

# INTEGRATED MEDIA 2008 PLANNER

bevindustry.com

**Beverage**  
**INDUSTRY**  
Covering production, marketing, technology & distribution

**Crafting beers for conscientious consumers**

July 2007

**IN THIS ISSUE:**  
STATE OF THE INDUSTRY  
CERTIFIED PRODUCTS  
INSPECTION EQUIPMENT

**e-library** www.bevindustry.com

## New For 2008! Integrated Media Programs

### PLUS:

- Channel Strategies—Your guide to the retail issues that matter to beverage companies
- *Beverage Industry Insider*—The weekly e-newsletter that goes beyond the headlines with industry news analysis
- New Operations Coverage—An in-depth look at ways to make your plant more productive and efficient



The Advertising Page Leader  
For Six Consecutive Years!

# The Most Innovative Companies and the Top Executives—*Beverage Industry* Takes You There



*Beverage Industry* puts you in touch with the top companies and decision-makers in the beverage business. Each month, *Beverage Industry* editors visit the offices and plants of the industry's newsmakers—giving you access to the leading companies, most innovative creative groups and admired leadership teams in the business.

Through *Beverage Industry*, readers stay on top of the latest issues and trends, and read about the newest ingredients and technology. And our advertisers deliver their messages to more than 34,000 beverage industry executives each month.

Contact your sales representative today to learn more about the advantages of working with the leading business publication in the beverage marketplace.

### We Offer:

- Print and Website solutions
- Direct Mail and reprint promotions
- Industry-related sponsorships and conferences
- Access to in-depth market analysis
- **Unique support of our 18 food and beverage sister publications**

### Our Readers Are:

With *Beverage Industry*, your advertising reaches the top names at beverage companies, bottlers and distributors, including the:

- CEO, COO, CFO
- President
- Executive Vice President
- Vice President Sales & Marketing
- Vice President Production/Operations
- Director of Distribution
- Director of Purchasing
- R&D Director

### Our Readers Buy:

- Processing & Packaging Equipment
- Processing & Packaging Materials
- Transportation & Distribution Equipment
- Material Handling Equipment
- P.O.P Materials/Displays
- Ingredients
- Plant Construction & Design
- New Beverage Products
- QA/QC Supplies



## Features and Departments

*Beverage Industry* covers the entire beverage marketplace from soft drinks and beer to energy drinks, sports drinks, bottled water, ready-to-drink tea and coffee, juice and juice drinks, wine, spirits, hot coffee and tea, and dairy drinks.

### Monthly Features



**In-depth Corporate Profiles and Plant Features** that take readers inside the leading companies in the beverage industry.

Extensive **New Products** coverage that keeps readers up to date on the latest beverage offerings in all categories.

**Packaging** features that profile innovative designs and the newest packaging technology available in the beverage marketplace.



**Category Focus** features that delve into specific beverage categories, examining sales trends and new product introductions.

**Channel Strategies**, a new department that takes on issues and trends in beverage retailing.



**Beverage R&D** articles that cover the latest ingredient trends and expert formulation advice.

**Trucks/Transportation** features that help beverage companies keep their fleets running in tip-top shape and their drivers safe on the roads.

**Warehouse/Distribution** articles that help beverage bottlers and distributors make the most efficient use of warehouse space as well as sales and delivery technology.

A look at the latest **Operations** technology that features solutions for processing, bottling and palletizing.

*Beverage Industry's* larger tabloid size offers graphic appeal in an impactful, easy-to-read format.



Source: Publisher's Analysis

## THE BEVERAGE MARKET

The market generates \$184 billion (in wholesale \$ billions)

Carbonated Soft Drinks	\$48.8
Beer	\$35.6
Milk	\$26.2
Spirits	\$19.0
Fruit Juice/Juice Drinks	\$14.2
Wine	\$11.0
Bottled Water	\$10.9
Coffee	\$8.1
Tea	\$3.0
All Others <small>Includes sports drinks, powdered drinks, vegetable juice and others.</small>	\$7.1

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IN EVERY ISSUE: CORPORATE PROFILES - PLANT FEATURES - NEW PRODUCTS - INDUSTRY ISSUES - TRENDSPOTTING - SUPPLIERS MARKETPLACE

