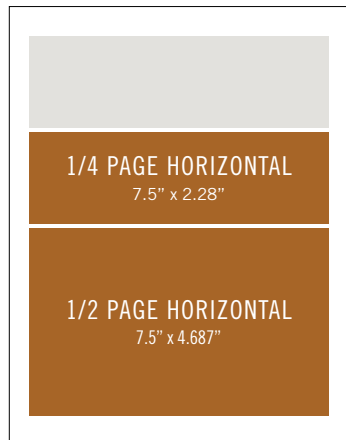
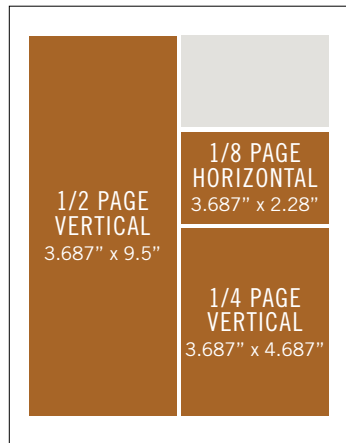
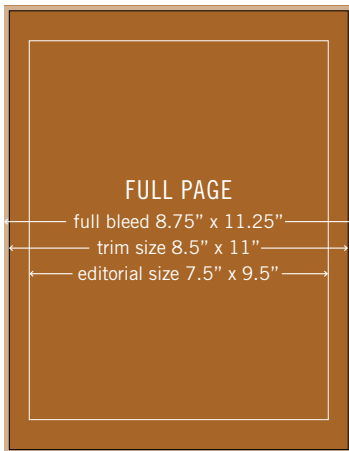


# ARTISAN SPIRIT

THE MAGAZINE FOR CRAFT DISTILLERS AND THEIR FANS

## PRINT ADVERTISING RATE SHEET 2021



Artisan Spirit is the magazine for craft distillers and their fans. Artisan Spirit is well-placed to educate the distilling industry and act as an informative medium through which distillers and industry vendors can be introduced to each other.

### DISTRIBUTION

- Quarterly publications in print and online digital formats
- 7,000 copies with an estimated readership per issue of 20,000
  - Digital format averages an additional 63,688 impressions and 5,373 reads per issue

### SHIPPED NATIONALLY TO

- Licensed producers (small & large scale production)
- Upcoming craft distillers
- Industry events, conferences, expos
- Workshops & classes
- Suppliers & retailers
- Select brewers & wineries
- Paid subscribers

**NO ADVERTORIALS** In order to maintain editorial integrity Artisan Spirit does not solicit or accept payment in return for articles. Submissions and article requests are welcome and published at the sole discretion of our staff. Contact our editor, Brian Christensen, at [brian@artisanspiritmag.com](mailto:brian@artisanspiritmag.com) for more information.

**GRAPHIC DESIGN SERVICES** Need help putting together an ad for your company, upcoming event, or new product? Our graphic design services are available at \$65/hr with one hour minimum on new ads. No time minimum on existing ads.

**MECHANICAL REQUIREMENTS** We require all ads be submitted in digital format. Ads submitted incorrectly, including incorrectly sized ads, may incur additional production charges to correct the files. If color accuracy is important, any four color ads should include a matchprint or equivalent digital color proof. All ads must include hi-res files (300 dpi placed at 100%). We print in process color. All Pantone colors must be converted to CMYK (process). Please remember to convert all hi-res images from RGB to CMYK. We are not responsible for color accuracy in files that must be converted to CMYK upon arrival. We ONLY accept high resolution PDFs.

Ads should be sent to  
**ADS@ARTISANSPIRITMAG.COM**

PRINT AD SIZES	WIDTH	HEIGHT
Full page (trim size)	8.5"	11"
Full page (full bleed)	8.75"	11.25"
1/2 page horizontal	7.5"	4.687"
1/2 page vertical	3.687"	9.5"
1/4 page horizontal	7.5"	2.28"
1/4 page vertical	3.687"	4.687"
1/8 page horizontal	3.687"	2.28"

PRICING	1x	2x	3-4x
Back Cover	\$4183	\$3765	\$3555
Inside Cover	\$3485	\$3136	\$2962
Full page	\$2788	\$2509	\$2370
1/2 page	\$1672	\$1505	\$1421
1/4 page	\$909	\$819	\$772
1/8 page	\$424	\$382	\$360

