

Wine & CRAFT BEVERAGE NEWS

2018 MEDIA KIT

ONE PUBLICATION, MULTIPLE MARKETS

Wine & Craft Beverage News delivers vital monthly business-to-business information on the craft beverage production industry to growers and producers across the U.S. Our focus is helping readers find, educate, connect, buy and sell in a diverse, growing market.

- » WINERIES
- » BREWERIES
- » DISTILLERIES
- » CIDERIES
- » GRAPE & HOP GROWERS
- » TASTING ROOMS



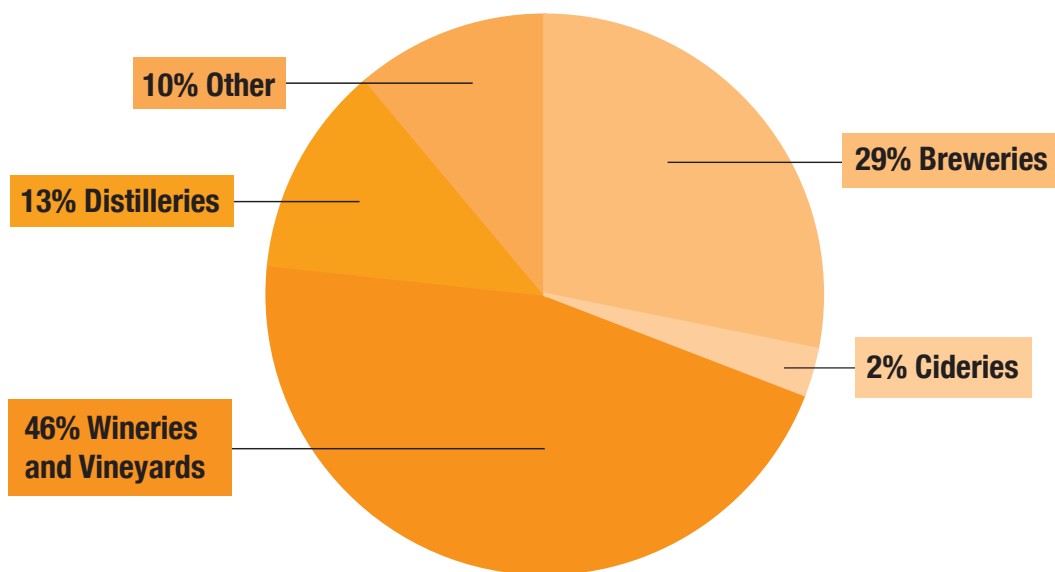
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Published by Lee Newspapers Inc., 6113 State Hwy. 5, PO Box 121,
Palatine Bridge, NY 13428 • 800-218-5586 • Email: dwren@leepub.com



We are a monthly B2B publication mailed to commercial beverage producers. The combination of editorial and advertising gives our readers the information and supplier contacts to help them to succeed.

Wine & Craft Beverage News Readers are Owners, Managers, Growers and Producers for: Wine, Beer, Distilled Spirits, Cider, Mead, Soda and other Craft Beverages.



*Based on Request Card Information

ISSUE	EDITORIAL HIGHLIGHTS	TRADE SHOWS*	DEADLINE**
JANUARY 2018	Wine Making	Unified Wine and Grape Symposium	DECEMBER 5, 2017 GLOSSY- NOVEMBER 27
FEBRUARY	Growing	US Beverage Expo Cider Con	JANUARY 11, 2018 GLOSSY- JANUARY 2
MARCH	Distilling	American Distilling Institute Expo Eastern Winery Expo Mid America Beverage Expo	FEBRUARY 8 GLOSSY- JANUARY 30
APRIL	Brewing	Craft Brewer Conference	MARCH 8 GLOSSY- FEBRUARY 27
MAY	Soda and Other Alternatives		APRIL 12 GLOSSY- APRIL 3
JUNE	Tasting Rooms and Brewpubs		MAY 10 GLOSSY- MAY 1
JULY	Marketing		JUNE 7 GLOSSY- MAY 29
AUGUST	Harvest / Cider and Mead		JULY 12 GLOSSY- JULY 2
SEPTEMBER	Tourism / Festivals		AUGUST 9 GLOSSY- JULY 31
OCTOBER	New Products / Buyers Guide Issue	Craft Beverage Expo	SEPTEMBER 13 GLOSSY- AUGUST 28
NOVEMBER	Packaging		OCTOBER 11 GLOSSY- OCTOBER 2
DECEMBER	Automation and Labor		NOVEMBER 8 GLOSSY- OCTOBER 30
JANUARY 2019	Wine Making	Unified Wine and Grape Symposium	DECEMBER 11, 2018 GLOSSY- NOVEMBER 27

