



# & brewer beer

*Media Kit 2016*



## Introduction

*Beer & Brewer* is Australasia's leading magazine dedicated to beer and brewing. Read by consumers and trade, the title delivers entertaining and authoritative content via a **quarterly magazine**, a **website** and a **weekly e-newsletter**.

Since the launch of *Beer & Brewer* in 2007, the tone and nature of its content has always given it broad appeal, with a blend of lifestyle and specialist features **aimed at the passionate consumer, trade professional, home brewer and casual drinker**.

Beer is a fast-moving, dynamic universe and *Beer & Brewer* keeps pace with the changes and developments, reflecting the excitement and passion the sector inspires in people.

With its finger firmly on the pulse of the beer world, *Beer & Brewer* is as much an essential read for those early adopters and craft brewers as it is for the consumers just beginning to explore the category.



## Total readership



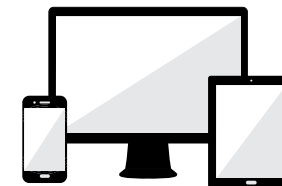
**60,833**

Total readership



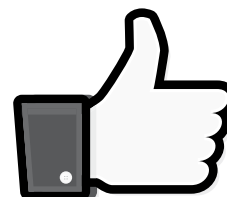
**39,840**

Print readers\*



**11,386**

Subscribers to the weekly e-newsletter



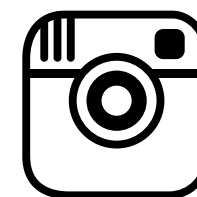
**3,863**

Facebook likes



**4,388**

Twitter followers



**1,356**

Instagram followers

\* Based on pass on readership of 4 people per issue.

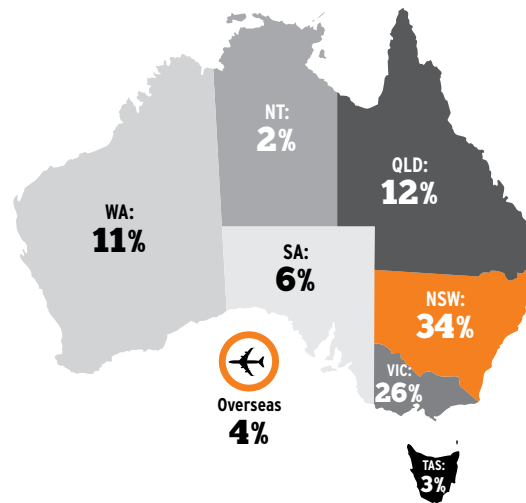
# Audience

**beer** & brewer *Media Kit 2016*

## At a glance

- Established May 2007
- Quarterly magazine
- Cover price: AUS\$9.95; NZ\$11.95
- Print readership: 39,840
- Breakdown: 86% consumer; 14% trade
- Website [beerandbrewer.com](http://beerandbrewer.com): nearly 1 million page views per year
- Weekly e-newsletter: 11,386 circulation; 28% open rate; 32% click through rate

## Readership Regions



# 85%

of readers are interested in attending beer dinners or other *Beer & Brewer* events

## Frequency of beer or cider consumption



Daily  
**29%**



Three times a week  
**50%**

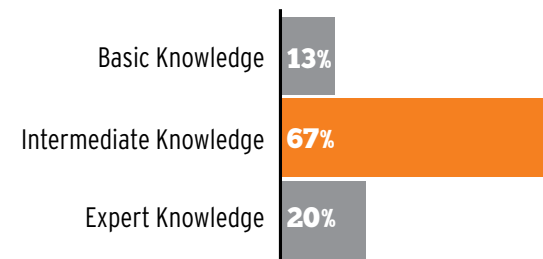


Once or twice a week  
**16%**



A few times a month  
**5%**

## Readers' beer knowledge





# Audience



## Market reach

The magazine, published four times a year, is distributed right across Australia and New Zealand via Dan Murphy's liquor stores, bottle shops, independent home brew shops, newsagents and breweries.

