



Print Media Guide Atlanta/Georgia Edition

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artdepartment@beerconnoisseur.com

Distribution Inquiries
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Subscriptions / Circulation
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OUR
COVERS
ARE
'WORLD
CLASS'

SCAN TO
SUBSCRIBE

starting at

\$9.95 / YEAR



**Options Available
Worldwide**

Atlanta / Georgia
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BC Logo'd Apparel Bundles

**MAKES A
GREAT GIFT!**

CIRCULATION & DISTRIBUTION

12,500 COPIES

The Beer Connoisseur® Atlanta/Georgia

The local/state edition of *The Beer Connoisseur®* magazine & online is published bi-monthly and is offered free to keep at various locations around metro Atlanta and Georgia. This edition is also mailed to subscribers' homes and businesses as part of an optional premium subscription plan.

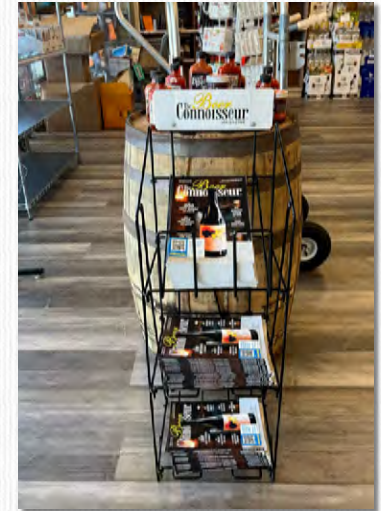
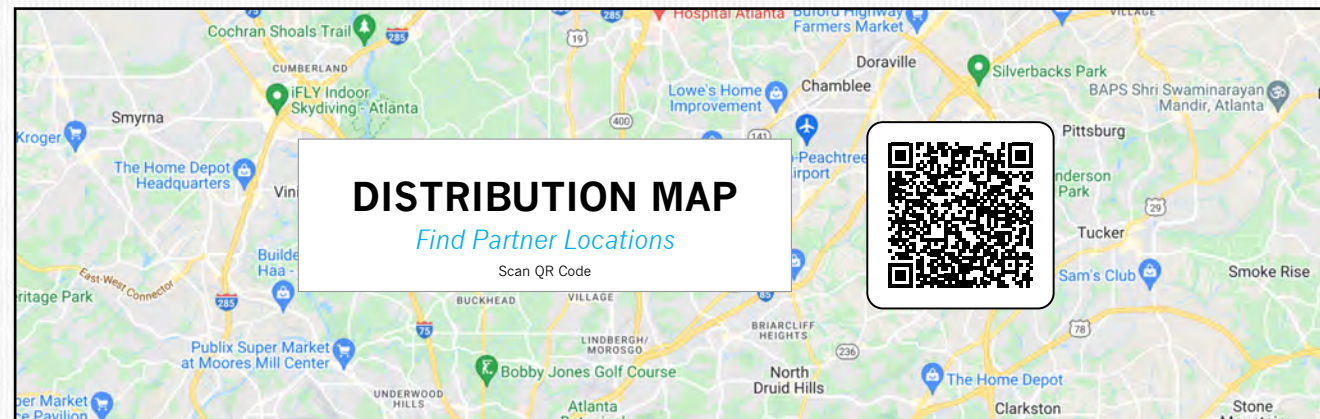
Carry the Magazine

Are you interested in carrying the Atlanta/Georgia edition at your place of business?
E-mail us with interest at: retail@beerconnoisseur.com

Print Circulation

12,500 copies are printed, distributed to partner locations and mailed to subscribers for each bi-monthly edition.

Effective: July 1, 2022



LOCATION CATEGORIES

- Beer, Wine & Liquor Retailers
- Breweries & Brewpubs
- Bars & Restaurants
- Grocery & Convenience Stores
- Golf & Tennis Clubhouses
- Hotel Bars, Restaurants & Lobbies
- Beer & Music Festivals
- Barber Shops & Theaters
- Cigar Lounges & More!

THE AUDIENCE

The Beer Connoisseur® readers are as diverse as the lifestyles they seek out. They can be categorized as the beer intrigued general public, beer enthusiasts and beer industry professionals and influencers.

