

Rum

MAGAZINE

ADVERTISING RATECARD 2020

CELEBRATING THE RUMS OF THE WORLD

BACKGROUND

Rum is the annual title celebrating the world of rum globally and is brought to you by the publishers of *Whisky Magazine*. *Rum* will be devoted entirely to the production, history and lifestyle of this diverse spirit. Included in this annual are the winners of the global World Rum Awards and the inaugural Icons of Rum Awards, alongside news, blind tastings and features that get beneath the surface of the drink and the people who make it. The rum sector is growing and changing rapidly, and our readers will be kept in the know by a team of established and respected writers who can claim to be experts in the field.

KEY FACTS

- Published 04 December 2020
- Readership of 38,000
- News trade distribution through W.H. Smith, supermarkets and all good independents (UK), and Barnes & Noble (US)
- Additional distribution of 2,000 copies to rum companies, distilleries and specialist retail outlets
- Global distribution: 40% UK & Europe; 52% US & Canada; 8% ROW
- Free digital copy mailed to all subscribers of *Whisky Magazine*, *Gin Magazine* and *American Whiskey*

WHY ADVERTISE

This publication focuses exclusively on rum, and with dedicated content on this fast growing sector. It will satisfy the intense interest of those consumers who love rum, whether aficionados or new to the category, while also being the go-to title for the trade who import or retail rum and spirits. Our combination of editorial excellence and experience, along with a targeted audience, give advertisers the opportunity to build significantly on their brand awareness at all levels and across the globe.

EDITORIAL CONTENT

- All-encompassing coverage of rum across the globe
- Blind tastings of new and must-try rums
- Established industry experts
- Cocktails and suggested serves
- Run-down of new producers and ones-to-watch
- Producer Focus per region / area
- Bars guide (a city's rum-bar scene looked at in detail)
- Interviews with distillers and leading personalities

AWARDS

- Winners of the global World Rum Awards 2020
- Winners revealed in the Icons of Rum Awards 2020

FOR WIDER-LOOKING FEATURES THIS YEAR

- Mixers – Can rum have a G&T moment?
- Sustainability – How is the rum industry making itself a pioneer in sustainability?
- Trends – What can we expect from the world of rum in 2020 & 2021?

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
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Inside Back Cover & Outside Back Cover			£4,685
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CLASSIFIED

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

Rob Crane
robc@paragraph.co.uk

Joanne Robertson
joanner@paragraph.co.uk

