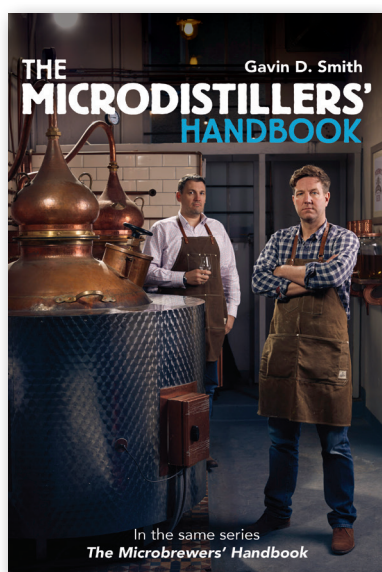


# THE MICRODISTILLERS' HANDBOOK

## RATECARD 2020

The next edition of the biannual book, **THE MICRODISTILLERS' HANDBOOK** publishes in June 2020, 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
- 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:** 20 March 2020

**Publication date:** 26 June 2020

### 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  
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### 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**

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