Beer Intrigued General Public

Contributing to over 50% of our readership, this class is described as being craft beer novices and have taken notice of the ever-growing craft beer movement. They are aware of the increased market share and are thirsty for knowledge and direction. They are highly impressionable and The Beer Connoisseur® is typically their only source of information on beer. They are the general public aged 28-48, 60% male, 40% female with an estimated average AHHI of \$80,000.

Beer Enthusiasts

This active group of readers constitutes 30% of our subscribers. The trend setters of the craft beer movement, they are typically young professionals, appreciate gourmet foods, enjoy adventure and travel, are informed of the latest technology and have an appreciation for all things craft. They are 25-38 years old with an average income of \$65,000.

Industry Professionals and Influencers

This group includes 20% of our following and are beer, restaurant and food industry professionals that use the magazine and its content as a resource. Bar & restaurant managers, servers, chefs, Cicerones, Sommeliers, retailers and more, use the information to help them make recommendations and educate their clientele. Establishments display the magazine for patrons to read. Beer distributors and industry managers educate their sales forces and stay up to date on consumer trends.



GENDER & MARITAL STATUS

Male	67%
Female	33%
Married	53%

AGE

< 25	15%
26-35	45%
36-50	25%
51+	15%

Media Age: 34 Years

HOUSEHOLD INCOME

\$151k+	17%
\$126-150k	13%
\$101-125k	10%
\$76-100k	19%
\$51-75k	24%
\$31-50k	11%
\$0-30k	7%

Median HH: \$85,000

EDUCATION & OCCUPATION

Advanced Education	+15%
College Degree	+61%
Attended College	+80%

THE READERS



PUBLISHING SCHEDULE

Issue	Distributed	Ad Space Deadline / File Deadline
Winter (Jan/Feb)	Early January	December: 1 st Week / 2 nd Week
Early Spring (Mar/Apr)	Early March	February: 1 st Week / 2 nd Week
Spring (May/June)	Early May	April: 1 st Week / 2 nd Week
Summer (July/Aug)	Early July	June: 1 st Week / 2 nd Week
Fall (Sept/Oct)	Early September	August: 1 st Week / 2 nd Week
Holiday (Nov/Dec)	Early November	October: 1 st Week / 2 nd Week
*Contact your sales representative for absolute deadlines if you can not meet the general deadlines above.		

ADVERTISING RATES & SIZES

Advertisement Space	Open	3x	6x	Ad Size
Net rates based on 12,500-copy print distribution per edition				See next page for full mechanical requirements
1/16 vertical	\$155	\$132	\$115	2.06" x 2.8125"
1/8 vertical	\$265	\$225	\$199	2.06" x 5.875"
1/8 horizontal	\$265	\$225	\$199	4.375" x 2.8125"
1/4 vertical	\$425	\$362	\$320	4.375" x 5.875"
1/4 slim vertical	\$425	\$362	\$320	2.06" x 12"
1/2 vertical	\$675	\$575	\$505	4.375" x 12"
1/2 horizontal	\$675	\$575	\$505	9" x 5.875"
Full Page (bleed or inset)	\$1,040	\$885	\$780	10" x 13.5"
Inside Back Cover	\$1,250	\$1,065	\$940	10" x 13.5"
Inside Front Cover	\$1,455	\$1,240	\$1,095	10" x 13.5"
2-Page Spread (bleed or inset)	\$1,870	\$1,500	\$1,405	20" x 13.5"
Back Cover	\$1,890	\$1,607	\$1,418	10" x 13.5"
Inside Front Cover + Page 1	\$2,810	\$2,390	\$2,108	20" x 13.5"



48,000+
@BeerConnoisseur



31,400+
@BeerConnoisseur



23,250+
@BeerConnoisseurMag



2,000+
/company/the-beer-connoisseur



2.2 million+
BeerConnoisseur.com



MECHANICAL REQUIREMENTS

We do not guarantee color matching and we print for pleasing color only. We accept the following high-resolution file types: **PDF, JPG, TIFF, PSD, EPS**. Please be sure images are 300dpi and line art is 1,200dpi with all colors converted to CMYK. For ads that bleed, please include crop marks set out .25 so marks fall outside the bleed area. **Please email files to: artdepartment@beerconnoisseur.com**

FULL PAGE BLEED

Trim Size: 10" x 13.5"

Bleed Size: 10.25" x 13.75"
(add .125 to each trim side)

Live Material:

Keep important text and
graphics .25" from edges

FULL PAGE NO BLEED

Size: 9.5" x 13"



TIPS FOR GOOD COLOR

Color manage your files for best color results in Photoshop, Illustrator or when exporting PDF files.