	JANUARY CLOSES DEC 3	FEBRUARY CLOSES JAN 2	MARCH CLOSES FEB 1	APRIL CLOSES MAR 3	MAY CLOSES APR 1	JUNE CLOSES MAY 1	JULY CLOSES JUNE 2	AUGUST CLOSES JULY 1	AUGUST CLOSES JULY 1	SEPTEMBER CLOSES AUG 1	OCTOBER CLOSES SEPT 2	NOVEMBER CLOSES OCT 1	DECEMBER CLOSES NOV 3
<b>SPECIAL REPORT</b>	<b>BOTTLER OF THE YEAR</b>	<b>HEALTH &amp; WELLNESS</b>	<b>ANNUAL SOFT DRINK REPORT</b>	<b>ANNUAL BEER REPORT</b>		<b>TOP 100</b>	<b>STATE OF THE INDUSTRY</b>		<b>2008 ANNUAL MANUAL</b>  THE INDUSTRY'S LEADING REFERENCE SOURCE ▼ The Most Complete Supplier Guide ▼ Contract Packaging and Manufacturing Guide ▼ Distribution Resource Guide	<b>WHOLESALER OF THE YEAR</b>		<b>CONTRACT PACKAGING</b>	
<b>CATEGORY FOCUS</b> • Top brands • New products • Category sales results	Juice & Juice Drinks	Wine & Spirits			Sports Drinks	Tea & RTD Tea		Energy Drinks		Private Label Beverages	Bottled Water	Dairy Drinks & Dairy Alternatives	Coffee & RTD Coffee
<b>BEVERAGE R&amp;D</b>	<b>Product Development Survey</b> • Trends in flavors and ingredients	<b>Product Safety</b> • Technology and best practices for ensuring product safety	<b>Probiotics and Prebiotics</b> • Ingredient updates • New products • Formulation advice	<b>Natural and Organic Ingredients</b> • New ingredients • Tips for formulating natural products	<b>IFT Pre-Show Planner</b> • Educational programming • Exhibitor previews	<b>Sweeteners</b>  <b>Weight management solutions</b>	<b>Functional Ingredients – Baby Boomers</b> • Ingredients for the special needs of older consumers	<b>Fortification Trends – “Superfoods”</b> • The latest ingredients creating a healthy buzz		<b>Flavor Trends</b> <b>Labeling regulations</b> • How to ensure labels meet FDA standards	<b>Performance Beverages</b> • Ingredients for sports and energy drinks	<b>Color Concepts</b> • New ingredients • Formulation advice	<b>Lab Testing Showcase</b>
<b>PACKAGING</b>	<b>Caps and Closures</b> • The latest options for bottle caps and other packaging closures • Capping equipment	<b>Shrink &amp; Stretch Labels</b>	<b>Case Packers &amp; Wrappers</b>	<b>Designers' Roundtable</b> • Packaging's hottest designers share ideas and experience	<b>Primary Packaging Material Trends</b> • New material options	<b>Secondary Packaging</b> • Material trends • Equipment	<b>Inspection Equipment</b> • Equipment to inspect and maintain package integrity	<b>Eco-friendly packaging</b> • Green materials • Recycling update		<b>Coding Technology</b>	<b>Promotional Packaging</b> • Holiday and gift packs	<b>Labeling materials and equipment</b>	<b>Best Packages of 2008</b> • Editors' picks for the top packages of the year
<b>TRUCKS/TRANSPORTATION</b>	<b>Safe Driving</b>	<b>Fleet Safety Practices</b>	<b>Truck Spec'ing Tips</b>	<b>Work Zone Safety</b>	<b>Mid America Truck Show Round-up</b>	<b>Working in the Heat</b>	<b>Avoiding Glare</b>	<b>Cart &amp; Pallet Jack Safety</b>		<b>Improving Driver Performance</b>	<b>Winter Tire Tips</b>	<b>2009 Trucks</b>	<b>Winter Driving</b>