Complimentary copies are also sent to key retailers and beer venues to ensure *Beer & Brewer's* influence is felt among those in the trade making purchasing decisions as well as among consumers.

With an additional 4,000 annual subscriptions and more copies distributed at beer festivals and events, *Beer & Brewer* has a distribution of **9,960 copies** per issue.

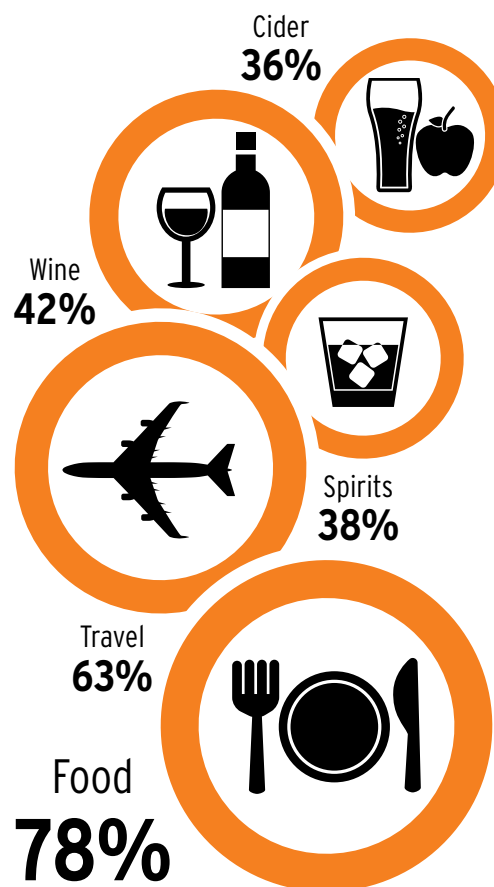
Complementing the magazine, a weekly e-newsletter is sent to **11,386 subscribers**, providing up-to-date news and views, keeping readers in touch with the latest product launches and events.

The website [www.beerandbrewer.com](http://www.beerandbrewer.com) attracts nearly **one million page views** per year.

## Audience part 2: Beyond beer

*While our readers love reading about and tasting beer, they have plenty of other interests.*

### Readers also want to read about...



### Readers' leisure pursuits

Going out to eat and drink	84%
Travel	61%
Watching/playing sport	59%
Cooking	58%
Technology/gadgets	36%
Camping and fishing	35%
Cars	15%

# Audience

## Quality content

*Beer & Brewer* is written by a team of specialist drinks journalists, led by editor Annette Shailer and features regular contributions from high-profile brewers and other industry leaders. Each issue contains a lively mix of news, opinion and comment from industry experts, along with glossy features that educate and entertain. There are regular pieces on beer styles, food and beer matching, travel and venues specialising in good beer and cider.

In addition, the latest beer and cider releases are tasted by an industry panel and their tasting notes published – always a popular read. A separate section of the magazine focuses on home brewing with recipes, tips and information on kits, ingredients and equipment.

The weekly e-newsletter keeps readers in touch with the latest product launches, supplier news, venue openings, competitions and awards. And readers are often offered the chance to win some beer.

Our website is regularly updated with news and feature content, providing a one-stop shop for beer enthusiasts looking to expand their knowledge and source information.

**beer** & brewer *Media Kit 2016*



# Rates



## Contact us:

### EDITORIAL:

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### ADVERTISING:

**Ahssan Naimat**

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**E:** anaimat@intermedia.com.au

### CREATIVE:

**Production**

**T:** +61 2 9660 2113

**E:** magazine.material@intermedia.com.au

## Rates

KEY POSITIONS	CASUAL	2X	3X	4X
Inside Front Cover - DPS	6,330	6,170	6,015	5,855
Inside Front Cover - Single Page	3,245	3,165	3,085	3,000
Full Page - Opposite Contents Page	3,245	3,165	3,085	3,000
Full Page - Opposite Editor's Page	3,245	3,165	3,085	3,000
Inside Back Cover - DPS	6,330	6,170	6,015	5,855
Inside Back Cover - Single Page	3,245	3,165	3,085	3,000
Other Guaranteed Positions: +12.5%				

