

gin

MAGAZINE

ADVERTISING RATECARD 2021 | Celebrating the gins of the world



INTRODUCTION

Gin, the international publication covering gins from around the world, is devoted entirely to this great spirit. *Gin* covers news, features, cocktails, reviews and, of course, tastings of the very best gins including winners from the World Gin Awards.

Exploring the lifestyle of gin – the bars, hotels, travel and the pleasures of the spirit – *Gin* will be written by world-class drinks writers and will be published as a print and digital edition. With topical social media, regular updates on www.gin-mag.com and the annual Gin Magazine Awards, enthusiasts and industry alike will be able to celebrate this world-class spirit throughout the year.

In a world where flavour is the new passion, *Gin* takes pride in celebrating the gins of the world throughout the year, in print, online and in person via our **World Gin Awards, Icons of Gin** and **World Gin Awards Grand Tasting**.

WHY ADVERTISE

Covering all gins from around the world, *Gin* provides readers with market-leading content and insights.

Any single issue will cover a range of topics from tastings to distillery reviews, from behind-the-scenes perspectives to new and upcoming trends, all providing consumers with insight for their next purchase.

Gin allows the advertiser to engage with a wide national and global audience, reaching business professionals who want to know where to enjoy gin around the world, distilleries to visit, where to buy and how to drink their favoured brand. *Gin* is the authority for experts, executives and novices alike to always be "in the know". With the gin trade representing a significant percentage of our audience, *Gin* also creates the opportunity to create and expand brand awareness to the industry at all levels nationally and globally.

KEY FACTS

- Four editions each year: February, May, August, November
- Available as a gift with purchases from selected travel retail outlets worldwide
- Global distribution targets: 40% UK & Europe; 52% US & Canada; 8% ROW
- Distributed through Tesco, Waitrose and Sainsburys stores, WHSmith retail and all good independents, plus distillery visitor centres, specialist retailers and by subscription
- Regular social media posts to more than 5,000 followers

Testimonials

“With our brand now launched in 15 different countries and travel retail, *Gin* offers me the opportunity to target a true global audience”

“As a regular advertiser in *Whisky Magazine*, we now have another focused publication to promote our gin to the drinks consumer”

READERSHIP

- **Readership: 97,900 per issue**
- ABC 1
- Gin enthusiasts
- Travellers with a passion for excellence
- The gin trade worldwide

REGULAR FEATURES INCLUDE

- Botanicals explored
- Cocktails
- Competitions
- Contributor's word
- Distillery tours
- Editor's word
- Food and gin
- Gin in travel retail
- Gin bar guides
- Ginstagram
- Gin heroes and heroines
- Interviews
- Genever
- Mixers
- News from the world of gin
- Producer profiles
- Production
- Question and Answer
- Seasonal
- The gin lifestyle
- The history of...
- Travel, music, literature, film and gin
- Where to buy

PLUS: Tastings in every issue from around the world

ISSUE 13

Publication date: 26 February 2021
Artwork deadline: 29 January 2021
Special Distribution: World Gin Awards & Icons of Gin

FEATURES

Gin Tour: California
Upcoming trends, including barrel-aged gin and orange gins
Indian gins – performance in 2020 and ones to watch
Organic gin production

ISSUE 14

Publication date: 21 May 2021
Artwork deadline: 23 April 2021

FEATURES

Gin Tour: Ireland
Gin promotion/branding/marketing – how do you get your brand seen?
Focus on brand sponsorship at sporting events

ISSUE 15

Publication date: 20 August 2021
Artwork deadline: 23 July 2021

FEATURES

Gin Tour: Spain & The Balearic Islands
How to mix gin to include mixology, pre-mix drinks and RTDs

ISSUE 16

Publication date: 19 November 2021
Artwork deadline: 22 October 2021

FEATURES

Gin Tour: South America
Selected Gin Tour experiences
Festive gifts

OPPORTUNITIES ON WWW.GIN-MAG.COM,
THE *GIN* MAGAZINE WEBSITE WITH ALL THE
LATEST NEWS, VIEWS AND REVIEWS ACROSS
THE GIN WORLD. DISPLAY BANNERS FROM
£595 PER CALENDAR MONTH.



ADVERTISING COSTS & SPECIFICATIONS

Size: (w) x (h). Bleed: 3mm on each side

DISPLAY

Full Page £3,695
Trim: 215mm x 285mm (Bleed: 221mm x 291mm)

Half Page..... £2,138
Horizontal: 185mm x 124mm
Vertical: 90mm x 247mm

Quarter Page..... £1,130
89mm x 124mm

Cover Sections (inside front, back, or outside back) ... £4,805
Trim: 215mm x 285 mm (Bleed: 221mm x 291mm)

DPS..... £6,058
Trim: 430mm x 285mm (Bleed: 436mm x 291mm)

TASTINGS SECTION

Quarter Page..... £518
90mm x 117mm

CLASSIFIED

Quarter Page..... £518
88mm x 127mm

Eighth Page..... £260
88mm x 62mm

SPONSORSHIP

Per section..... £1,543

ADVERTORIALS

Minimum one full page +30%

Agency discount

10% off all prices plus VAT.

Rates shown are per issue, include colour and are exclusive of VAT. Further specifications are available on request.

Discounts available for series bookings

We offer a 10% discount on bookings of 2 issues and a 20% discount on bookings of 4 issues.

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