Assign or export with the correct color profile for the paper stock your ad will be printing on:

Uncoated Text Pages

U.S. Newspaper
(SNAP 2007)

Gloss Cover & Interior Advertising Sections

U.S. Web Coated (SWOP) v2

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TWO-PAGE SPREAD BLEED

Trim Size: 20" x 13.5"
(Dimensions are in inches)

Bleed Size: 20.25" x 13.75"
(add .125 to each side)

Live Material:
Keep important text and graphics
.25 from outside edges.

Gutter (Stapled Edge):
For safest readability, keep
important text .25 from gutter.
Be mindful of important graphic
elements crossing over to next page.



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1/2 Vertical

**HALF-PAGE
VERTICAL**

Size: 4.375" X 12"

1/2 Horizontal

**HALF-PAGE
HORIZONTAL**

Size: 9" x 5.875"



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U.S. Newspaper
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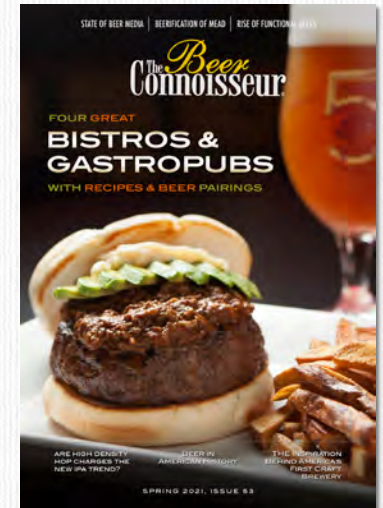
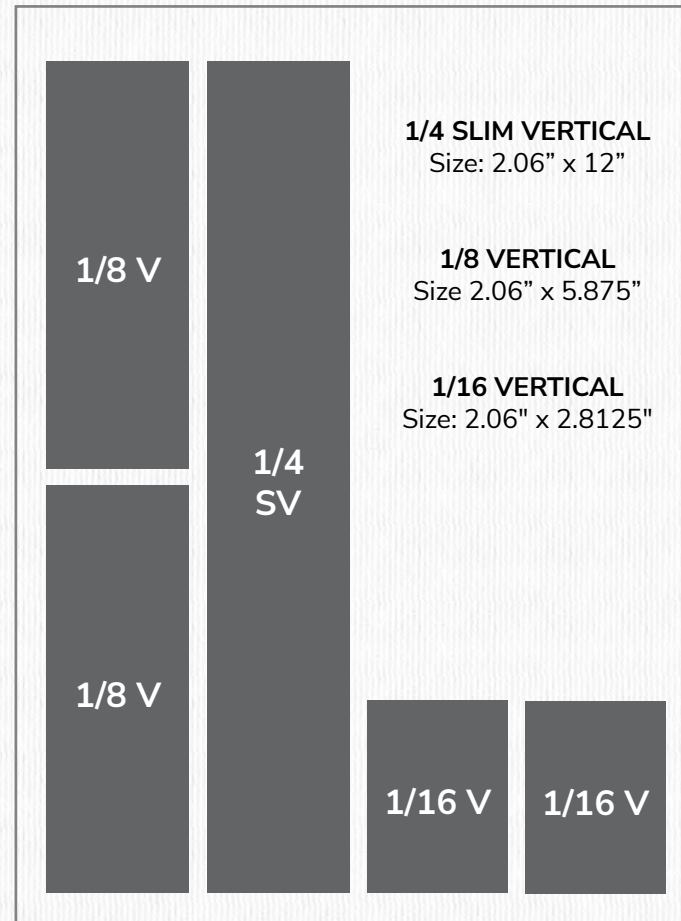
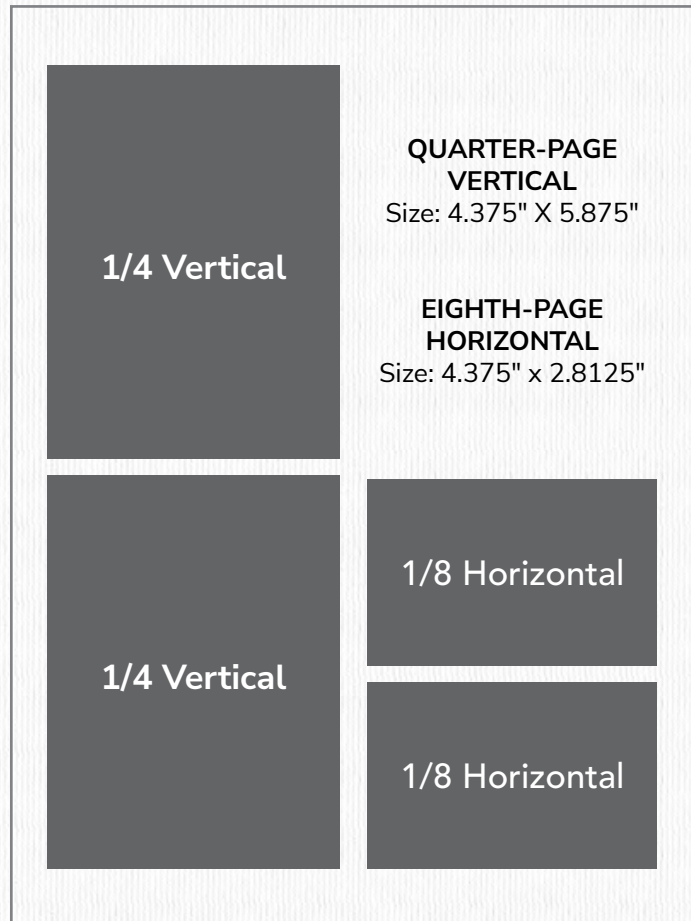
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retail@beerconnoisseur.com

