

American
CRAFT SPIRITS
ASSOCIATION

**CRAFT
SPIRITS**

WE ARE CRAFT SPIRITS

2026 MEDIA KIT

**CRAFT
SPIRITS**

[CRAFTSPIRITSMAG.COM](https://craftspiritsmag.com)

AMERICANCRAFTSPIRITS.ORG

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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 multimedia and features to keep the industry informed every single day.

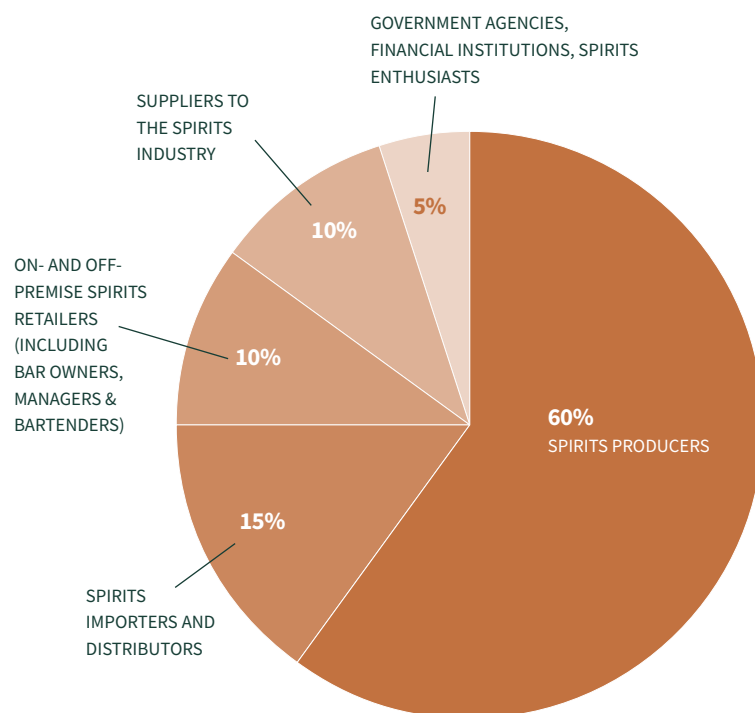
The American Craft Spirits Association is the only registered national nonprofit trade group representing the U.S. craft spirits industry. Our mission is to elevate and advocate for the community of craft spirits producers, which includes more than 3,000 small businesses. And our vision is that the greatest 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 20,000 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

Readership: 125,500 annually

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 various size opportunity specs.**

Sponsored Content

This editorial opportunity offers a compelling platform to showcase your brand by providing education and insight: (minimum 300 words and optional high-res image).

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. The sponsorship 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

CRAFT SPIRITS Annual Yearbook

The *CRAFT SPIRITS* Yearbook is one of our most valuable and in-demand printed publications, featuring a supplier's directory for craft distillers and the best articles from *CRAFT SPIRITS* magazine.

Inquire about sponsorship opportunities.

Social Media Collaboration

Followers: 13,600

Spread the word about your product, services or events via ACSA and *CRAFT SPIRITS* magazine's Meta social media channels with a tagged collaboration post.

Availability: inquire about opportunities.

One post collaboration: \$5000.

CRAFT SPIRITS WEEKLY Newsletter

Subscribers: 800 ACSA members

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.

Availability: 52 emails per year

Banner Ad (600x100-200px @300dpi): \$1,250 per month; \$400 per week

Sponsored Content: \$2,200

ACSA Monthly Mash Email

At the end of each month, our entire readership receives an update on ACSA initiatives via The Monthly Mash. **Availability: 12 emails per year**

Banner Ad (600x100-200px @300dpi): \$900/month

Sponsored Content: \$2,025

Dedicated e-blast promotion: \$2,500

CRAFT SPIRITS Multimedia

The Craft Spirits Podcast

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

Availability: Ask about upcoming episodes.