<b>CHANNEL STRATEGIES</b> <b>NEW</b>	<b>Vending</b> • Industry sales trends • Advances in vending equipment and maintenance			<b>Supermarkets</b> • News from the grocery channel		<b>Foodservice</b> • Foodservice news and sales trends	<b>Drug Stores</b> • News and trends from the drug store channel				<b>Convenience Stores/Gas</b> • News and trends from the convenience and gas channel		<b>Mass Merchandisers/Club Stores</b> • News and trends from the mass and club store channel
<b>WAREHOUSE/DISTRIBUTION</b>		<b>Storage Systems</b> • Warehouse racking and storage solutions • Information technology		<b>DSD Sales &amp; Marketing Solutions</b> • Software • Handheld equipment		<b>Route Optimization Solutions</b> • Software • In-truck technology		<b>Forklift Focus</b>			<b>New Warehouse Technology</b> • Layout and design • Automation • Order picking		
<b>OPERATIONS</b> <b>NEW</b>	<b>Can Filling &amp; Seaming</b>		<b>Processing Automation</b>		<b>Conveyor Systems</b>		<b>Palletizers &amp; Depalletizers</b>			<b>Plastic Bottle Manufacturing</b>		<b>Filler Technology</b>	
<b>SHOW COVERAGE</b>	<b>Food Safety &amp; Security Summit Pre-Show</b>			<b>Natural Products Expo West</b>	<b>NASFT Summer Fancy Food Show Preview</b>			<b>IFT Post-Show Report</b>  <b>Summer Fancy Food Show</b>		<b>InterBev Pre-Show Pack Expo Pre-Show Planner</b>		<b>InterBev Post-Show Report</b> <b>NAMA Post-Show Report</b>	
<b>BONUS DISTRIBUTION</b>		<b>NIGHTCLUB &amp; BAR SHOW, FEB. 24-27, LAS VEGAS</b> <b>FOOD SAFETY &amp; SECURITY SUMMIT, MARCH 17-19, LAS VEGAS</b>		<b>FMI, MAY 4-7, LAS VEGAS</b> <b>NASFT SPRING FANCY FOOD SHOW/ALL THINGS ORGANIC, APRIL 27-29, CHICAGO</b>		<b>IFT ANNUAL MEETING &amp; FOOD EXPO, JUNE 28-JULY 1, NEW ORLEANS</b>				<b>NBWA CONVENTION, SEPT. 14-17, SAN FRANCISCO</b> <b>NACS SHOW, OCT. 4-7, CHICAGO</b>	<b>INTERBEV 2008, OCT. 20-22, LAS VEGAS</b>  <b>PACK EXPO, NOV. 9-13, CHICAGO</b>		
<b>SPECIAL OFFERS/SUPPLEMENTS</b>	Product Development Survey Available  Buy One Full Page Ad and Get One from the Following Options: Free Full Page Ad or Full Page Advertorial in This Issue or Banner Ad Placement on www.bevindustry.com for One Month	Free Ad Readership Study with 1/2 Page or Larger Paid Ad in this Issue		<b>Category Management Supplement</b> <b>NEW</b>  Free White Paper with Link for Three (3) Months Hosted on www.bevindustry.com with 1/2 Page or Larger Paid Ad with this Issue	Free 1/6 Page IFT Profile with 1/2 Page or Larger Paid Ad in this Issue				Free Corporate Profile Page with Full Page Paid Ad in this Issue	<b>Beverage Industry's New Beverage Marketplace Supplement</b> <b>NEW</b>	InterBev Electronic Show Daily		

