

American CRAFT SPIRITS ASSOCIATION

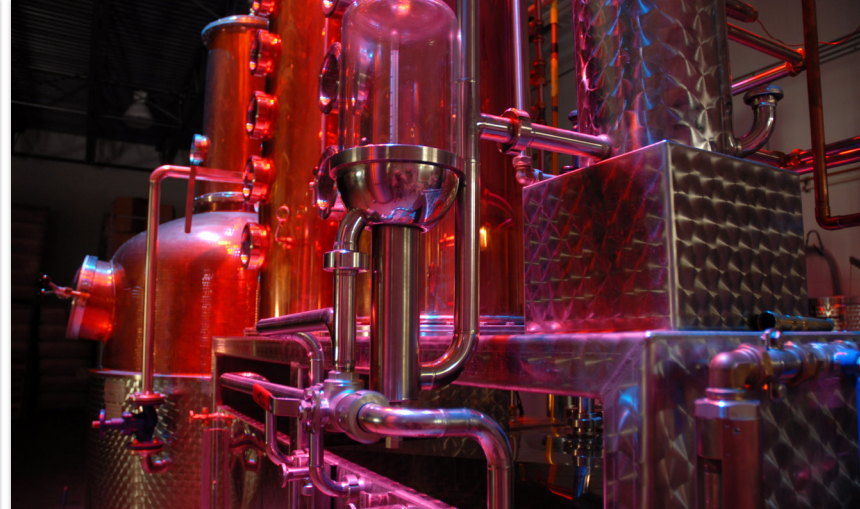
CRAFT SPIRITS

2023 MEDIA KIT



CRAFT SPIRITS magazine is the unparalleled resource for in-depth insight and intelligence for the entire craft spirits universe. The bi-monthly digital magazine from the American Craft Spirits Association features the information and analysis that small, independent spirits producers and allied businesses need to operate in today's complex craft beverage market. Through our website, CraftSpiritsMag.com, we also provide videos and features to keep the industry informed every single day.

The American Craft Spirits Association is the only registered national non-profit trade group representing the U.S. craft spirits industry. Our mission is to elevate and advocate for the community of craft spirits producers, which includes nearly 2,300 small businesses. And our vision is that the greatest spirits are universally recognized as coming from our member producers, and they are enjoyed responsibly everywhere in the world.



CRAFT SPIRITS

MAGAZINE

2023 Editorial Calendar

JANUARY/FEBRUARY: 10th Anniversary Print Issue—This issue will be printed and distributed to attendees and exhibitors at our 10th Annual Distillers' Convention and Vendor Trade Show. Don't miss your chance to advertise in and be a part of this collector's item!

MARCH/APRIL: Packaging Design

MAY/JUNE: Agave Spirits

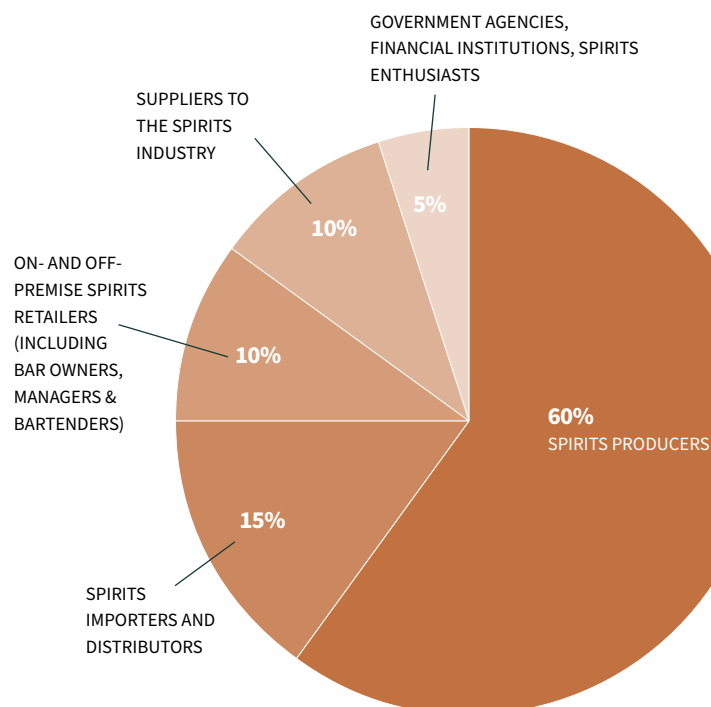
JULY/AUGUST: Barrel Shortage

SEPTEMBER/OCTOBER: Brandy

NOVEMBER/DECEMBER: RTDs

Audience: 18,000

Subscriber Breakdown



Digital Magazine

DISTRIBUTION: 6 times per year

TOTAL CIRCULATION: 18,000 per issue

Website

Ads are available on the CraftSpiritsMag.com website.

E-Newsletters

Sponsorships are also available on Craft Spirits Weekly and the Monthly Mash e-newsletters, which are e-mailed to American Craft Spirits Association members and craft spirits industry leaders worldwide.

Craft Spirits Podcast

Ads are available on our podcast, which features conversations with craft spirits producers and visionaries.