FREQUENCY PACKAGES	CASUAL	2X	3X	4X
Double Page Spread	5,625	5,485	5,345	5,205
Full A4 Page	2,885	2,815	2,740	2,670
Two Thirds Page	2,090	2,040	1,985	1,935
Half Page	1,805	1,760	1,715	1,670
Third Page	1,255	1,225	1,190	1,160
Quarter Page	950	925	900	880
Feature branded sponsorship includes 1 full page advert	7,500			
Style Notes - Branded Bottle Shoot - fee per brand	500	490	475	460

*\*All rates exclude GST.*

## Specs

KEY POSITIONS	TRIM	BLEED	TYPE
Full Page	210 x 275	5mm around the TRIM	Not within 5mm of TRIM
Double Page Spread	420 x 275	"	"
Half Page Vertical	87 x 243	100 x 275	"
Half Page Horizontal	178 x 119	210 x 135	"
Third Page Vertical	54 x 243	70 x 275	"
Third Page Horizontal	178 x 79	210 x 92.5	"
Quarter Page Portrait	87 x 119	No Bleed	"

## 2016 Deadlines

	AUTUMN	WINTER
Ad booking deadline	15 February 2016	8 April 2016
Creative deadline	22 February 2016	15 April 2016
On-sale	17 March 2016	12 May 2016

	SPRING	SUMMER
Ad booking deadline	11 August 2016	12 October 2016
Creative deadline	18 August 2016	19 October 2016
On-sale	13 September 2016	14 November 2016



# Advertising & Creative Opportunities

beer & brewer *Media Kit 2016*

## Style Notes Promotion

In each issue we publish themed styled beer photoshoots showcasing particular styles.

Inclusion in these shoots costs just **\$500** + GST per beer.

## Feature Sponsorship

This unique opportunity allows a company or brand to sponsor or create a feature. The sponsorship comprises of four integrated parts:

- 1 Sponsorship logo - "Brought to you by" sponsorship logo on the first right hand page
- 2 Editorial - Substantial editorial coverage within the feature
- 3 Advertising - Full right hand page within the feature + additional half page ad within the magazine
- 4 First mention in editorial as well as image preference

**\$7,500** + GST



**INCLUDES:** 1 SPONSORSHIP LOGO + 2 EDITORIAL COVERAGE + 3 FULL PAGE AD + 4 FIRST MENTION IN EDITORIAL

# Print Directory

& brewer  
**beer** Media Kit 2016

## Why advertise your business in a directory?

Business directories enable you to get more exposure to local people and valuable links to your website.

## Important information:

- Book and pay upfront for 6 issues (18 months) of advertising & save 10% off the total amount.
- Supply your own creative or we can design for you for \$50+GST.
- Invoices are sent on the material deadline date, with the bookings paid up front on 30 day terms.

**Business listing**  
**ad PLUS your logo**  
**\$196+GST per quarter**  
Six lines of business detail.  
\$10 per additional line UP  
TO 16 LINES max.

**Business listing ad**  
**\$112+GST per quarter**  
Six lines of business detail.  
\$10 per additional line UP  
TO 16 LINES max.

**1/4 page business  
display ad**  
**\$810+GST per quarter**  
A display ad including  
more text and images to  
brand your business.