*We promote or attend these trade shows. Your ad will receive increased exposure and circulation.

**EDITORIAL DEADLINE IS TWO DAYS PRIOR TO THE ADVERTISING DEADLINE

2018 ADVERTISING RATES

*FULL PAGE

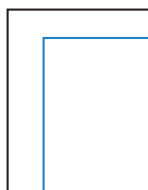
75 Column Inches
Vertical: 10.25" x 12.5" Deep



	1x	3x	6x	9x	12x
Glossy (Four-Color)	\$2,500	\$2,375	\$1,250	\$1,125	\$2,000
Black & White	\$2,300	\$2,185	\$2,070	\$1,955	\$1,840

JUNIOR PAGE

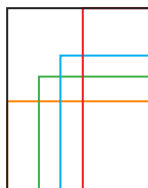
55 Column Inches
Vertical: 8.514" x 11" Deep



	1x	3x	6x	9x	12x
Black & White	\$1,650	\$1,568	\$1,485	\$1,403	\$1,320

HALF PAGE

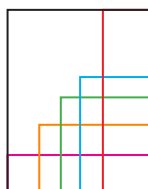
37.5 Column Inches
*VERTICAL: 5.041" x 12.5" Deep
TALL: 6.778" x 9.25" Deep
SQUARE: 8.514" x 7.5" Deep
*HORIZONTAL: 10.25" x 6.25" Deep



	1x	3x	6x	9x	12x
Glossy (Four-Color)	\$1,500	\$1,425	\$1,350	\$1,275	\$1,200
Black & White	\$1,175	\$1,117	\$1,058	\$999	\$940

THIRD PAGE

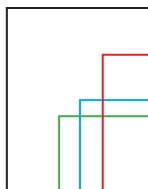
25 Column Inches
VERTICAL: 3.305" x 12.5" Deep
TALL: 5.041" x 8.25" Deep
SQUARE: 6.778" x 6.125" Deep
WIDE: 8.514" x 5" Deep
HORIZONTAL: 10.25" x 4" Deep



	1x	3x	6x	9x	12x
Black & White	\$810	\$770	\$729	\$689	\$648

QUARTER PAGE

18.75 Column Inches
VERTICAL: 3.305" x 9.25" Deep
*TALL: 5.041" x 6.25" Deep
HORIZONTAL: 6.778" x 4.5" Deep



	1x	3x	6x	9x	12x
Glossy (Four-Color)	\$975	\$927	\$878	\$829	\$780
Black & White	\$640	\$608	\$576	\$544	\$512

EIGHTH PAGE

9 Column Inches
VERTICAL: 3.305" x 4.5" Deep
HORIZONTAL: 5.041" x 3" Deep



	1x	3x	6x	9x	12x
Black & White	\$320	\$304	\$288	\$272	\$256

*Glossy is only available in these sizes.

All other sizes: \$32.50 per column inch

COLUMN WIDTHS:

1 col. = 1.569", 2 col. = 3.305", 3 col. = 5.041"
4 col. = 6.778", 5 col. = 8.514", 6 col. = 10.25"

COLOR – Each additional color besides black:

\$25 per color for standard red, blue, green, yellow.

\$75 per matched color.

\$200 for 4-color process premium plus space.

Run a second ad in the same issue, take 50% off.

Advertisers in more than one of our publications can take a 10% discount on the lower cost advertisement.

FOR CLASSIFIED ADS CALL 800-836-2888
\$10 for the first 14 words, 30¢ each additional word.

DIGITAL AD SPECS

Macintosh Preferred

All software versions can be lower unless PC format.

