

American
CRAFT SPIRITS
ASSOCIATION

**CRAFT
SPIRITS**

WE ARE CRAFT SPIRITS

2024 MEDIA KIT



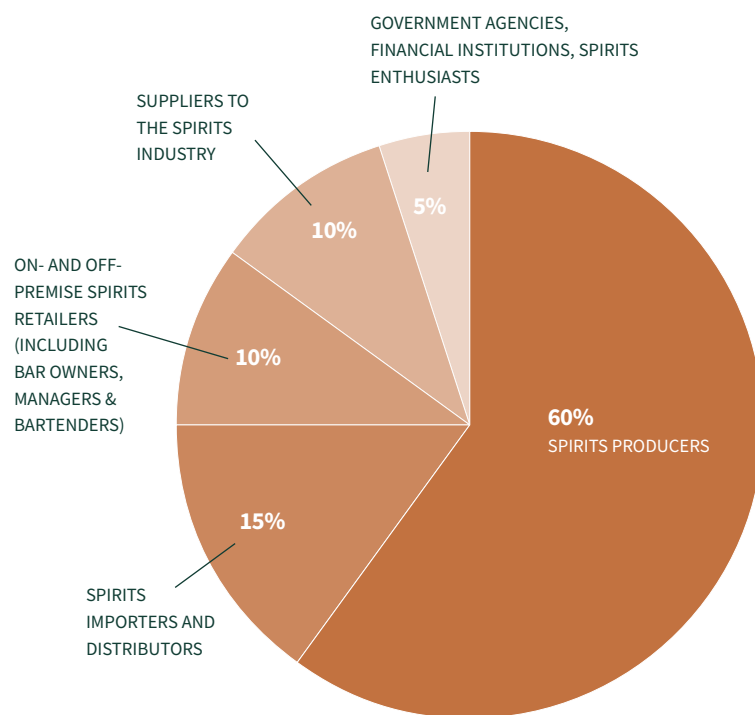
About

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 nonprofit 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 more than 2,700 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.

Audience

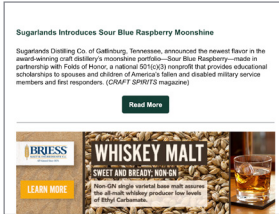
Through its various media properties—including *CRAFT SPIRITS* magazine, newsletters and more—ACSA has an audience of 18,000 people. See the pie chart for a breakdown.



Become an ACSA Sponsor

ACSA can help your business build brand visibility beyond traditional advertising. Learn more about sponsorship opportunities that will put your company front and center with your target craft spirits market. Visit americancraftspirits.org/signup for more information.





OUR PORTFOLIO

Digital Magazine

CRAFT SPIRITS magazine is ACSA's bi-monthly digital magazine covering every angle of the craft spirits world.

See page 5 for advertising rates and specs.

Sponsored Content

Share your story through an advertorial in the digital pages of *CRAFT SPIRITS* magazine.

Full page: \$3,150

Two-page spread: \$4,740

Issue Sponsorship

Prominently feature your brand as the official sponsor of one digital issue of *CRAFT SPIRITS* magazine. Includes a full page ad in the digital magazine, as well as logo and link with each email promotion of the issue.

Single issue: \$3,500

Supplier Showcase

Promote your company in a roundup of goods and services in the digital pages of *CRAFT SPIRITS* magazine and an email blast.

Inquire about opportunities.

Website

The companion to *CRAFT SPIRITS* magazine, craftspiritsmag.com is updated daily with news and more.

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

All advertising content subject to review and approval by editorial team.

Email

Via email, ACSA regularly updates and engages with the craft spirits community about news and topics that affect their DSPs and livelihoods. Every Thursday afternoon, ACSA members receive industry news updates via *Craft Spirits Weekly*. At the end of each month, our entire readership receives update on ACSA initiatives via *The Monthly Mash*.

Craft Spirits Weekly (600x100-200px @300dpi): \$1,250 for monthly sponsorship; \$400 for one-week sponsorship

Monthly Mash (600x100-200px @300dpi): \$900 for monthly sponsorship

Dedicated e-blast: \$2,500

The Craft Spirits Podcast

Share your story with listeners of our podcast, which features in-depth conversations with distillers and craft spirits visionaries.

Single episode (30-second ad or script for host to read): \$500

Craft Spirits TV

Sponsor an episode of *Craft Spirits TV* on our YouTube channel.

Single episode (30-second ad or script for host to read): \$350

Social Media Takeovers

Spread the word about your product, services or events via ACSA's social media channels.

One-day promotion: \$2,900

White Papers

Share white papers about your offerings via two dedicated e-mails, six social media posts and hosting on craftspiritsmag.com for one year. Inquire about word count and other specifications.

One white paper: \$3,550

Webinars

Tell your story live in front of a craft spirits industry audience, with ACSA's sponsored Supplier Solutions Webinar Series. Each one-hour webinar enables you to detail a common challenge that the industry faces and how craft spirits producers can meet that challenge and grow their businesses.

Single webinar: \$5,000

Single webinar plus full-page magazine ad: \$6,500

Craft Spirits Yearbook

The *Craft Spirits Yearbook* is a printed booklet featuring ACSA's annual report, a supplier's directory for craft distillers and the best articles from *CRAFT SPIRITS* magazine.

Inquire about sponsorship opportunities.