**NSW**

**INFUSION RESTAURANT**  
DAN BIELIUS  
Hydrex Hotel Campbelltown  
15 Old Menangle Road  
Campbelltown NSW 2560  
Tel: (02) 4645 0500  
www.vipgins.com/campbelltown  
Open: 6am till late, 7 days

**MURRAY'S CRAFT BEWERY**  
3443 Nelson Bay Road  
Bobs Farm NSW 2316  
Tel: (02) 4982 6481  
Open: 7 Days 10am - 6pm  
www.murraysbrewingco.com.au

**ST PETERS BREWERY**  
15 May St, St Peters NSW 2044  
Tel: (02) 9519 0191  
Beer: Green Star Lager, White, Killagah Stout and Ginkamon Gert  
www.stpetersbrewery.com.au

**STONE & WOOD BEWERY CO**  
4 Boronia Place,  
Byron Bay NSW 2481  
Tel: (02) 6685 5173  
www.stoneandwood.com.au

**SYDNEY BEER**  
40-44 Wentworth Ave,  
Sydney NSW 2000  
Tel: (02) 8262 8888  
www.sydneybrewery.com.au  
Open: Mon-Sat 12am till late  
Sun 12pm till late

**PADDY'S BREWERY**  
at the Markets Hotel,  
268 Parramatta Road,  
Flemington NSW  
Tel: (02) 9764 3500  
www.paddysbrewery.com

**REDOAK BOUTIQUE BEER CAFE**  
201 Clarence St, Sydney  
NSW 2000  
Tel: (02) 9262 3303  
info@redoak.com.au  
www.redoak.com.au  
Open: Mon - Sat 11am  
till late (lunch & dinner)

**THE LITTLE BREWING COMPANY**  
Unit 1, 58 Uralia Road  
Port Macquarie NSW 2444  
Tel: (02) 6581 3949  
info@thelittlebrewingcompany.com.au  
www.thelittlebrewingcompany.com.au

**WILLIAM BULL BREWERY**  
De Bortoli Wines Pty Ltd  
De Bortoli Road  
PO Box 21, Bilbul NSW 2680  
Tel: +61 2 6966 0100  
www.debortoli.com.au  
www.williambull.com.au

**WA**

**BILLABONG BREWING CO.**  
72a McCoy St, Myaree WA 6154  
Tel: (08) 9317 6099  
billabong@westnet.com.au  
www.billabongbrewing.com.au

**DOOLEY BREWERY**  
Puzzle Road, Wilyabrup  
Margaret River WA 6285  
Tel: (08) 9755 6300  
brewery@dooleybrewery.com.au  
www.dooleybrewery.com.au

**COLONIAL BREWING COMPANY**  
Orrington Road,  
Margaret River WA  
Tel: (08) 9758 8177  
thirsty@colonialbrewingco.com.au  
www.colonialbrewingco.com.au

**COWARAMUP BREWING CO.**  
North Treeton Road,  
Cowaramup WA 6284  
Tel: (08) 9755 5822  
www.cowaramupbrewing.com.au  
Tours available by appointment  
Open 7 days a week 10am - 6pm

**WE ♥ BEER**  
A PINES COM.AU

2 www.beerandbrewer.com

**1/8 page business  
display ad**  
**\$486+GST per quarter**  
Double your size - a display  
ad with more space  
to brand your business.

**1/16 page  
business display ad**  
**\$248+GST per quarter**  
Stand out from the  
others - display block  
ad similar size to line ad  
PLUS logo ad.

