

THE Brewers

JOURNAL



MEDIA PACK 2017



THE MAGAZINE FOR THE CANADIAN BREWING INDUSTRY



READERSHIP

Published four times a year, The Brewers Journal cuts deep into the issues that affect the industry. With analysis, insightful features, and essential entertainment, BJC is the complete resource for the Canadian brewing sector.

Beer is bigger than ever, with more money being spent than ever before and with more breweries per head of the population than any other country in the world. One in every 100 jobs in Canada is supported by beer, while 85% of the beer sold in Canada, is made there (Beer Canada). However, despite being a mainstay in modern culture, there has been something of a disconnect between breweries and those that enable that process. Until now.

The Brewers Journal is a brand new quarterly publication designed to give breweries, distributors, and suppliers an essential insight into the issues that matter to them, and also how to take advantage of this growing market. Produced by a team with a passion for beer, its production, and the culture surrounding it, The Brewers Journal is the new go-to magazine for breweries and retail businesses such as bottle shops.

The Brewers Journal gives breweries the latest insights into brewing equipment and associated technologies, as well as the drivers impacting the supply and production of essential ingredients such as hops, malts, and yeast.

Published in print four times a year, and complemented by a fully-fledged website updated on daily-basis, The Brewers Journal is essential reading for those involved, or interested, in the brewing industry.

