



BEVERAGE INDUSTRY NEWS 2020 MEDIA KIT

Rocking the California Beverage Industry

#1 IN ADVERTISER SATISFACTION

BEVERAGE INDUSTRY NEWS (BIN) magazine is the premiere beverage trade publication in California, showcasing the finest in wine, beer, spirits and mixology. It is the go-to publication for today's industry professional and beverage marketer.

Recognized for the excellent quality of our print and digital publications, BIN Magazine provides readers with in-depth interviews from influential players and tastemakers, hot new products, category brand focus, seasonal trends and recipes, and useful marketing and sales tips for key retail accounts from an insiders point of view.

By leveraging the reach of BIN Magazine, you will give your product or portfolio an edge by building brand recognition, creating new selling opportunities, lending support to distribution efforts and establishing your company as a leader in front of your competitors.

With a readership of 38,000+ active subscribers, BIN Magazine is the most widely read printed beverage trade publication in the Western region since 1934.



BIN

BIN 2020 Edit Calendar

BEVERAGE INDUSTRY NEWS



January / February

Cordials & Liqueurs
Celebrity Brands
Valentine's Day Cocktails
Sake Growth
Cognac Round-Up

Ad Close: 1/3/20 - On Sale 2/3/20

WSWA Convention Issue



March / April

The Tequila Issue
Craft Spirit Mixology
Vodka Showcase
Women Distillers
Bourbon Boom

Ad Close: 3/2/20 - On Sale 4/1/20

Tales of the Cocktail Issue



May / June

Gin & Botanicals
Hard Seltzer
Mexico in a Bottle
Sangria Explodes
Rum's New Directions

Ad Close: 5/4/20 - On Sale 6/1/20



July / August

Whiskies of the World
Craft Beer
Pisco & Cachaça
Hard Cider
Canned Wine on the Move

Ad Close: 7/1/20 - On Sale 8/3/20



September / October

Bourbon
Craft Vodka
Dia de Los Muertos Cocktails
Spiked Kombucha
Agave Spirits

Ad Close: 9/2/20 - On Sale 10/1/20



November / December

Scotch
Winter Warmers
Holiday Buyers Guide
Specialty Beers
Champagne

Ad Close: 11/3/20 - On Sale 12/2/20

2020 Rate Card

Rate Base 38,000

Printed 6x per year

GROSS	1X	2X	3X	6X
COLOR				
FULL PAGE	\$2,400	\$2,200	\$2,000	\$1,800
2/3 PAGE	\$2,000	\$1,800	\$1,600	\$1,400
1/2 PAGE	\$1,500	\$1,300	\$1,100	\$900
1/3 PAGE	\$1,200	\$1,000	\$800	\$600
COVER 2 4C	\$3,400	\$3,200	\$3,000	\$2,800
COVER 3 4C	\$2,900	\$2,700	\$2,500	\$2,300
COVER 4 4C	\$4,000	\$3,800	\$3,600	\$3,400

Digital Edition (Rate Base 18,000)

FULL PAGE	\$800	\$700	\$600	\$500
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Note: Circulation includes the print and digital editions of BIN Magazine. Qualified full-run advertisements will run in both editions.





OUR EDITOR-IN-CHIEF

VICTORIA ARACELI VANN

Editor-in-Chief of BIN Magazine since 2009, Victoria Vann oversees the creation and publishing of content across all BIN Media properties including Beverage Industry News (BIN) Magazine, Liquor Rank Evaluation and Drink Style Magazine brand across all print, mobile, social, desktop and a variety of emerging platforms and products. She leads a team of talented and creative reporters, producers and editors to fuel the growth of the entire BIN Media portfolio, while overseeing brand marketing efforts in the West for New York City (NYC) based Beverage Media Group (BMG) Network.

In addition to her role with BIN Media, Victoria is the Founder/CEO of Araceli Spirits, LLC., creator of the Award Winning Araceli Marigold Liqueur, and an advocate for the support and advancement of women in the United States alcohol beverage industry while also serving as a Beer, Wine and Spirits' Industry ambassador for the country.

Victoria graduated from Occidental, a private liberal arts college in Eagle Rock, California, majoring in clinical psychology, additionally followed by a Master's degree.

BIN Reader Profile:

MAGAZINE AUDIENCE TOTAL 38,000

93% of our readers are at management level or above

14 days a month...the average time BIN is in the hands of off-premise licensees

3.2 ...the average number of readers per issue

100% 21+ Readers

11 days a month...the average time BIN is in the hands of on-premise licensees

Respondent's Primary Business

- 20% Chain & Independent Restaurants
- 44.7% Chain & Independent Retail Stores
- 19.3% Bar/Lounges/Nightclubs
- 7.5% Clubs
- 1.3% Caterers
- 3.3% Wholesalers
- 3.9% Other

Products Purchased

- 97% Spirits
- 95% Wine
- 88% Beer
- 47% Food
- 58% Equipment



Ad Specifications

PRINT AD UNIT SIZES

	BLEED	TRIM
Full Page	8.75" x 11.25"	8.25" x 10.75"
Spread	17.5" x 11.25"	16.5" x 10.75"
2/3 Page Vertical (Two Columns)	4.75" x 11.25"	4.75" x 10.75"
1/2 Page Horizontal	8.75" x 7.25"	8.25" x 7.25"
1/3 Page Vertical (Column)	2.75" x 11.25"	2.75" x 10.75"
1/2 Page Spread Horizontal	17.5" x 7.25"	16.5" x 7.25"

MATERIAL REQUIREMENTS

Trim Size: 8.25" x 10.75"

Binding: Perfect Bound

Safety: .25" away from trim edges

Gutter Safety: .25" on each side

Printing Process: Web offset

Required Material: CMYK PDF 300dpi

For Complete Print Specs: www.binmag.com

DELIVERY OF MATERIALS

Please email all PDF ads to mchu@binmag.com

QUESTIONS?

Beverage Industry News

Michael Chu
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mchu@binmag.com

Positioning

Victoria Araceli Vann
victoria@binmag.com



A photograph of a rooftop bar at night. The bar is made of dark wood and has a long counter. Behind the counter, there are shelves with various bottles of alcohol. A sign on the wall says "PICK UP BOOTH" with an arrow pointing to the right. The bar is decorated with string lights and a Christmas tree. The floor is made of wood and there are several stools with white fur covers. The overall atmosphere is warm and festive.

CONTACT

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