

INSTITUTE OF
BREWING &
DISTILLING

BREWER AND DISTILLER INTERNATIONAL

MEDIA PLANNER 2025

Reach key opinion leaders and decision makers in the brewing, distilling, malting and allied industries worldwide

The Chartered Institute of Brewers and Distillers members' monthly magazine ensures that your messages reach the key decision-makers and opinion leaders throughout the brewing, distilling and allied industries worldwide.

Brewer and Distiller International magazine (BDI) boasts a truly industrywide reach with a circulation to members and students of the Chartered Institute of Brewers and Distillers.

The CIBD membership reaches across the entire industry supply chain, from those involved in the selection of raw materials all the way through to the brewing, packaging, logistics, dispense and distribution process. The profile of this membership is weighted toward those with leadership responsibilities, typically involving technical and 'capex' decision-making.

It is the mission of BDI to report on the latest developments - both the scientific and the practical - in brewing, distilling, malting and allied industries. This involves coverage from all the key industry conferences worldwide. The magazine also includes engaging news and comment sections, which have a strong resonance with

the readers, due in no small part to frequent contributions from the members themselves.

BDI features contributions from experienced practitioners within the brewing and distilling industry, reporting on a wide breadth of topics; from tours of plants around the world featuring the latest technological innovations, through to commentary on the rich heritage that underpins the hugely competitive industry of today.

All in all, BDI enables its highly engaged audience of key decision-makers and opinion leaders to be kept informed with compelling content that represents an essential overview of their industry.

READERSHIP

Readership includes senior company executives and professionals in production, packaging, logistics, quality/technical, R&D, academia, engineering and procurement.

Whilst we are UK-based, we have an extensive distribution throughout the rest of the world. There is also a strong constituency of those studying for the CIBD professional qualifications and consequently members and students review the magazine in depth for the latest on relevant material. These are the senior directors of the future.

Monthly distribution for 2024 was between 3,000 and 4,600 magazines.

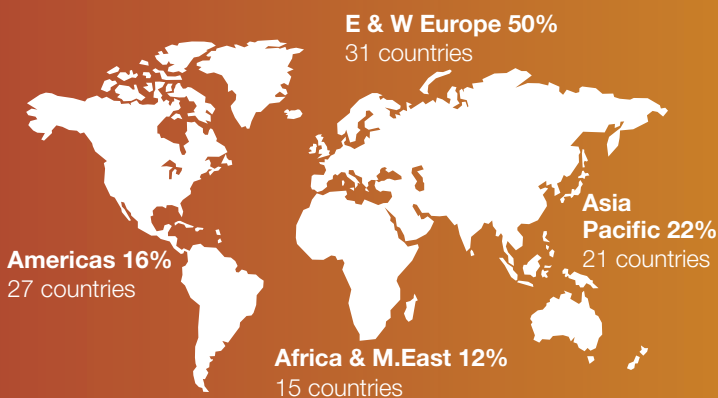
Meet the BDI team at the following events in 2025 ...

MARCH:
CIBD ASIA PACIFIC CONFERENCE
Hobart, Australia
SIBA BEERX
Liverpool, UK

APRIL:
CRAFT BEERS CONVENTION
Indianapolis, ID

JUNE:
SUSTAINABILITY IN BREWING CONFERENCE
Nottingham, UK

SEPTEMBER:
DRINKTEC
Munich, Germany



(data: October 2024)



EDITORIAL / PUBLISHING SCHEDULE 2025

Each issue of BDI features a lead article on a special topic or event, which is always backed by news features and authoritative articles covering other aspects of brewing, distilling, malting and cider making.

Issue		Booking deadline	Final copy date	Publication date
Jan / Feb	Welcome to the Chartered Institute of Brewers and Distillers	Fri 03 Jan	Fri 10 Jan	Fri 24 Jan 2025
March	IBD Asia Pacific Conference 2025 Asia Pacific special	Fri 31 Jan	Fri 07 Feb	Fri 21 Feb 2025
April	Craft Brewers Convention 2025 Craft Brewing and Distilling	Fri 14 Mar	Fri 21 Mar	Fri 04 Apr 2025
May	Brewing / Distilling Raw Materials	Fri 18 Apr	Fri 25 Apr	Fri 09 May 2025
June	IBD Sustainable Conference 2025 Sustainable Brewing and Distilling	Fri 16 May	Fri 23 May	Fri 06 Jun 2025
July / Aug	Yeast and Fermentation	Fri 20 Jun	Fri 27 Jun	Fri 11 Jul 2025
September	Drinktec Munich 2025 Drinktec Preview	Fri 01 Aug	Fri 08 Aug	Fri 22 Aug 2025
October	Instrumentation and Methodology	Fri 29 Aug	Fri 05 Sep	Fri 19 Sep 2025
November	Packaging	Fri 26 Sep	Fri 03 Oct	Fri 17 Oct 2025
December	Cider Making	Fri 14 Nov	Fri 21 Nov	Fri 05 Dec 2025

Conference / Exhibition Preview editions (March, April, June and November) will offer the opportunity for advertorial (300 words plus image plus logo) for **conference exhibitors only** - free for magazine print advertisers.