### ADVERTISING CONTACT:

**Ahssan Naimat**

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**M: +61 413 426 525**

**F: +61 2 9660 4419**

**E: animat@intermedia.com.au**

size 1/8  
Vertical  
41.5 x 109.5mm

size 1/16  
Vertical  
41.5 x 54.75mm

size 1/8  
Horizontal  
87 x 54.75mm

size 1/4  
87x109.5mm

## Advert Sizes:

1/16 Vertical 41.5 x 54.75mm

1/8 Vertical 41.5 x 109.5mm

1/8 Horizontal 87 x 54.75mm

1/4 87 x 109.5mm



# Features 2016/17

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	MAIN FEATURE	FEATURE 2	FEATURE 3	FEATURE 4	STYLE NOTES	BREWERY TOUR
<b>Issue 36</b> <b>Autumn 2016</b>	Beer and food matching	101 beers to try before you die (part 2)	Brewing ingredients	How to taste beer like a judge	Style Notes: Wheat beers - history, style notes, examples	Brewery Tour: ACT breweries
<b>Issue 37</b> <b>Winter 2016</b>	<i>Beer &amp; Brewer Awards</i>	Education - brewing courses	10 gypsy brewers to know	Brewing equipment	Style Notes: Dark and brown ales - history, style notes, examples	Brewery Tour: NSW Inner West breweries
<b>Issue 38</b> <b>Spring 2016</b>	Health - low and non-alcoholic, mid-strength, session ales and gluten-free	Best beergardens for spring	Old School - the founders of Australian beer	Asian beers and breweries	Style Notes: Pale ale - history, style notes, examples	Brewery Tour: Regional Victoria breweries
<b>Issue 39</b> <b>Summer 2016/17</b>	A beginner's guide to homebrewing	Canned beer	Cider season	Summer entertaining	Style Notes: Belgian styles - history, style notes, examples	Brewery Tour: West Australia breweries

## CONTACT US:

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**EDITORIAL: Annette Shailer**  
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**E:** [ashailer@intermedia.com.au](mailto:ashailer@intermedia.com.au)

# Website - specs & rates

& brewer  
**beer** Media Kit 2016

ONLINE	4 weeks	12 weeks	24 weeks
■ Website Skin – web only	1,750	5,025	9,600
■ Leaderboard – top position – eNews & web	1,200	3,375	6,450
■ Leaderboard – second position – eNews only	750	2,100	3,900
■ Medium Rectangle – eNews & web	750	2,100	3,900
■ Run of Site – all above positions + What's Brewing (eNewsletter and website)	2,985	n/a	n/a
Leaderboard – menu category – web only	n/a	750	
■ What's Brewing Advertorial – eNews & web	400	1,050	1,800
Dedicated Exclusive Email (eDM) – email only	1,900		

Price excludes GST

## Important information & specifications

- All advertisements have live links to the url supplied by the client.
- Click through and other metrics reports are available to advertisers on request.
- All standard advertisements are booked as run of site.
- Web files: jpg, gif or swf. Email files: jpg or gif.
- beerandbrewer.com offers a convenient banner ad production service.
- All Flash ads must be supplied with a backup gif file. Flash format advertisements cannot be accepted for email newsletters.

Please supply an animated gif in this instance. All Flash formats and gif file animation must finish or loop in no more than 15 seconds.

Flash (swf) instructions:

1. Create new layer on top
2. Create white box covering entire banner – convert to button symbol
3. Set alpha to zero
4. Hardcode the URL into the FLA file  
Simple script: on(release) {geturl(url,"\_blank");}

**Please note: please supply backup static images for all animated advertisements.**

**1 SKINS**  
SAFE AREA  
15px (w) x 800 px (h)  
MAX. VIEWING AREA  
460px (w) x 1200px (h)

**2 LEADERBOARD - ADVERT**  
728 x 90px

**3 MEDIUM RECTANGLE**  
300 x 250px

**4 What's Brewing**  
236 x 157px  
See What's Brewing section for more info

**SKINS**  
SAFE AREA  
15px (w) x 800 px (h)  
MAX. VIEWING AREA  
460px (w) x 1200px (h)

**1 Skins**  
15px x 800px (safe area)  
460px x 1200px (Max Viewing Area)

**2 Leaderboard**  
728 x 90px

**3 Medium Rectangle**  
300 x 250px

**4 What's Brewing**  
236 x 157px  
See What's Brewing section for more info

**RUN OF SITE = 1 + 2 + 3 + 4 = \$2,985 EX GST**

# Digital opportunities

# beer & brewer Media Kit 2016

## eNewsletter



**First Position  
Leaderboard**  
728 x 90px \$1,200 ex GST

### KEY FACTS

- Sent to more than **11,000** engaged subscribers
- Average Open Rate: **28%**
- Average Click Through Rate: **32%**

### FILE FORMATS

eNewsletter placements: jpg or gif (please note some email clients will display only the first frame of an animated gif)  
Maximum file weight: 50kb.

