



# Your Best Advertising Resource to Reach the \$184 Billion Beverage Market!

*Beverage Industry* magazine positions your products and services in front of the top companies and decision-makers who drive innovation in all beverage segments.

*Beverage Industry* also delivers a valuable global audience of buyers, complementing your marketing efforts in North America. From respected editorial coverage on power beverage brands to niche drinks, no other publication delivers the right customers than *Beverage Industry* magazine.

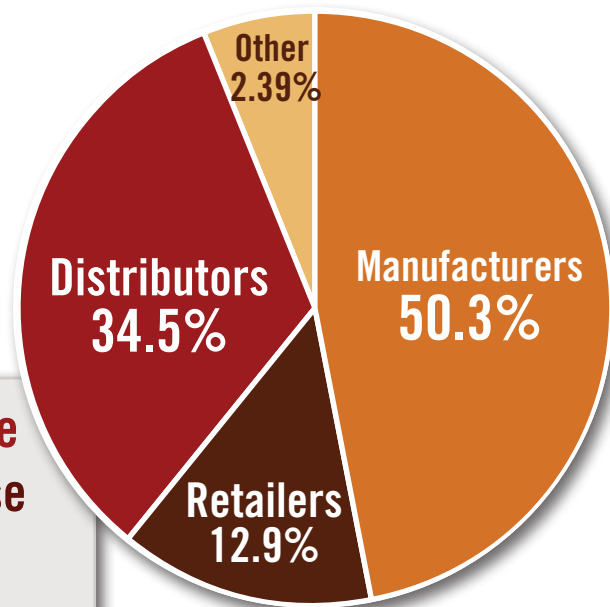
**Q** How do busy beverage executives keep current in this dynamic, demanding and constantly changing business and quench their thirst for information on the latest brands, products, and other categories?  
**A** They turn to *Beverage Industry* magazine!

## Why Is *Beverage Industry* the #1 Magazine For Your Advertising Investment? Because We Provide the Greatest Reach To Your Customers and Prospects.

- *BI* is America's leading beverage publication as measured by editorial relevance, audience quality and advertising market share.\*
- *BI* covers every angle and reaches every corner of the \$184 billion US beverage business.
- *BI* is the # 1 information resource for the beverage executive.\*\*
- *BI* is the # 1 advertising medium for the beverage professionals.\*\*
- *BI* reaches 34,001 beverage professionals monthly!\*\*\*

\* Source: IMS through July 2008  
 \*\* Source: Clear Seas Research, Reader Preference Study, July 2008  
 \*\*\* Source: BPAWW Circulation Statement, December 2008

Coverage of the entire marketplace means *Beverage Industry* provides customers targeted access to the most innovative creative groups and admired leadership teams in the business. **Your partnership with *Beverage Industry* will extend your message to beverage industry executives with buying power each month.**



**Total Circulation:  
34,001**

Source: BPAWW Circulation Statement, December 2008

## 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	\$7.1

Includes sports drinks, powdered drinks, vegetable juice and others.

Source: Publisher's Own Data, 2008

# EDITORIAL LEADERSHIP: Experience Equals Excellence

Each month *Beverage Industry* talks to the industry's leading processors. We interview corporate and plant management executives and deliver in-depth profiles and behind-the-scenes plant features. **No other magazine offers your target audience this essential information.** Providing stories that no other magazine can offer creates an audience of loyal readers and increasing viewership of your advertisements each month.

## *Beverage Industry* Delivers Unique and Powerful Editorial Products Each Month

- **In-depth Corporate Profiles and Plant Features** that take readers inside the leading companies in their 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 technologies available in the beverage marketplace.
- **Category Focus** features that delve into specific beverage categories, examining sales trends and new product introductions.
- **Channel Strategies**, a 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.