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

Virtual Roundtable Webinars

Viewers: 500

CRAFT SPIRITS Virtual Roundtable Series features panel discussions focusing on individual product categories within the craft spirits industry. Each hourlong moderated session includes a group of craft spirits producers sharing their expert insights on a given category and taking questions from a live online audience. Sponsorship includes sponsor logo and link on the podcast landing page and an opportunity during the Roundtable to spotlight your company or answer questions from Roundtable panelists. We will email a link to the recording on the sponsor's behalf post-production to those signed up to attend.

Availability: Ask about upcoming episodes.

Sponsorship: \$1,500

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

CraftSpiritsMag.com Website

Impressions: 200,000 per month

CraftSpiritsMag.com is the dynamic digital companion to *CRAFT SPIRITS* magazine, updated daily with the latest industry news, insights, and multimedia content. The website features exclusive articles, the *CRAFT SPIRITS* Yearbook (vendor directory), access to current and archived issues, announcements of newly released spirits and much more. Advertise with banners of various sizes.

Availability: 12 placements per year

Leaderboard (728x90px): Starting at \$750 per month

Skyscraper (160x600px): Starting at \$550 per month

MPU/MEDREC (300x250px): Starting at \$400 per month

Thought Leadership White Papers

Share your thought leadership with strategic white papers/research reports about your offerings via two dedicated e-mails, six social media posts and hosting on craftsspiritsmag.com. Inquire about word count and other specifications.

One white paper: \$3,550

Signature Events

ACSA Convention & Expo

Developed for the community of craft spirits producers, the ACSA Convention & Expo brings together distillers and suppliers to harness the energy of the industry. In the past years, ACSA has educated 1,000s 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.

American Craft Spirits Competition

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

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.

**Have a specific budget? Reach out for a customized quote.
Content subject to review and approval by editorial team.*

EDITORIAL CALENDAR



NOV./DEC. 2025

2nd Annual STIR Report: All Things Significant, Trending, Innovative & Revelatory Across Craft Spirits



JAN./FEB. 2026

RTDs
Bottle Closures
A.I. in Spirits



**PRINT EDITION:
CRAFT SPIRITS YEARBOOK**

Top Stories of 2025
Vendor Directory
ACSA Annual Report



MARCH/APRIL 2026

Top Tasting Rooms
Sales Skills
Omnichannel Distribution



MAY/JUNE 2026

ACSA Craft Spirits Competition
Craft Spirits Packaging Awards
Botanicals • Liqueurs



JULY/AUG. 2026

Best Bars
Warehouse Equipment
DtC Shipping



SEPT./OCT. 2026

Grain
Glassware & Barware
Stillts & Production Equipment



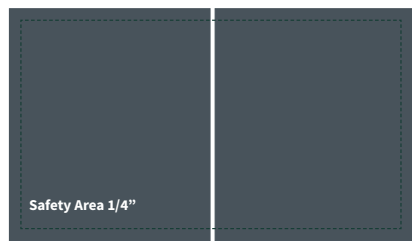
NOV./DEC. 2026

3rd Annual STIR Report: All Things Significant, Trending, Innovative & Revelatory Across Craft Spirits

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



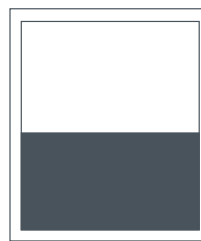
Two Page Spread

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



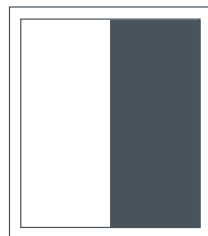
Full Page

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



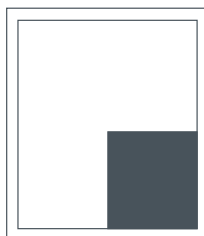
1/2 Page Horizontal

Non-Bleed:
7.5" x 4.5"



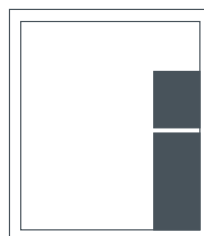
1/2 Page Vertical

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**
- **Food**
- **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.

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



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CRAFT SPIRITS

MAGAZINE

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



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