

the drinks business

MEDIA PACK · 2011



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drinks business

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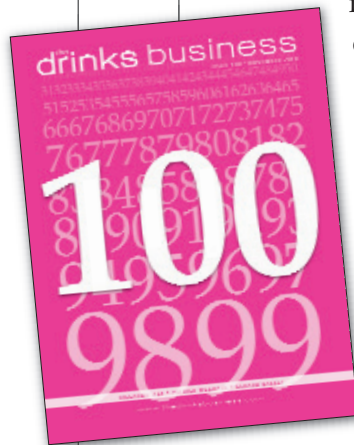
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AS THE leading drinks trade publication, the drinks business is at the forefront of what is happening in the drinks industry. We are determined to maintain our reputation by reacting to the latest developments and trends, as well as making a contribution to the trade with analysis, debate and opinion.

Like the drinks industry itself, we are constantly striving to innovate and bring new, exciting ideas and services to our readers. In 2011 we will not only continue to increase the European and international relevance of our editorial coverage,

but will also work hard to keep our readers better informed via the web. Look out for the imminent launch of the new-look thedrinksbusiness.com

the drinks business' themed daily e-newsletters continue to grow in importance and cover 'Retail on Mondays', 'Nights out on Tuesdays', 'News on Wednesdays', 'Fine Wine on Thursdays' and 'Finance on Fridays'. Our popular newsletters are now read by over 9,000 members of the drinks trade world-wide and we have extended this service with daily news updates via thedrinksbusiness.com



introduction

Our sister publication, The Spirits Business is the only international trade title solely dedicated to the spirits business. Due to the fantastic reception we have received, The Spirits Business now has nine issues per annum, including 'The Vodka Year Book' and 'The World Spirit Report', the most comprehensive listing yet of the world's most powerful spirits brands.

the drinks business and The Spirits Business will strive in 2011 to give our readers even more insight into the business and commercial trends in our industry and, with the aid of our research arm Drinks Insight, give you more research and data analysis than you will find in any other trade title.

Add to this our Reports and continued attendance at all the international fairs and you will see that the drinks business team is dedicated to making sure you are ahead of the field and in touch with what is really happening in the drinks industry.

editorial & circulation

THE DRINKS BUSINESS is a monthly, high-quality b2b publication that covers business and management issues.

It has an international business focus, suited to those involved in the drinks sector on a day-to-day basis.

the drinks business profiles major trends throughout the alcoholic drinks industry, eg, finance, the City, sales, marketing and PR.

the drinks business speaks directly to buyers and professionals who influence buying decisions, as well as importers and their exporting partners worldwide.

the drinks business is essential reading for retailers, importers, wholesalers and related service industries, plus on-trade professionals and City analysts.

the drinks business covers all international issues and developments pertinent to commercial and management aspects of the drinks industry.

It provides practical features that keep managers and decision makers informed, helping them to advance their companies and their careers, and construct winning strategies.

the drinks business contains in-depth news analysis, business news and opinion, as well as detailed country and category analysis. We report on retail trends, PR and marketing moves and spends, with original and exclusive statistics, company retrospectives, major personality and company profiles and much, much more.

the drinks business plays a vital part in any drinks media schedule, with extensive, up-to-date coverage of this developing sector.

the drinks business has a circulation of up to 10,000 key industry figures: CEOs, MDs, directors, buyers, marketing and PR managers and leading restaurateurs. The core

readership is from Europe; however, it also includes top producers and drinks professionals worldwide.

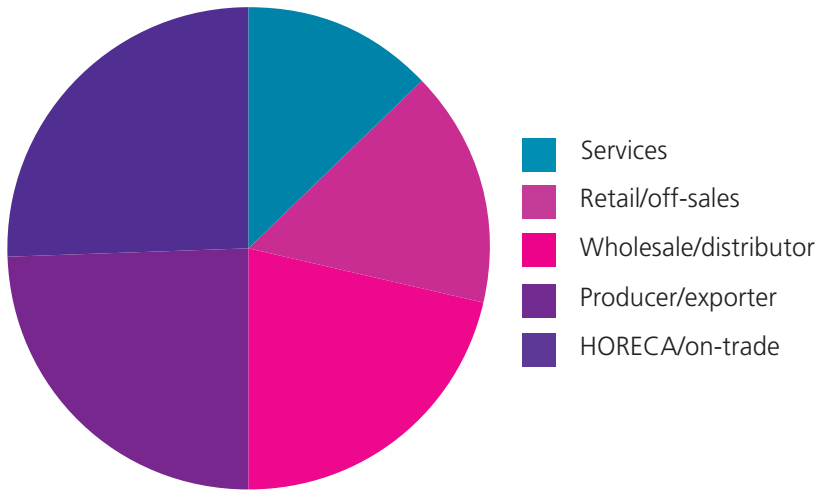
Up to 10,000 professionals receive the magazine every month so we know the magazine reaches key decision makers and buyers in the drinks industry.

Further, on average, three people read each copy of the drinks business, giving us a readership total of nearly 30,000 every month*.