**Medium Rectangle**  
300 x 250px \$750 ex GST

**What's Brewing  
Advertorial**  
236 x 157px \$400 ex GST  
See What's Brewing section for more info

**Second Position  
Leaderboard**  
728 x 90px \$750 ex GST

## Dedicated eDM

### What is an eDM?

Electronic Direct Mail provides your company or brand with the opportunity to distribute a personalised email marketing message to our newsletter subscriber database.

### Why should I use an eDM?

An eDM is perfect for distributing a large amount of content that includes a combination of words and images as well as links.

### An eDM is ideal for:

- product launches
- brand campaigns
- company profiles
- events
- invitations
- conference reviews
- major announcements

### Specifications

- No more than 600 pixels wide. All eDMs must be in keeping with the design quality levels of the publication.
- You can either provide a finished HTML or a full brief and material in one file and we can put it together (production costs apply).
- The email will be sent with the *Beer & Brewer* masthead at the top. This will be incorporated with a 'Brought to you by' message.
- Further specs available upon booking.

**Budget \$2,800 ex GST**  
**Production costs \$400 ex GST**



## What's Brewing

Want to showcase your product or service to *Beer & Brewer* readers?

*What's Brewing* advertorial articles are featured on the website and e-newsletter and include:

- Article
  - Catchy Headline up to 5 words
  - Summary text up to 30 words
  - Main body text up to 300 words
  - Company Contact details
- Feature image: 236x157 pixels, max 50kb, jpg or gif
- Article body: 1-3 images (max of 600 pixels wide, max 50kb, jpg or gif) and company logo

### For only \$500 (+GST)

*What's Brewing* promotions are a cost-effective way to market your product or service to our highly engaged audience.

**All digital creative, including eDM material, is collected by**

**Tessa Marano**

**+61 2 8586 6169**

**material@intermedia.com.au**



# About The Intermedia Group

**beer** & brewer *Media Kit 2016*

The Intermedia Group is Australia's leading independent business-to-business publishing company employing expert editors and sales staff across a broad range of business sectors, united by their passion for authoritative mastheads and engaging content.

The Intermedia Group portfolio comprises more than 70 media properties. These include market-leading magazines, websites and related digital assets, as well as more than 20 events and conferences held across the Asia Pacific region.

The Intermedia Group holds active and majority shareholdings in Time Out Australia, the country's most cutting-edge and comprehensive guide to life in the city, and Interpoint Events, one of the region's leading conference and exhibition organisers and the preferred event management partner for many industry bodies and associations.

[www.intermedia.com.au](http://www.intermedia.com.au)



## Australian Hotelier

- Leading source of information for Australia's pub/hotel industry
- Read by: pub operators and managers
- Circulation: 6,149



## National Liquor News

- Leading source of information for Australia's retail liquor outlets
- Read by: bottle shop owners and managers
- Circulation: 12,091



## bars&clubs

- Serving and championing Australia's bars and clubs sector
- Read by: bar and club owners, managers and bartenders
- Circulation: 6,057



## Sauce

- Serving and championing Australia's restaurant and foodservice sectors
- Read by: chefs, operators and managers in the restaurant, pub, bar, hotel and café sectors
- Circulation: 19,000



## TheShout

- Online liquor and hospitality news service
- Read by: drinks retailers, venue operators and suppliers
- Over 16,000 e-newsletter subscribers
- Over 109,000 page views each month



*Advertising packages are available across multiple titles, ensuring you get your message in front of the widest possible audience.*

**Total audience  
including Beer & Brewer**

**Print = 83,137**

**Digital = 27,386**

## CONTACT US:

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