

AMERICAN WHISKEY

Reach more than **2.9 million** whiskey enthusiasts through our global network

With our compelling content, we strive to inspire and educate the novice, enthruse the connoisseur and be the trusted industry media partner.

AMERICAN WHISKEY



A NOTE FROM OUR EDITOR

American Whiskey, brought to you by the publishers of international best-seller *Whisky Magazine*, celebrates whiskeys from the USA and is devoted entirely to the great American spirit.

American Whiskey covers news, features, interviews, cocktails, food pairings and, of course, tastings of the latest whiskeys.

Exploring the lifestyle of American whiskey, *American Whiskey* will be written by world class drinks writers from across the States and published as both a print and digital edition. With topical social media and regular updates on www.americanwhiskeymag.com, enthusiasts and industry alike will be able to celebrate this world-class spirit throughout the year.

A handwritten signature in black ink that reads "Phoebe Calver". The script is fluid and cursive.

PHOEBE CALVER

AMERICAN WHISKEY

BRAND REACH

Monthly figures

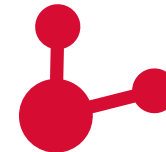


ONLINE REACH
2,500,000+

(Via our extended network)



MAGAZINE CIRCULATION
READERSHIP INCLUDING
DIGITAL EDITION
250,000+



SOCIAL MEDIA
Followers
15,000+



NEWSLETTER
Subscribers
45,000+

Partnered platforms include:

jellyfish
CONNECT

ZINIO
THE WORLD'S LARGEST NEWSSTAND

Readly

pressreader

pocketmags.com



WRITERS & CONTRIBUTORS
SOCIAL MEDIA
Followers
140,000+

TOTAL REACH

2,900,000+

AMERICAN WHISKEY

MAGAZINE DISTRIBUTION

Published six times each year

Distributed across the USA and Canada through Barnes & Noble in 593 stores, 47 states and 482 cities and across many other retailers

Additional special distribution specific to each edition

Further distribution through selected distilleries, hotels and bars

AMERICAN WHISKEY

WRITERS & CONTRIBUTORS

Our editorial team



PHOEBE CALVER



ALEC MCDONNELL

Featured contributors



MAGGIE KIMBERL



PEGGY NOE STEVENS



GABRIELLE PHARMS



NICO MARTINI



SAILOR GUEVARA

TOTAL SOCIAL MEDIA REACH

140,000 +

AMERICAN WHISKEY

DEMOGRAPHICS



GENDER SPLIT

Men - **86%**
Women - **14%**



AGE

25-44 - **6%**
45-54 - **29%**
55-64 - **36%**
65+ - **29%**

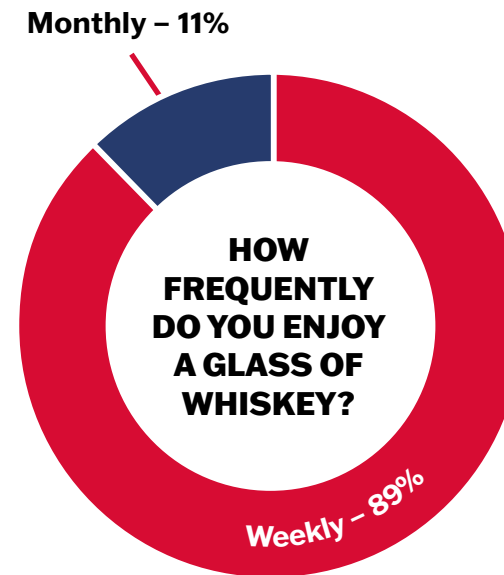
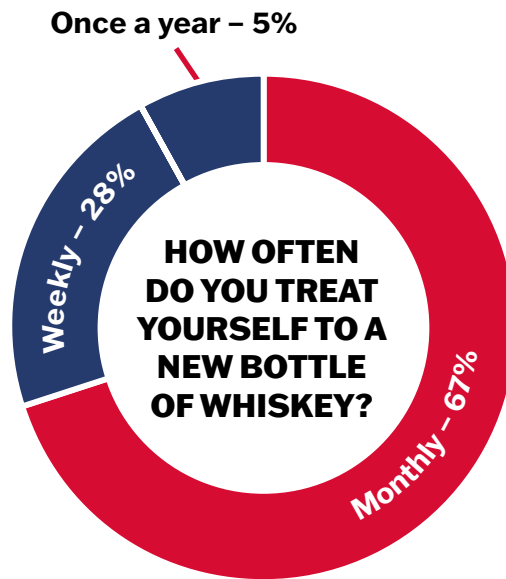


