size	(w) x (h)	Rates
	DPS - bleed	436 x 291 mm	
	DPS - trim	430 x 285 mm	£7,604
	Full Page - bleed	221 x 291 mm	
	Full Page - trim	215 x 285 mm	£4,595
	Half Page - (h)	190 x 127 mm	
	Half Page - (v)	93 x 259 mm	£2,688
	Quarter Page	93 x 127 mm	
	(Tastings Page)	93 x 122 mm	£1,610
	Classified		
	Half Page	180 x 127 mm	£1,944
	Quarter Page	88 x 127 mm	£972
	Eighth Page	88 x 62 mm	£484
	Double Column	42 x 98 mm	£414
	Single Column	42 x 46 mm	£308

Discounts available for series bookers

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

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

Premiums

Outside back cover	£5,760
Inside front cover	£5,345
Inside back cover	£4,905
Competitions	£POA

Sponsorship

Section	£1,505
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Advertorials

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

Loose per 1,000	£81
Bound per 1,000	£97

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 the French, Mandarin and Cantonese editions on request

SALES CONTACT

Commercial Director

James Houlder
james@whiskymag.com

Head of Sales

Joanne Robertson
joanne@whiskymag.com

ADVERTISING PRODUCTION

Production Manager

Anita Johnson
anita@whiskymag.com
Tel: +44 (0) 1603 633 808

OTHER OPPORTUNITIES

Awards

World Whiskies Awards 2020
Independent Bottlers' Challenge 2019

Icons of Whisky - USA 2020
Icons of Whisky - Scotland 2020
Icons of Whisky - ROW 2020
Icons of Whisky - Global 2020
Icons of Whisky - Ireland 2020

Events

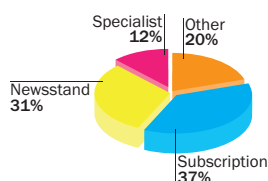
World Spirits Conference Europe, London - 28 March 2019
Whisky Live London - 29-30 March 2019
Scottish Hotel Awards Gala Dinner, Glasgow - 28 April 2019



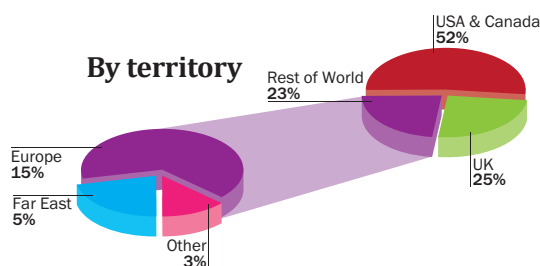
READERSHIP SURVEY RESULTS

CIRCULATION

By distribution type

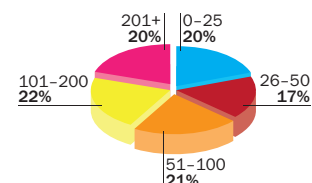


By territory

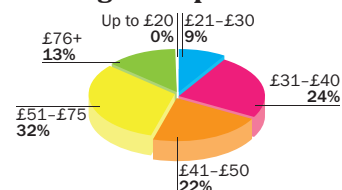


ABOUT THEIR BUYING HABITS

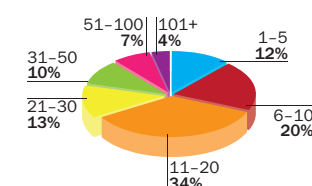
How many bottles in collection



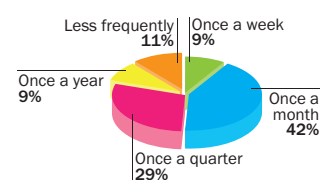
Average cost per bottle



Average annual number of bottles bought

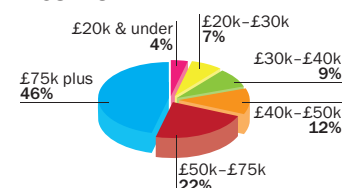


How frequently buy whisky

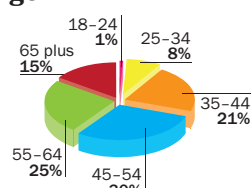


ABOUT OUR READERS

Income

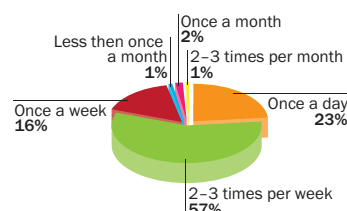


Age

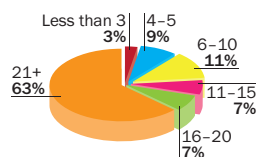


ABOUT THEIR DRINKING HABITS

How often do they drink whisky



Number of whiskies in their home



TERMS AND CONDITIONS

Paragraph Publishing Ltd
Standard terms and conditions of advertising

1. Definitions

In these conditions (i) the 'Advertiser' means the person placing with the Publisher the order for the insertion of the Advertisement, which expression shall include any advertising agency involved in placing the Advertisement (ii) the 'Publisher' means Paragraph Publishing.

2. Warranties

The Advertiser warrants that (i) it contracts with the Publisher as a principal notwithstanding that the Advertiser may be acting directly or indirectly for another party as an advertising agent or media buyer (ii) the reproduction and / or publication of the Advertisement by the Publisher will not breach any contract or infringe or violate any copyright or trademark to render the Publisher liable to any proceedings whatsoever (iii) any information supplied in connection with the Advertisement is accurate, complete and true (iv) the Advertisement complies with the requirements of all relevant legislation for the time being in force or applicable in the USA and United Kingdom (v) the advertising copy submitted to the Publisher is legal, decent, honest and truthful and complies with the American and British code of Advertising Practice and all other relevant codes under the general supervision of the Advertising Standards Authority.

3. Indemnity

The Advertiser will indemnify the Publisher against any costs, damages or other charges falling upon the Publisher as a result of any claim against the Publisher arising from the publication of an advertisement placed by the Advertiser.

4. Publisher's Rights

The Publisher, may, without derogation from the warranties contained in Condition 2, refuse or require to be amended any artwork, materials and copy so as (i) to comply with the legal and moral obligations placed on the Publisher or the Advertiser (ii) to avoid infringing a third party's rights or any code of practice. The Publisher reserves the right to refuse or stop orders. Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third party, sub contractors or inaccurate copy instructions.

5. Payment

Payment is due within 30 days of the invoice date. The Publisher reserves the right to impose a surcharge at the rate of 3% per month on outstanding balances, and the right to charge the full rates quoted for orders unless cancellation is received in writing 4 weeks prior to publication. Should discounts be given on the prices quoted for a series of insertions and the series be cancelled before all insertions have appeared, the company may charge the full rates for all insertions that have appeared, and raise any additional invoices as necessary.

6. Jurisdiction

The contract which incorporates these conditions shall be constructed under and governed by the law of England and the parties submit to the exclusive jurisdiction of the English Courts.