Quark XPress 9; Adobe Acrobat PDFx1a; Adobe Photoshop CS2; Adobe Illustrator CS2, Adobe InDesign.

Any other format is not preferred, but may be usable depending on content.

Contact Production Coordinator Jessica Mackay at 518-673-0137 to check compatibility.

ONLINE AD OPPORTUNITIES

Premium Position - 728 x 90 (Horizontal)	\$350/Mo
Right Banner Ad - 300 x 250 (Square)	\$250/Mo
Right Banner Ad - 200 x 200 (Square)	\$150/Mo

Package pricing available.
Ask about our Facebook posting availability.

TERMS OF PAYMENT

EARLY PAY DISCOUNT

Pay at the time of placing ad order and save 5%, 2% net 10 days. Interest due on unpaid balance over 30 days is 1.5% per month yielding annual rate of 18%.

INSERTS & FRONT PAGE REPOSITIONABLE NOTES

Wine & Craft Beverage News will carry free standing inserts at the base rate of \$120 per 1000. 3000 minimum. Inserts in excess of 0.75 oz. will be charged at a higher rate.

High impact repositionable notes: Limit one client per issue. Call for availability and pricing.

CONTACT INFORMATION

Lee Newspapers Inc.	800-218-5586
Sales Fax	518-673-2381
Sales - Dan Wren	dwren@leepub.com
Production & Editorial Fax	518-673-2699
Production - Jessica Mackay	jmackay@leepub.com
Editorial - Joan Kark-Wren	jkarkwren@leepub.com

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OF COMMERCIAL HORTICULTURE**



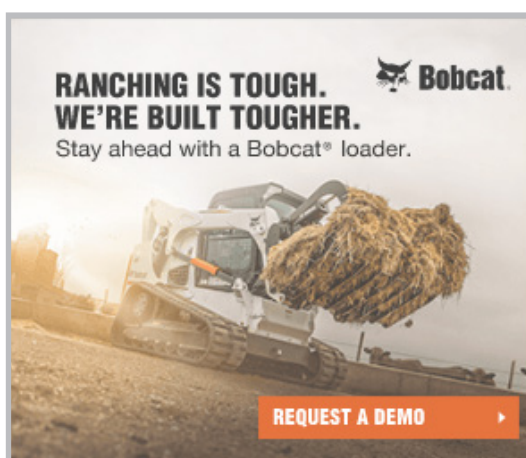
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BANNER ADS | E-BLASTS | E-NEWSLETTERS



728 x 90



300 x 250



200 x 200

	LEADERBOARD (728 x 90 Horizontal)	MEDIUM RECTANGLE (Prime Position) (300 x 250 Square)	SMALL RECTANGLE (200 x 200 Square)
COUNTRY FOLKS	\$350/month	\$250/month	\$150/month
CF GROWER	\$350/month	\$250/month	\$150/month
CF MANE STREAM	\$350/month	\$250/month	\$150/month
WCBN	\$350/month	\$250/month	\$150/month

Be sure to ask your sales rep about opportunities to advertise
in our digital publication, RockRoadRecycle.

File Types Used in Digital Media

.gif | .jpeg | .png

An E-Blast is a targeted, one-time email campaign used to present information or advertising to a select group of clients.

UNITED FOOD AND BEVERAGE
A global supplier of second hand packaging, processing, and bottling equipment. Our focus is on purchasing and offering late model, high quality machinery for the Food and Beverage Industry. Our services include certified appraisals, buying, selling, and remarketing surplus machinery through auctions, liquidations, or private sales. We have an 80,000 square foot warehouse located in Hickory, NC that is full of equipment. You can view photos of our current inventory online at www.unitedfoodandbeverage.com. We have been servicing the Food and Beverage Industry for over 17 years. With our knowledge and experience in the Food and Beverage Industry, we are open for your business.

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UNITED FOOD AND BEVERAGE, LLC
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PRODUCT INFORMATION GUIDE 2016

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COMBINED LIST	\$0.08/eml	\$0.13/eml
HOSTING	\$15/wk or \$50/mo	\$20/wk or \$60/mo

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