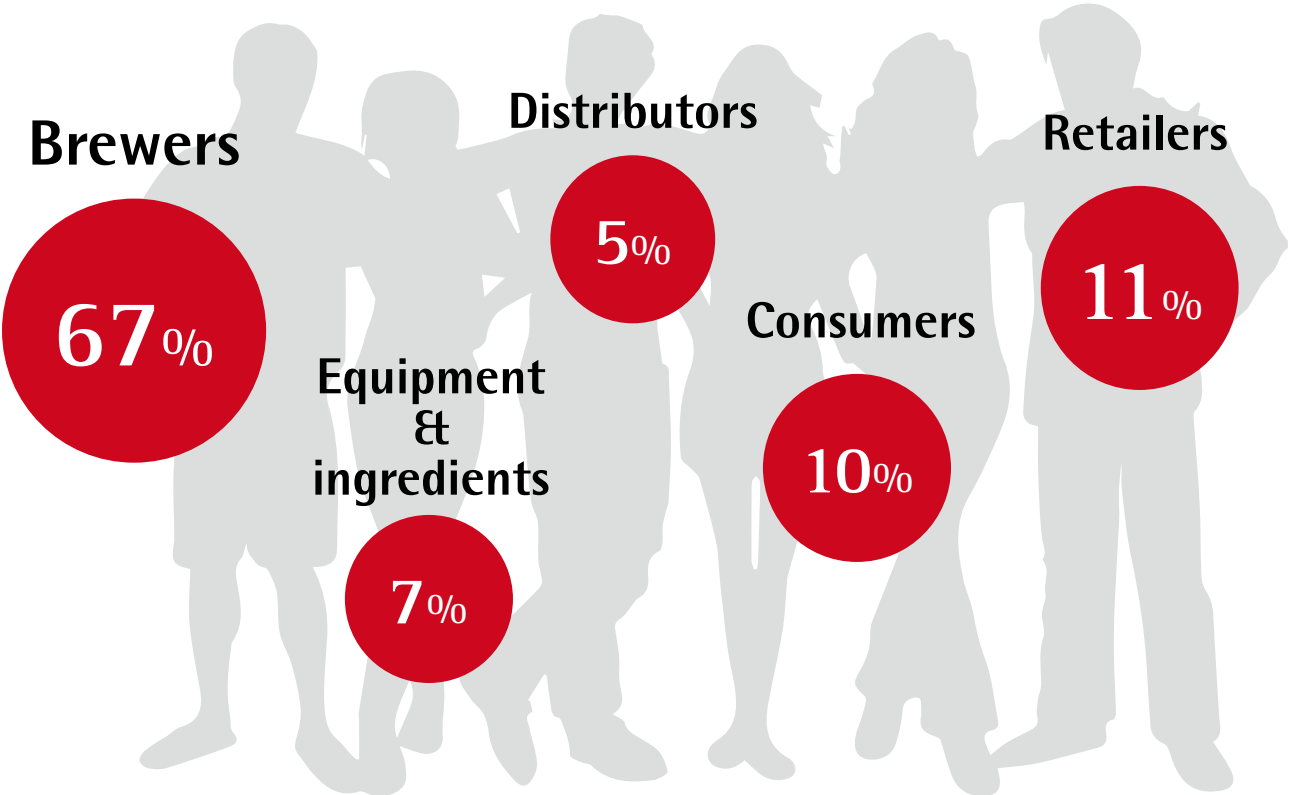




PRINT CIRCULATION

The readers of The Brewers Journal share a common bond, a dedication to the production and supply of good beer. While this beer may be produced in Canada, it draws on inspiration from across the globe, using ingredients sourced internationally and equipment from a diverse number of manufacturers. And they have the purchasing power to invest. The primary audience of The Brewers Journal are Canadian breweries. There are approximately 650 breweries operating in Canada. This category is the title's primary audience and encompasses the entire spectrum of breweries such as Flying Monkeys, Steam Whistle, Garrison, Yukon Brewing, Driftwood, and Grand River as well as new businesses such as Brunswick Bierworks. The magazine is also aimed at microbreweries and BrewPubs, increasingly popular trends in Canada, encompassing pubs that brew on site to small startups. In addition, The Brewers Journal is produced with retail businesses such as bottle shop owners -companies sell beer for consumption on site and also frequently hold classes on brewing. The Brewers Journal Canada Edition comes to you from the team behind The Brewers Journal in the UK and Ireland. Less than a year into its cycle, it's a title that reaches 96% of the breweries in operation today.

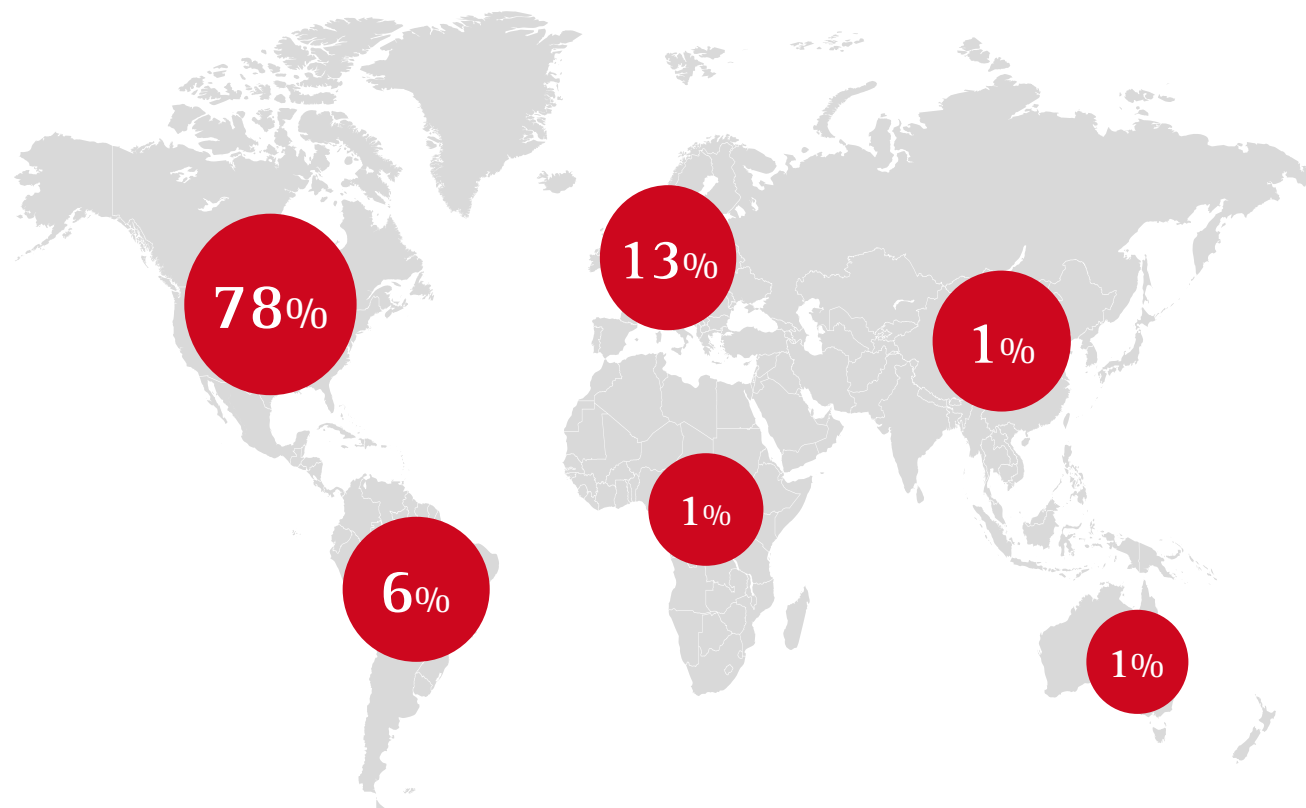
REACH 4,000 READERS IN PRINT





WEB & DIGITAL CIRCULATION

REACH **15,000** READERS ONLINE



Online readership of the digital edition has grown to over 10,000 per issue in just the first two issues of The Brewers Journal Canada. The digital edition can be accessed via brewersjournal.ca or through various magazine sites and apps.