Craft Spirits TV

Ads are available on our YouTube videos.

CRAFT
SPIRITS

CRAFTSPIRITSMAG.COM

AMERICANCRAFTSPIRITS.ORG

American
CRAFT SPIRITS
ASSOCIATION

RATES & SPECS

Rates (per run)	1x	2x	3x	4x	5x	6x
Full Page	\$2,800	2,600	\$2,400	\$2,300	\$2,200	\$2,000
2 Page Spread	\$4,300	\$4,100	\$4,000	\$3,900	\$3,800	\$3,600
½ Page	\$1,600	\$1,550	\$1,500	\$1,450	\$1,400	\$1,300
½ Page Spread	\$2,400	\$2,325	\$2,250	\$2,175	\$2,100	\$2,000
¼ Page	\$950	\$900	\$875	\$850	\$825	\$800

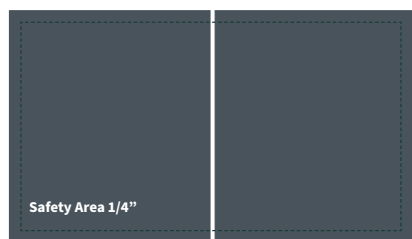
PREMIUM PLACEMENTS

Inside front cover: \$3,295
 Inside cover spread: \$6,000
 Inside back cover: \$3,100 (print)
 Back cover: \$3,500 (print)

Ask about multi-issue premium placement discounts.

CLASSIFIEDS

\$150: small
 \$250: large



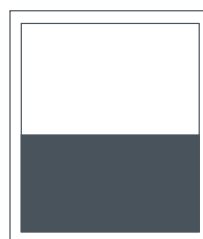
Two Page Spread

Trim: 17.5" x 10.875"
 Bleed: 17.75" x 11.125"



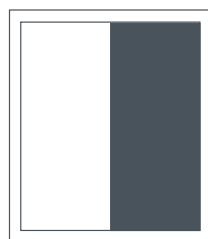
Full Page

Trim: 8.75" x 10.875"
 Bleed: 9" x 11.125"



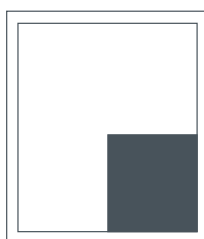
1/2 Page Horizontal

Non-Bleed:
 7.5" x 4.5"



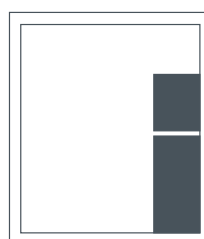
1/2 Page Vertical

Non-Bleed:
 3.625" x 9.25"



1/4 Page

Non-Bleed:
 3.625" x 4.5"



Classified Ads

Large:
 1.75" x 4.5"
 Small:
 1.75" x 2.25"

All live matter must be kept inside these dimensions on all four sides. Keep text at least 1/4" from trim. For bleed, add 1/8" on all sides. Preferred file format: PDF/X1a. Native application files not accepted. Minimum resolution of 300 dpi.

All design & production of ad materials must be complete prior to submission.

Ask about special member discounts.

Website Advertising Rates

LEADERBOARD: (728x90px) \$750 per month, \$1,400 for 2 months, \$1,850 for 3 months

SKYSCRAPER: (160x600px) \$550 per month, \$985 for 2 months, \$1,350 for 3 months

MPU/MEDREC: (300x250px) \$400 per month, \$760 for 2 months, \$1,080 for 3 months

CRAFT SPIRITS TV: \$350 for one episode

PODCAST ADS: \$500 per advertiser per episode

PODCAST/CRAFT SPIRITS TV BUNDLE: \$2,000 (includes two podcast episodes, four to five episodes of Craft Spirits Live and two episodes of Craft Spirits TV)

SOCIAL MEDIA TAKEOVERS: \$3,900 for one full day

E-Newsletter Sponsorship

CRAFT SPIRITS WEEKLY: \$1,250 Monthly Sponsorship; \$400 1-Week Sponsorship

MONTHLY MASH: \$900 Monthly Sponsorship

Sponsored Content

FULL PAGE: \$3,000 if written by advertiser; \$3,300 if written by CRAFT SPIRITS

TWO PAGE SPREAD: \$4,500 if written by advertiser; \$5,000 if written by CRAFT SPIRITS

Webinars

Craft Spirits Classroom webinars are traditional online education sessions featuring presentations by industry experts or panels of craft spirits producers on pertinent topics and trends within the craft spirits marketplace. All webinars are posted on americancraftspirits.org.

Exclusive sponsorship (available on first-come, first served basis): \$3,000
 With an exclusive sponsorship, no other sponsors will be permitted on the webinar.

Non-exclusive sponsorship: \$1,200

Non-exclusive sponsors will be included on the webinar with other non-exclusive sponsors.

White Papers

\$3,500 per white paper to be blasted twice to full subscriber list, promoted for 90 days and hosted on CraftSpiritsMag.com for one year (inquire about word count and other specifications)

All advertising content subject to review and approval by editorial team



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ASSOCIATION

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MAGAZINE

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