For further details, or to offer editorial, please contact editor@ibd.org.uk (steve.curtis@ibd.org.uk)

ADVERTISING RATES 2025

PRINT

DISPLAY ADVERTISING

Print advert within *Brewer and Distiller International*, the monthly magazine for CIBD's members, examination candidates and subscribers: Discounts are available for multiple insertions.

2-page spread	£2400
Full page	£1600
Half page	£1100
Quarter page	£700

SPECIAL POSITIONS

Back cover	£1900
Inside front cover	£1800
Inside back cover	£1600

SUPPLIER LISTINGS

Advertise within the Supplier Listing section of *Brewer and Distiller International* magazine:

2cm box (with logo)	£295
3cm box (with logo)	£395
4cm box (with logo)	£495

Prices shown are for 10 consecutive (full year) listings. Business listings are free (10 months) for advertisers placing full page adverts. Includes entry on the IBD on-line Suppliers Directory for 12 months.

SUPPLIER NEWS

Supplier news listing **£595**
An advertorial (300 words maximum) with photograph, contact details and logo within the Supplier News section (to fit 1/3 page horizontal).

CONFERENCE / EXHIBITION PREVIEWS

Exhibitor listing **£595**
An advertorial (300 words) with photograph, contact details and logo. Alternatively, advertorial is free of charge if a print advertisement is placed in the same edition.

MAGAZINE INSERTS

Inserts (15g max) **£POA**

DIGITAL

NEWSLETTER ADVERTISING

CIBD newsletters offer exciting advertising opportunities. Each newsletter features content for CIBD members, examination candidates and subscribers, including upcoming events and publications. The newsletter is deployed twice monthly (weeks two and four) and is fully optimized for mobile. Circulation: over 16,750 recipients (members, students and subscribers):



Headline (single) banner position:	£1000
Within body of newsletter:	
Sponsored event listing	£1000
Advertisements:	
Banner	£800
Square	£1000
Portrait	£1500
(all per newsletter)	

IBD WEBSITE ADVERTISING

Advertise with banner advertising on specific landing pages within the CIBD.org.uk websites:

- **Brewer and Distiller International** home page
- **CIBD Online Learning** home page
- **CIBD media Library** home page

Contact us for further details including up to date page views, available formats and CPM pricing.

WEBINAR OPPORTUNITIES

Reach out to CIBD members, examination candidates and subscribers around the world with a sponsored webinar. Options

include global or regional audiences, multiple time zones, selective fee structure (chargeable or free) and selective audience. Includes lead generation (where legal) plus recording available in CIBD website's Media Library.

Contact us for further details including up to date participant numbers, available platforms and pricing.

SPONSORSHIP OPPORTUNITIES

The CIBD offers internationally recognised gold-standard qualifications for industry professionals, supported by training from a world-class community of experts. Sponsorship opportunities exist within these qualifications, including:

- **Sponsorship** of CIBD Learning Materials
 - **Scholarships** for candidates
 - **Awards** for high achieving examination candidates
- Multi-year packages are available for companies across all levels of CIBD qualifications.

Contact us for further details, including pricing and availability.

For all advertising opportunities, please contact Steve West at steve@mediawestinc.com

ADVERTISEMENT SPECIFICATIONS

Brewer & Distiller International size is an A4 publication: 297mm deep x 210mm wide. Printing is sheet feed and binding is perfect bound.

Advertisements should be submitted as high-resolution press-ready (300dpi) PDF files ensuring that all fonts are embedded, colour mode is CMYK and sized to the correct dimensions. Bleed: 3mm all round.

Advertisement sizes (mm height x width)

Double page spread

Type area: 270 x 390 Trim: 297 x 420 Bleed: 303 x 426

Full page

Type area: 270 x 183 Trim: 297 x 210 Bleed: 303 x 216

Half page vertical

Type area: 270 x 96 Trim: 297 x 109 Bleed: 303 x 112

Half page horizontal

Type area: 130 x 190 Trim: 145 x 210 Bleed: 151 x 216

Half page junior

Type area: 195 x 130 Trim: 202 x 139 Bleed: 205 x 146

Quarter page vertical

Type area: 115 x 75 Trim: 121 x 81 Bleed 127 x 87

Quarter page horizontal

Type area: 65 x 200 Trim: 75 x 210 Bleed: 81 x 216

NEWSLETTER BANNER ADVERTISEMENTS

Banner format – colour mode RGB, 4:1 (banner) aspect ratio. Note that images will be compressed to 1686px width for email version and 564px for web-based version of newsletters. Larger sizes at 1:1 (square) and 2:3 (portrait) aspect ratios.

FOR ALL ADVERTISING ENQUIRIES, PLEASE CONTACT THE CIBD'S PUBLISHING PARTNER:

Steve West

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All bookings are subject to our terms and conditions available on request.