The brewersjournal.ca website is the first place for brewing industry news and comment and an opportunity for readers to experience feature content enriched with multimedia. The web traffic has grown so that each bimonthly cycle will see some 2,500 unique visitors.



EDITORIAL

Each issue of The Brewers Journal features comprehensive, and diverse, editorial coverage that ranges news of the latest product launches to in-depth features analysing growth areas of Canada brewing. These include:

FEATURES LIST

WINTER

Published January

Equipment insight: Labelling and Packaging

The Big Issue: Starting a Brewery Part One

SPRING

Published April

Equipment insight: Process & In-Line Measurement

The Big Issue: Starting a Brewery Part Two

SUMMER

Published July

Equipment insight: Hygiene

Briefing: Contract Brewing

AUTUMN

Published October

Equipment insight: Tracking & Logistics

Briefing: Acquisitions and Exporting

✦ *Equipment insight:* A comprehensive news and feature overview of the latest launches and developments from the manufacturers of brewing equipment and associated equipment and products.

✦ *Meet the brewer:* A classic profile piece coupled with relevant market intelligence. A look at the background of the business, its journey, its current position regarding the beers it offers, and also where it anticipates growth.

✦ *Ingredients focus:* A spotlight feature on the latest trends, environmental factors and developments that impact the production and supply of, among others, hops, malt and yeast.

✦ *Beer business news:* A section dedicated to the news that will inform future feature articles. The focus here is news ranging from hop shortages and price increases or decreases to the incentives being offered to fledgling breweries to expand their business.



ADVERTISING

The Brewer's Journal gives brewery equipment manufacturers, ingredient suppliers, and associated businesses, a premium venue to address companies that rely on them, day-in, day-out. Growth in the sector is taking place across the globe, and Canada is no different. It's an exciting, burgeoning, and blossoming industry.

The Brewers Journal reaches upwards of 650 of these breweries, offering your company the perfect forum to reach clients, existing and new.

Each issue of The Brewers Journal features informative and diverse editorial. This presents advertisers with the perfect medium to balance their commercial message against. And for breweries, retailers will read the publication, giving your business a fantastic route to market for your beer launches.

EDITOR
Tim Sheahan
tim@brewersjournal.info
+44 (0)1442 780 592

HEAD OF SALES
Jim Robertson
jim@rebymedia.com
+44 (0)1442 780 593

CANADA BUREAU CHIEF
Richard Piotrowski
richard@rebymedia.com
+1 647 975 7656

REQUIREMENTS

To supply your advertising please follow these guidelines:

Email adverts

production@rebymedia.com
Please ensure emails sizes are no larger than 10Mb. If you wish to send larger files please use a file transfer web site such as wetransfer.com. Alternatively you could send the files on a CD.

File name

Please supply your file named in the following format: magazine name, volume and issue number, company name (e.g. BJC 0101, Smiths Packing)

Hard copy

We need to check what we receive against a match print (In colour if the ad is to run full colour). Please ensure that we receive a hard copy (not a fax) at the same time as your digital copy.

File formats

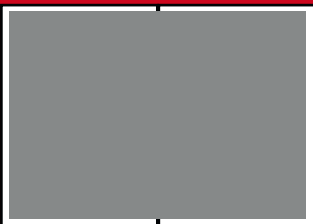
We can accept files from Adobe Indesign, Adobe PhotoShop or Adobe Illustrator. Please ensure that you supply all the necessary fonts (in Illustrator, fonts may be converted to outline to avoid this). Pictures should be saved as EPS, TIFF or JPG files with a minimum resolution of 300dpi (120dpm).

Colour pictures should be supplied CMYK but not RGB. Black and white pictures should be supplied as greyscale.

Mechanical data

Page (trim size) - 297mm tall x 210mm wide
Page (type area) - 280mm tall x 192mm wide
Page (bleed) - 303mm tall x 216mm wide
Half page (vertical) - 243mm tall x 75mm wide
Half page (horizontal) - 130mm tall x 185mm wide
Quarter page - 130mm tall x 83mm wide

Double page spread



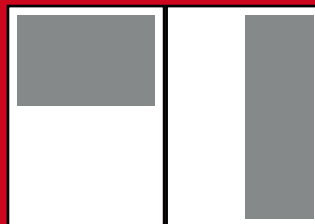
\$2,750

Full page



\$1,950

Half page



\$1,250

Quarter page



\$750

Inside front cover and back cover are 20% extra. Other Special positions are 10% extra