Subscriptions / Circulation

customerservice@beerconnoisseur.com

INSERTION ORDER

BUYER INFORMATION

Advertiser / Company: _____
Authorized Representative: _____
Address 1: _____
Address 2: _____
City, State Zip: _____
Phone Number: _____ E-mail: _____

INVOICING / BILLING INFORMATION

Standard Net 30 terms upon credit approval unless otherwise stated.

Subject to the standard terms & conditions on this insertion order.

Responsible Company: _____
Accounts Payable Contact (Name on CC): _____
Billing or CC Address 1 _____
Billing or CC Address 2: _____
Billing or CC City, State Zip: _____
Phone Number: _____ E-mail: _____
Credit Card #: _____ Exp Date: _____
CVV: _____
Signature: _____ Date: _____

INVOICE: Y / N | CREDIT CARD: Y / N



INSERTION ORDER

Description / Issue #	On / Off-sale	Channel / Position	Type / Size	Run length	Rate

PLEASE SIGN AND RETURN THE ORIGINAL OF THIS AGREEMENT TO ON TAP PUBLISHING, LLC
 PO Box 420903 • Atlanta, GA 30342, Phone: (404) 981-8342, Fax: 866-429-3772. Publisher reserves the right to refuse or cancel at any time any advertisement, which in the publishers judgment, does not conform to the standards of the publication. Standard credit terms are Net 30, upon credit approval. Prepayment via company check or credit card maybe required for new accounts. The undersigned will be solely responsible for payment of the contracted rate. In the event an agent places the order on behalf of an end-client, the agent is solely responsible for payment unless signatures are collected from both parties. In the event both parties sign, then they are equally liable for the balance due. Delinquent accounts that are turned over to a collection agency will be subject to a collection fee of 25% of the outstanding balance. Cancellations: To cancel, the advertiser must provide a written cancellation notice to the publisher within (30) thirty days of the on-sale or go-live date as stated in this contract, otherwise the undersigned is responsible for the contract rate. The advertiser acknowledges that editorial content may be modified to meet the requirements of the website, web magazine or social and email content, and that this cannot be a basis for cancellation.

Respectfully Submitted:

Buyer (Print Name) _____

Title: _____

Sales Representative _____

Buyer signature: _____

Date: _____