# Integrated Marketing Packages

The 2008 Integrated Media Planner includes a full range of solutions from brand advertising to integrated direct response e-media programs and relationship-building face-to-face events. Our editorial, sales and e-media teams offer you expertise and experience, develop custom programs to reach your marketing goals, enhance new product initiatives and get results!

Contact your sales rep for pricing and custom program information. To view samples of the online products listed, please visit — [portfolio.bnppmedia.com](http://portfolio.bnppmedia.com).

COMPONENT	DESCRIPTION
Print	<ul style="list-style-type: none"> <li>The foundation of any successful integrated media program</li> </ul>
Web Ads	<ul style="list-style-type: none"> <li>Generate brand awareness</li> <li>Promote new products and events</li> <li>Drive new traffic to your website or online store</li> <li>Maximize your marketing message throughout the website</li> </ul>
Video (under 2 min.)	<ul style="list-style-type: none"> <li>Video clips offer an opportunity for companies to introduce their latest products and services, recap trade show exhibits, provide demonstrations or educational information on technical advancements.</li> </ul>
Showroom/Microsites	<ul style="list-style-type: none"> <li>Detailed product information to qualified buyers at the moment of decision</li> <li>Increase Brand Awareness with industry professionals</li> <li>Strengthen your search engine optimization with more external links to your website</li> </ul>
Products	<ul style="list-style-type: none"> <li>Position your ad to appear in current archived articles that pertain to your product or service. Ads link to your website to drive customers while they have your product information in their thoughts.</li> </ul>
eNews	<ul style="list-style-type: none"> <li>Thousands of e-subscribers receive up-to-the-minute information on market conditions, technology developments and industry practices.</li> </ul>
Sponsored/Custom E-Newsletter	<ul style="list-style-type: none"> <li>A fully customized e-newsletter to subscribers of your choice to launch a new product, promote brand awareness, etc.</li> </ul>
Webinar	<ul style="list-style-type: none"> <li>A web seminar sponsorship allows for unique ways to introduce new products, services, or technologies directed at your target audience.</li> </ul>
White Papers	<ul style="list-style-type: none"> <li>Crawled by our Google-powered search, the white papers reach the widest possible audience with our BNP Media search engine.</li> <li>Sponsorships are available if you would like to be seen on all the pages in this section.</li> </ul>
Lists	<ul style="list-style-type: none"> <li>Reach the right markets and professionals looking for your products and services.</li> </ul>
Online Directory	<ul style="list-style-type: none"> <li>Makes it easier and more effective for buyers to find you and for your marketing message to stand out — online.</li> </ul>
Additional Options	<ul style="list-style-type: none"> <li>Virtual Trade Shows</li> <li>Live Event Sponsorships</li> <li>Linx</li> <li>Blogs/Bulletin Boards (Communities)</li> <li>Custom E-Mags</li> </ul>

# Beverage Industry 2008 Advertising Rates & Specifications



B/W Rates	1x	3x	6x	12x	18x	24x
1 page	\$ 6170	\$ 5640	\$ 5230	\$ 4700	\$ 4440	\$ 4160
2/3 page	4680	4120	3850	3410	3130	2840
Junior page	5780	5250	4700	4305	4035	3790
1/2 page	3840	3425	3140	2715	2435	2175
1/3 page	2900	2630	2390	2060	1790	1560
1/4 page	2090	1925	1725	1425	1280	1175
Cover 2*		8540	7940	7430		
Cover 3*		8240	7780	7280		
Cover 4*		8700	8100	7590		

\*Includes Bleed and Color

Bulk Rates	36x	48x
1 page	\$ 3975	\$ 3800
Junior page	\$ 3630	\$ 3420

## Color Rates

### 4-Color or 3-Color Process

Rates are for R.O.P. 4- or 3-color process inks only. Printing is by web-offset.

Per Page.....	\$ 2100
Per Spread.....	\$ 3530
Per 1/2 page.....	\$ 1360

### Standard Color

Rate is AAAA Standard Red, Blue, Yellow and Green.

Per Page.....	\$ 940
Per Spread.....	\$ 1770
Per 1/2 page.....	\$ 760

### Special Color

Rate is for any special color and black.

Per Page.....	\$ 1550
Per Spread.....	\$ 2770
Per 1/2 page.....	\$ 1160

### Metallic Color

Rate is for simulated metallic colors.

Per Page.....	\$ 1990
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## Insert Rates

Contact Publisher for more Information.

## Classified Rates

Paragraph Style/\$70 minimum includes 20 words; \$1.50 per additional word. (Word = 2 characters or more)

	1x	3x	6x	12x
Per Inch	\$ 150	\$ 130	\$ 120	\$ 110

All classified ads are payable with copy and are non-commissionable.

## Production Information

### SWOP Specifications Apply.

#### Digital File Submission

All materials submitted electronically are subject to review by the production department. Macintosh formatted CD's are preferred. Advertisers may also send their files electronically using our FTP site. Contact the Advertising Manager (847) 405-4000 for specifications and directions for downloading ads.