Craft Spirits Packaging Awards

The annual *Craft Spirits Packaging Awards* celebrates excellence and creativity in the design of craft spirits labels and packaging.

Inquire about sponsorship opportunities.

Distillers' Convention and Vendor Trade Show

Developed for the community of craft spirits producers, the ACSA Distillers' Convention and Vendor Trade Show brings together distillers and suppliers to harness the energy of the industry. In the past years, ACSA has educated 1000s to strengthen the safety and prosperity of the trade and has provided a platform to network and explore products and services from our suppliers.

Inquire about sponsorship opportunities.

Judging of Craft Spirits

ACSA hosts an annual Judging of Craft Spirits, in which expert judges evaluate spirits from across the world. The Best in Class honorees are presented with hand-carved barrelheads and all medal recipients will receive custom medals.

Inquire about sponsorship opportunities.

EDITORIAL CALENDAR



NOV./DEC. 2023

RTD packaging
Draft cocktails
Operations software



JAN./FEB. 2024

Beyond oak
Closures
Spirits clubs



PRINT EDITION: CRAFT SPIRITS YEARBOOK

Top stories of 2023
ACSA annual report
Vendor directory



MARCH/APRIL 2024

Craft Spirits Packaging Awards
Yeast
Forklift safety



MAY/JUNE 2024

Best bars
Stillts
Payment systems



JULY/AUG. 2024

Gin
Labels & labeling equipment
Spicy ingredients



SEPT./OCT. 2024

Whiskey blending
Employee recruitment & retention
Spirits & cocktail mobile apps



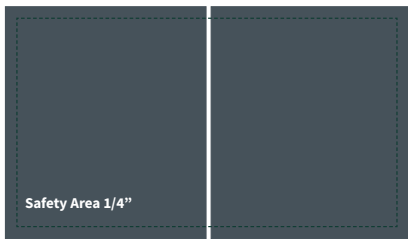
NOV./DEC. 2024

Glass
Flavored spirits
Sales training

CRAFT SPIRITS MAGAZINE RATES AND SPECS

Rates (per run)	1x	2x	3x	4x	5x	6x
Full Page	\$2,950	2,740	\$2,525	\$2,420	\$2,315	\$2,105
2 Page Spread	\$4,525	\$4,315	\$4,210	\$4,105	\$4,000	\$3,790
1/2 Page	\$1,685	\$1,630	\$1,580	\$1,525	\$1,475	\$1,370
1/2 Page Spread	\$2,525	\$2,450	\$2,370	\$2,290	\$2,210	\$2,105
1/4 Page	\$1,000	\$950	\$920	\$895	\$870	\$840
1/8 Page	\$515	\$500	\$485	\$475	\$460	\$450
1/16 Page	\$285	\$275	\$260	\$250	\$225	\$215

COVER 2: \$3,295
COVER 3: \$3,100
COVER 4: \$3,500



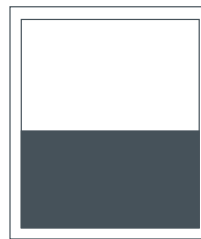
Two Page Spread

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



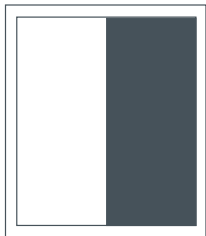
Full Page

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



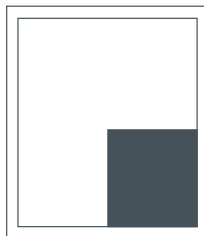
1/2 Page Horizontal

Non-Bleed:
7.5" x 4.5"



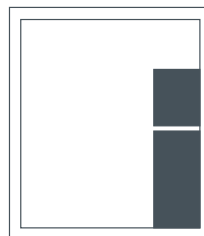
1/2 Page Vertical

Non-Bleed:
3.625" x 9.25"



1/4 Page

Non-Bleed:
3.625" x 4.5"



1/8 Page

1.75" x 4.5"

1/16 Page

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.

Magazine Departments

- Business Sense
- Distilling Operations
- Distribution & Logistics
- HR
- In the Lab
- Legal Corner
- Maturation
- Packaging
- Raw Materials
- Retail
- Safety
- Sales & Marketing
- Technology & E-Commerce

Additional Features Include:

EDITOR'S NOTE: Opening remarks from Editor in Chief Jeff Cioletti

NEW SPIRITS: The latest releases from American and international craft spirits producers

SNAPSHOTS: Spirited images from around the industry

INDUSTRY UPDATE: A roundup of major news events around the craft spirits industry

IMBIBER'S BOOKSHELF: The newest spirits and cocktail book releases

WHAT'S STIRRING: Cocktail recipes contributed by ACSA members

THE SIPPING SCENE: Exploring the wide world of bars and tasting rooms

LEW'S BOTTOM SHELF: The latest insights from esteemed whiskey writer Lew Bryson

DATA DISTILLED: A data-driven analysis

Ask about special member discounts.

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CONTACT

American CRAFT SPIRITS ASSOCIATION

CRAFT SPIRITS

MAGAZINE

For Advertising Inquiries:

ANNETTE SCHNUR, Media Sales Representative
sales@americancraftspirits.org | 631.478.9488

For Editorial Inquiries:

JEFF CIOLETTI, Editor-in-Chief
jeff@americancraftspirits.org | 732.310.3328

JON PAGE, Senior Editor
jon@americancraftspirits.org | 919.906.3892

To submit a press release or new product announcement:
news@americancraftspirits.org



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