### SUBMISSION GUIDELINES:

- Limit file name to "advertiser\_month-year"
- Include the following in the submission email:
  - » Name of advertiser
  - » Issue number for ad to run in
  - » Contact name and phone number

Questions? Contact Ashley Monroe at (509) 991-8112 or [ASHLEY@ARTISANSPIRITMAG.COM](mailto:ASHLEY@ARTISANSPIRITMAG.COM)

# ARTISAN SPIRIT

THE MAGAZINE FOR CRAFT DISTILLERS AND THEIR FANS

## EDITORIAL CALENDAR 2021

### SPRING 2021 /// ISSUE 034

ARTICLES & ADVERTISING DUE	1/29/2021
PRESS DATE	3/3/2021
AVAILABLE AT	Seasonal workshops nationwide

### SUMMER 2021 /// ISSUE 035

ARTICLES & ADVERTISING DUE	4/30/2021
PRESS DATE	6/2/2021
AVAILABLE AT	American Craft Spirits Association's Convention, American Distilling Institute's Conference <i>and</i> seasonal workshops nationwide

### FALL 2021 /// ISSUE 036

ARTICLES & ADVERTISING DUE	7/30/2021
PRESS DATE	9/8/2021
AVAILABLE AT	Distilled Spirits Council of the United States' Convention, <i>and</i> seasonal workshops nationwide

### WINTER 2022 /// ISSUE 037

ARTICLES & ADVERTISING DUE	10/29/2021
PRESS DATE	11/24/2021
AVAILABLE AT	Seasonal workshops nationwide

PRINT RUN 7,000 copies per issue  
PRINT READERSHIP Approximately 20,000 per issue

DIGITAL IMPRESSIONS Average of 63,688 per issue  
DIGITAL READS Average of 5,373 per issue

Questions? Contact Ashley Monroe at (509) 991-8112 or [ASHLEY@ARTISANSPIRITMAG.COM](mailto:ASHLEY@ARTISANSPIRITMAG.COM)

# ARTISAN SPIRIT

THE MAGAZINE FOR CRAFT DISTILLERS AND THEIR FANS

## PRINT AD INSERTION ORDER 2021

Company Name \_\_\_\_\_  Returning advertiser

Desired category for Advertiser Index \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zipcode \_\_\_\_\_

New artwork

Repeat from Artisan Spirit issue \_\_\_\_\_

Interested in Artisan Spirit Sponsorship opportunities

NOTES \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**SIZE** Select preferred placement(s). If known, please indicate vertical or horizontal ad where applicable. Multiple insertion discount rates available to advertisers agreeing, by signed contract, to place two or more consecutive ads.

	1x	2x	3-4x	
<input type="checkbox"/> Back Cover	\$4183	\$3765	\$3555	
<input type="checkbox"/> Inside Cover ( <input type="checkbox"/> Front or <input type="checkbox"/> Back)	\$3485	\$3136	\$2962	
<input type="checkbox"/> Full page	\$2788	\$2509	\$2370	
<input type="checkbox"/> 1/2 page ( <input type="checkbox"/> V or <input type="checkbox"/> H)	\$1672	\$1505	\$1421	
<input type="checkbox"/> 1/4 page ( <input type="checkbox"/> V or <input type="checkbox"/> H)	\$909	\$819	\$772	
<input type="checkbox"/> 1/8 page	\$424	\$382	\$360	
Number of issues	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4

### COST BREAKDOWN

Ad rate per issue \$ \_\_\_\_\_

Number of issues x \_\_\_\_\_

Subtotal \$ \_\_\_\_\_

Graphic design fee \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

**THE FINE PRINT** Back and Inside Cover placements are subject to availability. Ad placement is subject to payment of invoice prior to press date. Multiple insertion discount rates subject to signed contract and payment of first issue's invoice. Artisan Spirit Magazine reserves the right to reject or cancel any advertisement(s) at its sole discretion.

Signature \_\_\_\_\_ Date \_\_\_\_\_

EMAIL COMPLETED FORM TO [ASHLEY@ARTISANSPIRITMAG.COM](mailto:ASHLEY@ARTISANSPIRITMAG.COM)

Questions? Contact Ashley Monroe at (509) 991-8112 or [ASHLEY@ARTISANSPIRITMAG.COM](mailto:ASHLEY@ARTISANSPIRITMAG.COM)