INCOME

Up 39k - **6%**
40 - 69k - **26%**
70K+ - **68%**

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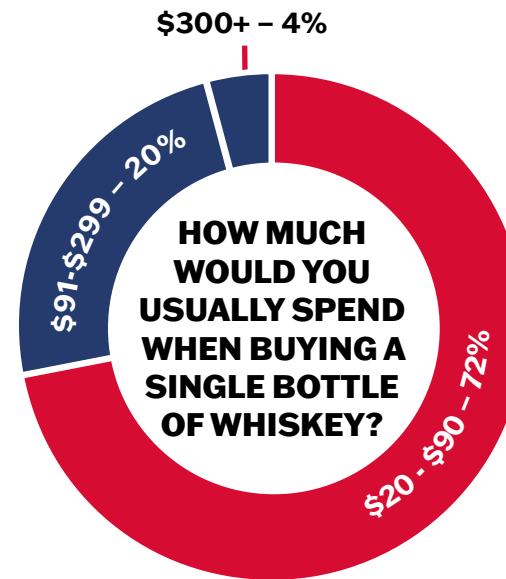
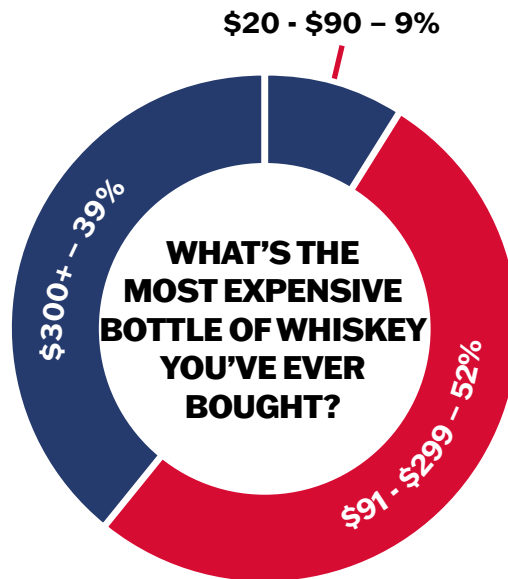
AUDIENCE



Source: From the American Whiskey Magazine Reader Survey in January 2025

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AUDIENCE



For example: 24% of people spend over \$91 on a bottle of whiskey of which 67% would do so monthly

Source: From the American Whiskey Magazine Reader Survey in January 2025

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RATES – PRINT 2025 Publication rates

Gatefold (cover section)	\$27,540	Sponsorship (tastings section)	\$3,985
Outside back cover (cover section)	\$15,995	Quarter page (tastings section)	\$3,195
Inside front cover (cover section)	\$14,995	Double page spread (Advertorial)	\$19,225
Inside back cover (cover section)	\$13,995	Single page (Advertorial)	\$14,035
Full page (main magazine)	\$12,595		
Double page spread (main magazine)	\$17,450	Craft and Classified	
Half page (main magazine)	\$6,495	- Half page	\$3,705
Quarter (main magazine)	\$3,395	- Quarter page	\$1,995
Sponsorship – vertical (main magazine)	\$2,850		
Sponsorship – horizontal (main magazine)	\$2,850		



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RATES – PRINT Continued

Discounts available for series bookings

We offer a 10% discount on bookings of three issues and a 20% discount on bookings of six issues.

Agency discount

Further specifications are available on request.

Creative Submission Deadline: Creative materials must be received by the specified date mentioned in the accompanying order confirmation.

Extension of Deadline: Extensions to the creative deadline will be considered only under exceptional circumstances, ensuring no delay in the publication of print or digital media.

Creative not received on time will be subject to a 100% fee.

Cancellations: Cancellations must be made in writing at least 60 days prior to the publication date of the magazine or any digital campaign. Cancellations made after this period will incur a 100% cancellation fee. Orders booked within this timeframe are also subject to the same cancellation fee.



