

# the drinks business

MEDIA PACK · 2018



## drinks business

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## introduction



*The Drinks Business* is the world's leading print, online and social media channel for dedicated news and objective editorial covering the wine, beer and spirits sector. We have a commitment to high quality journalism and production values in our print journal, and up to the minute reporting in our online news coverage, daily newsletter and social media feeds.

We also run a full and varied programme of trade events including masterclasses, roundtables, The Drinks Business Awards and Green Awards, the Global Masters blind tasting series and two consumer shows.

We are the most read drinks trade news source due to our long-term and ongoing dedication to building a global audience and continuously publishing fresh content, and can offer an unrivalled reach to key decision makers and industry experts around the world. We work with all of the biggest global trade events and have a regular presence at these key shows.

**Anthony Hawser**  
Publisher

# print readership & circulation

The Drinks Business circulation is up to 15,000 copies per month globally and is read by more than 50,000 drink professionals worldwide. Our global audience is comprised of senior decision makers and we can identify that more than half of our readership is at CEO, Director, or Senior Management level.

We also have extra distribution at all of the world's most important drinks industry events.

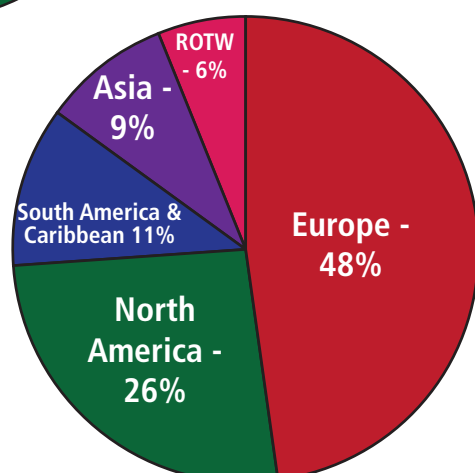
## EXTRA DISTRIBUTION

In addition to the above, we also distribute several thousand additional copies to delegates attending all of the major shows we work with and exhibit at during the year including Prowein (March), Vinitaly (April), London Wine Fair (May), Tax Free World Association Singapore (May), Vinexpo Hong Kong (June), Tax Free World Association Cannes (October), Hong Kong International Wine and Spirits Fair (November - \*DB HK Edition) and the World Bulk Wine Exhibition (November).

## Current total subscriber list



## By Region



## EXHIBITIONS 2018

**the drinks business** attends and exhibits at all of the major international exhibitions. Contact us to find out details of our stand, events or meeting opportunities by emailing: [info@thedrinksbusiness.com](mailto:info@thedrinksbusiness.com)

MILLÉSIME BIO, MONTPELLIER  
29-31 JANUARY  
[millesime-bio.com](http://millesime-bio.com)

THE PINK ROSÉ FESTIVAL, CANNES  
7-9 FEBRUARY  
[pinkrosefestival.com](http://pinkrosefestival.com)

VINOVISION, PARIS  
12-14 FEBRUARY  
[vinovisionparis.com](http://vinovisionparis.com)

VINISUD, MONTPELLIER  
18-20 FEBRUARY  
[vinisud.com](http://vinisud.com)

VINEXPO NEW YORK  
5-6 MARCH  
[vinexponeyork.com](http://vinexponeyork.com)

PROWEIN, DÜSSELDORF  
18-20 MARCH  
[prowein.com](http://prowein.com)

VINITALY, VERONA  
15-18 APRIL  
[vinitaly.com](http://vinitaly.com)

PROWINE ASIA, SINGAPORE  
24-27 APRIL  
[prowineasia.com/sg](http://prowineasia.com/sg)

TFWA ASIA PACIFIC EXHIBITION AND CONFERENCE, SINGAPORE  
6-10 MAY  
[tfwa.com](http://tfwa.com)

LONDON WINE FAIR  
21-23 MAY  
[londonwinefair.com](http://londonwinefair.com)

VINEXPO HONG KONG  
29-31 MAY  
[vinexpohongkong.com](http://vinexpohongkong.com)

TFWA WORLD EXHIBITION AND CONFERENCE, CANNES  
30 SEPTEMBER - 5 OCTOBER  
[tfwa.com](http://tfwa.com)

VINEXPO TOKYO  
16-17 OCTOBER  
[vinexpotokyo.com](http://vinexpotokyo.com)

INTERVITIS INTERFRUCTA HORTITECHNICA  
04 - 06 NOVEMBER  
Messe Stuttgart, Germany

HKTDC HONG KONG INTERNATIONAL WINE & SPIRITS FAIR  
8-10 NOVEMBER  
[hktdc.com](http://hktdc.com)

PROWINE CHINA, SHANGHAI  
13-15 NOVEMBER  
[prowinechina.com](http://prowinechina.com)

WORLD BULK WINE EXHIBITION, AMSTERDAM  
NOVEMBER 2018  
[worldbulkwine.com](http://worldbulkwine.com)

# FEATURES LIST 2018

Throughout the year the drinks business covers breaking news and provides analysis of topical issues

## JANUARY

The Green Issue  
Australia focus  
Exhibition preview

## FEBRUARY

The Closures Issue  
Italian regions  
Argentina  
Premium vodka  
Rioja

## MARCH

The Prowein Issue  
Sherry  
South Africa  
Prosecco  
Premium beers  
Vodka in retail  
Brown spirits  
New Zealand  
Vinitaly preview

## APRIL

Spanish regions  
Austria  
Chile regions  
Cider  
Sparkling Wine  
London Wine Fair preview

## MAY

The LWF Issue  
Rosé  
Bonded warehousing  
Australia  
Premium Lager  
Scotch Whisky  
Vinexpo Hong Kong preview  
Italy focus  
Wine Preservation Systems

## JUNE

Prestige Champagne  
Premium France  
Bordeaux  
Organic wine

## JULY

The Ethical Issue  
Portugal & fortified wines  
Tequila & mezcal  
Gin  
Lower alcohol and fruit flavoured wines

## AUGUST

The UK Retail Issue  
Logistics  
Technology  
New Zealand  
Corks & closures  
Argentine regions

## SEPTEMBER

Pinot Grigio  
Chile focus  
Vodka  
Malt Whisky  
Premium Australia

## OCTOBER

The Travel Retail issue  
Champagne focus  
France regions  
South Africa brands  
Port

## NOVEMBER

The Awards issue  
White spirits  
Germany  
California  
Sparkling Wines  
Bulk Wines

## DECEMBER

The Luxury Champagne issue (including Vodka, Whisky, Cognac, Brandy & fine wine)  
Champagne  
Liqueurs  
Rum  
Eastern Med & Black Sea wines  
Beer

## SUPPLEMENTS TO INCLUDE

Champagne Report  
Spain Report  
IWSC Report  
California Report



## TECHNICAL SPECS

### Full page

Bleed 305mm x 238mm

Trim 297mm x 230mm

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### Half page vertical

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Trim 297mm x 112mm

Type area 262mm x 91mm

### Half page horizontal

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