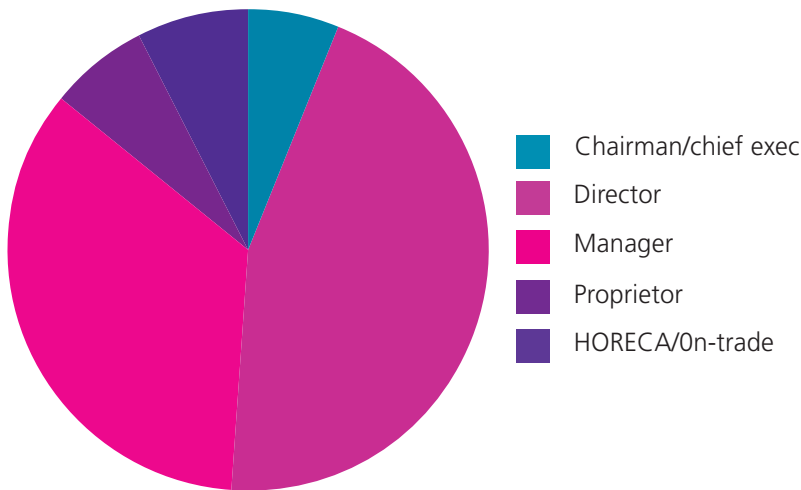
Geographically the magazine has a distribution split between the UK; key markets in mainland Europe, such as Germany, Scandinavia, Benelux, France, Spain and Italy; the USA; the Far East; and major exporting nations such as Australia, South Africa, New Zealand, Chile and Argentina.



Job function breakdown



Job function breakdown



**the drinks business circulation and reader survey is updated annually and independently audited*

EXHIBITIONS 2011

the drinks business

attends and exhibits at many of the major international exhibitions. Contact us to find out details of our stand, events or meeting opportunities by emailing: info@thedrinksbusiness.com

Prowein, Germany,
27-29 March

Vinitaly, Italy, 7-11 April

LIWF & Distil, UK,
17-19 May

Vinexpo, Bordeaux,
19-23 June

TFWA, Cannes, France,
18-23 September

FEATURES LIST 2011

Throughout the year **the drinks business** covers breaking news, in-depth analysis and key features

JANUARY

The Green Issue

Australia Focus
Liqueurs & Mixers
Premium Beers
Exhibition Fever

FEBRUARY

Italian Regions
Closures & Containers
Argentina
Premium Vodka
USA Wines
Rioja

MARCH

Prowein Issue

Sherry
South Africa
Prosecco
Vodka in Retail
Brown Spirits
New Zealand

APRIL

LIWSF/Distil Preview
Spanish Regions
Central Europe
Chile Regions
Cider

MAY

LIWF/Distil Issue

Power Brands
Bonded Warehousing
Australia
Design
Scotch Whisky

JUNE

Vinexpo Issue The Fine Wine Issue

Prestige Champagne
Italy Focus
Premium France

JULY

The Ethical Issue

Portugal & Fortified
Wines
Tequila & Mezcal
Gin
Emerging Brands

AUGUST

The UK Retail Issue

Logistics, Distribution
& Technology
New Zealand
Corks & Closures
Argentine Brands

SEPTEMBER

Tax-free Retail Issue

Chile Focus
Vodka
Malt Whisky
Premium Australia

OCTOBER

Champagne Focus
France Regions
South Africa Brands
Port

NOVEMBER

White Spirits Focus
Award-winning Wines
& Spirits
Germany
California
Beer

DECEMBER

Luxury Issue
(including Vodka,
Whisky, Cognac
& Brandy)
Mineral Water
Rum

MARCH

Champagne Report

APRIL

Eat. Drink

MAY

California Report

JULY

Brands Report

SEPTEMBER

Eat. Drink

NOVEMBER

Spanish Report

DECEMBER

Trends Report



competitions and events

the drinks business has an exciting range of industry leading competitions and events throughout the year.

Please see the details below and feel free to call us for more information.

How will you reach your key clients and prospects in 2011?

Connect with the trade at EVERY LEVEL with the voice of the drinks industry....

No-one else can give you the same exposure to the international drinks trade: with such a comprehensive portfolio of events, awards, online communications and of course the magazines themselves, you've got the opportunity to:

- engage face to face with our unrivalled audience of leading drinks industry and allied services figures
- spotlight the excellence of your product or service with our awards
- reinforce your green credentials and support your environmental and ethical initiatives
- interface directly with both the consumer and the trade through our wine and spirits shows
- keep your finger on the pulse of the drinks industry with our ongoing forums, conferences and roundtables
- communicate your brand message through our multi-media communication packages
- partner with us to align your brand with the leading drinks trade media and events

So, if you want to get your brand the tender loving care it deserves, look no further – we can take it to the party, we can present it with awards, we can publicise it and, if you're really indulgent, we can give it its very own supplement magazine.



Fine Wine Fair 2010

For any information on our events or the awards please contact:
emily.ashbolt@thedrinksbusiness.com or
david.hennelly@thedrinksbusiness.com for full details.