The following must accompany any ad sent electronically or on disk:

#### Ad Materials

High Resolution PDF-X1a files with fonts and images embedded. Advertisers must provide a go-by for identification purposes.

#### Certified Color Press Proof

All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Matchprints, Fujiproof, or digital proofs such as Pictro or Iris. Laser, ink-jet, or color copy proofs are acceptable for identification purposes only. If a valid color proof is not provided but is desired, we will produce one at an additional production charge of \$50.

#### Production Charges

Artwork, copy changes, film conversion, other prep work are billed at net, no agency discounts.

#### Material Storage

Materials are stored by publisher for 1 year from issue date, then destroyed unless otherwise instructed by the advertiser or agency.

#### Ship Materials, Insert Samples, Insertion Orders, etc. to:

BNP Media, Inc.  
Beverage Industry Production Manager  
155 Pfingsten Road, Suite 205  
Deerfield, IL 60015

## Mechanical Information

Trim Size	10-1/2" X 14"
Printing	Body forms and covers heat-set web offset.
Binding	Saddle-stitched. Jogs to head.
Paper Stock	Body 40 lb Coated Stock. Cover 80 lb Coated Stock

## Advertising Space Sizes

NON-BLEED (width x depth))	INCHES	BLEED (width x depth))	INCHES
Full Page.....	9-1/2" x 12-3/4"	Full Page Bleed.....	10-3/4" x 14-1/8"
Junior Page.....	7" x 10"	2/3 Page Bleed.....	6-3/4" x 14-1/8"
2/3 Page.....	6-1/4" x 12-3/4"	1/2 Page (vert.) Bleed.....	5-1/4" x 14-1/8"
1/2 Page (vert.).....	4-5/8" x 12-3/4"	1/2 Page (horiz.) Bleed.....	10-3/4" x 7-1/8"
1/2 Page (horiz.).....	9-1/2" x 6-1/4"		
1/3 Page (vert.).....	3" x 12-3/4"	Spread Bleed.....	21-1/4" x 14-1/8"
1/3 Page (square).....	6-1/4" x 6-1/4"	Above sizes allow for 1/8" bleed	
1/4 Page (square).....	4-5/8" x 6-1/4"	on all sides.	
1/6 Page.....	3" x 6-1/4"		

Trim size is 10-1/2" X 14". Total advertising material should be kept at least 3/8" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter.

## Custom Media

The BNP Custom Media Group creates custom media solutions that use rich content and innovative media to build relationships and create results. Every project is turn-key, and mapped to your marketing goals and budget. BNP Custom Media combines the power of 17 media brands, extensive vertical market readership, expert editorial, and award winning design into one powerful media package.

### Trade Education

Create 4 to 8 page custom media that suggests new business opportunities, showcases your expertise, or introduces new products or programs. BNP Media provides the editorial, design, and distribution via our leading magazines.

### Custom Magazines

Take the lead in your business segment by publishing your own magazine. BNP Media provides the editorial, design, and distribution horsepower. You provide the direction. A magazine allows you to go beyond an expensive catalog, to showcase your leadership.

### Commemorative Publications

Celebrate anniversaries and milestones with custom publications that tell your story in a rich, colorful way. BNP Media has extensive experience with commemorative books and publications.

### Integrated Media

All BNP Custom Media can be formatted for the web. In addition, web-only content and features are available.

**For More Information, Contact: Pierce Hollingsworth**  
Tel: (847) 405-4101 • [hollingsworth@bnpmedia.com](mailto:hollingsworth@bnpmedia.com)



## Custom Research

Dedicated to providing results-oriented market research and insightful analyses with a focus on understanding your business.



For more information contact:  
**Sarah Corp** Tel: 248-786-1625 or [corps@clearseasresearch.com](mailto:corps@clearseasresearch.com)

Searching for ways to better position your company in the market?

Seeking new ideas on how to improve product acceptance?

Venturing into new markets and not sure which path to take?

**Get the vital data you need with Clear Seas Research - charting your company's future with effective research solutions.**

## Advertising Contacts

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## Also Publishers of

