

ADVERTISING RATECARD 2023

The leading global online packaging, sales and marketing publication dedicated to alcoholic drinks.

REASONS TO ADVERTISE




Every month more than 45,000 drinks professionals visit *thedrinksreport.com* to check on the latest news and to access unique perspectives on global trends from the industry's leading figures. It is quite simply the most comprehensive professional information resource available anywhere online. With many drinks industry names receiving our weekly email newsletter, *thedrinksreport.com* presents an unrivalled opportunity for those companies providing products and services to the drinks industry to communicate with key decision makers in drinks companies and in the on- and off-trades.

KEY FACTS

- 45,000 visitors each month.
- No wastage – everyone visiting *thedrinksreport.com* is interested in the drinks industry.
- Weekly e-newsletter.
- Targets decision-makers in the global drinks market.

REGULAR FEATURES

- News pages on beers, wines, spirits, liqueurs and cocktails, packaging design and technology, and drinks marketing.
- Interviews with the people behind the products, information on the market trends in different product sectors and ideas from around the world for serving and generally promoting alcoholic drinks.
- Daily updated news on product launches and brand marketing activities.
- Packaging reports on, for instance, research into consumer attitudes towards different types of drinks packaging, and the latest scientific findings about the functionality of different packaging materials.

	Size	(w) x (h)
	Skyscraper	160 x 600 pixels
	Special promotion	120 x 120 pixels
	Lead banner	1022 x 90 pixels

WEEKLY NEWSLETTER

Weekly e-newsletter promotional activity

Every Tuesday, all subscribers receive *thedrinksreport.com* branded e-bulletin containing the latest headlines, news and features. Monthly opportunities available in this bulletin are:

Lead banner, placed at the top of the bulletin

1200 x 200 pixels.....£545 per month

ADVERTISING & EDITORIAL OPPORTUNITY

In addition to the weekly newsletter, we have the following opportunities on the website, *thedrinksreport.com*

Skyscraper, placed on the right hand side of website

160 x 600 pixels.....£545 per month

Special promotion, placed on the homepage, plus click-through to article

120 x 120 pixels plus 200 words£765 per month

Lead banner, placed at the top of the website

1022 x 90 pixels.....£545 per month

All of the above£1,345 per month

WEEKLY NEWSLETTER & WEBSITE PACKAGE

Lead banner (newsletter), placed at the top of the bulletin

1022 x 90 pixels

Special promotion (newsletter), within news articles

120 x 120 pixels

Skyscraper (website), placed on the right hand side of website

160 x 600 pixels

Special promotion (website), placed on the homepage

120 x 120 pixels plus 200 words

Lead banner (website), placed at the top of the website

1022 x 90 pixels

Total package cost.....£1,645

CONTACT

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