AMERICAN WHISKEY

FORTHCOMING ISSUES

ISSUE 34

Publication Date: February 11, 2025
Artwork Deadline: January 9, 2025

Awards announcements:

- Icons of Whisky: America
- World Whiskies Awards 2025: America's Best

Theme: Milestones

Features:

- Awards - America's Best 2025
- New whiskey trends
- Distillery focus
- Whiskey and cigar pairing
- Production
- Tastings

ISSUE 35

Publication Date: April 22, 2025
Artwork Deadline: March 18, 2025

Theme: American Single Malt

Features:

- New releases
- Regional focus
- Interviews
- Distillery focus
- Cigar pairing
- Tastings
- Castaway

ISSUE 36

Publication Date: June 24, 2025
Artwork Deadline: May 15, 2025

Theme: Culinary

Features:

- Craft whiskey
- Regional focus
- Distillery focus
- Cocktails
- Whiskey and cigar pairing
- Tastings
- Castaway



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FORTHCOMING ISSUES

ISSUE 37

Publication Date: August 12, 2025
Artwork Deadline: July 3, 2025

Theme: Travel and Tourism

Features:

- Kentucky Bourbon Festival
- Regional focus
- New releases
- Interviews
- Distillery focus
- Production - behind the festival scene
- Cigar pairing
- Tastings
- Castaway

ISSUE 38

Publication Date: October 14, 2025
Artwork Deadline: September 4, 2025

Theme: Colorado

Features:

- Regional focus
- Cocktails galore
- Whiskey and cigar pairing
- Interviews
- Distillery focus
- Production
- Tastings
- Castaway

ISSUE 39

Publication Date: November 25, 2025
Artwork Deadline: October 16, 2025

Theme: Farm-to-bottle distilleries

Features:

- Food and whiskey pairing
- Production - experimentation
- Whiskey and cigar pairing
- Festive cocktails
- Regional focus
- Interview
- Distillery focus
- Tastings
- Castaway



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RATES – DIGITAL AmericanWhiskeyMag.com

Up to 249,000 impressions

\$28 per **1000** impressions

250,000-499,000 impressions

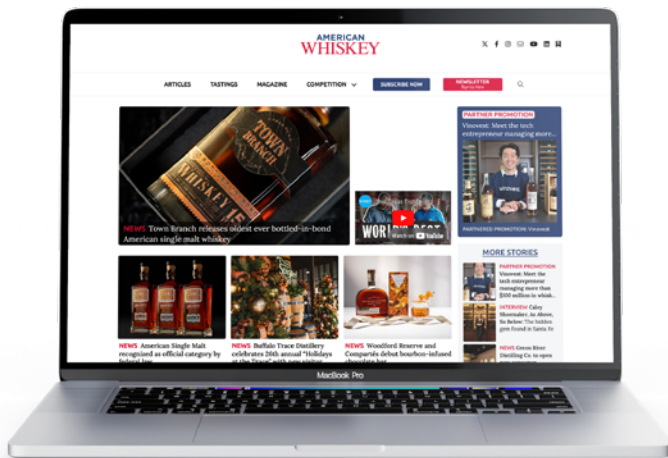
\$24.50 per **1000** impressions

500,000-999,000 impressions

\$21 per **1000** impressions

1,000,000 impressions +

\$17.50 per **1000** impressions

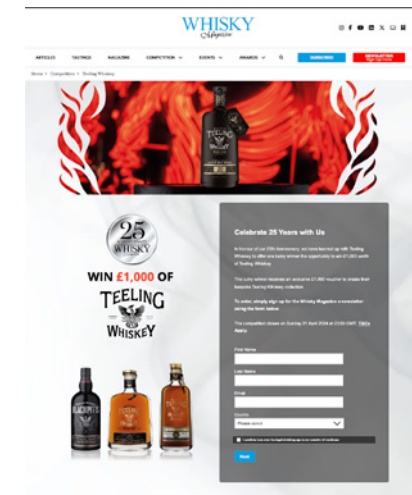


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BESPOKE CONTENT MARKETING FOR DRINKS BRANDS

We recognise publishing as one of the best ways to reach existing and potential customers. To this end, we have extended our services to include bespoke content-marketing solutions, including competitions, advertorials, social media campaigns and videos. Leveraging our international network of licensed editions, we can distribute partnered content in more than a dozen countries and offer translation services to share your key messages in all major whisky markets.



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OUR BRANDS

WHISKY *Magazine* SCOTCH WHISKY WHISKY LIVE AMERICAN WHISKEY BOURBON



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