## Who Talks to *Beverage Industry* Magazine?

THE TOP NAMES of beverage companies, bottlers and distributors including:

- CEOs, COOs, CFOs
- Presidents
- Executive Vice Presidents
- Production/Operations Managers
- Vice Presidents of Sales & Marketing
- Directors of Distribution
- Directors of Purchasing
- R&D Directors

## Who Reads *Beverage Industry* Magazine?

YOUR MOST VALUED CUSTOMERS interested in news and information concerning:

- Product Development
- Processing & Packaging
- Beverage Manufacturing
- Industry Insider Tips & Suggestions
- Innovation & New Technologies

Your message will **ALWAYS** be received by your ad-targeted audience!

## BEVERAGE EXECUTIVES AGREE THAT *BEVERAGE INDUSTRY* IS...

- **BEST-READ beverage magazine**
- **BEST-READ publication for beverage packaging decision makers**
- **MOST USEFUL magazine for beverage product developers**

Source: Clear Seas Research, *BI* Reader Preference Study, July 2008



Also offers comprehensive integrated marketing solutions including...

- Print and website solutions (reprints, podcasts, video, webinars)
- Custom media options (original content, unique projects, targeted markets)
- Industry-related sponsorships and conferences
- Access to in-depth market analysis (custom research)
- Unique support of our 18 food and beverage sister publications

*Beverage Industry's* website is the most useful and most preferred for ad placement!

Visit [www.bevindustry.com](http://www.bevindustry.com) for our expanded online media kit and a comprehensive list of these and other integrated marketing capabilities.

\*Source: Clear Seas Research, *BI* Reader Preference Study, July 2008



**89%** of *BI* readers took action as a result of advertising within the publication.

Source: AD Score Publication Research, *BI* Ad Readership Study, Feb 2008

**85%** of *BI* readers have purchase influence power.

**IFT**  
ON FLOOR ISSUE

**PACK EXPO**  
ON FLOOR ISSUE

**NACS**  
ON FLOOR ISSUE

	January Closes Dec. 1	February Closes Jan. 2	March Closes Feb. 2	April Closes Mar. 2	May Closes Apr. 1	June Closes May 1	July Closes June 1	August Closes July 1	Bonus Issue Closes July 1	September Closes Aug. 3	October Closes Sept. 1	November Closes Oct. 1	December Closes Nov. 2
<b>SPECIAL REPORT</b>	<b>BOTTLER OF THE YEAR</b>	<b>2010 EMISSION STANDARDS</b> <b>NEW</b>	<b>Annual Soft Drink Report</b>	<b>Annual Beer Report</b>		<b>TOP 100</b>	<b>State of the Industry</b>	<b>SUSTAINABILITY</b> <b>NEW</b>		<b>WHOLESALER OF THE YEAR</b>		<b>CONTRACT PACKAGING</b>	<b>HEALTH &amp; WELLNESS</b>
<b>Category Focus</b> • Top Brands • New Products • Category Sales	Juice and Juice Drinks	Wine and Spirits			Sports Drinks	Tea and RTD Tea		Energy Drinks		Private Label Beverages	Bottled Water	Dairy Drinks and Dairy Alternatives	Coffee and RTD Coffee
<b>Beverage R&amp;D</b>	Product Development Survey	• Beauty Beverages • Hydrocolloids	• Digestive Health • Nano-Technology	IFT Pre-Show Planner	Natural and Organic	Sweeteners	Functional Ingredients: Weight Management	Functional Ingredients: Heart Health		Flavor Trends	Performance Beverages	Color Concepts	Fortification
<b>Packaging</b>	Caps and Closures	Shrink and Stretch Labels	Case Packers and Wrappers	Packaging Design	Primary Packaging Material Trends	Secondary Packaging	Inspection Equipment	Labeling Equipment		Coding Technology	Recycling Solutions	Labeling Materials	Best Packages of 2009
<b>Trucks/Transportation</b>	Lease or Own	Alternative Fuels	Effective Safety Committees	U.S. DOT Drug Testing	Mid-America Trucking Show Roundup	Driver Monitoring Systems	Avoiding Glare	Getting the Most Out of Tires		Factors Affecting Fuel Economy	City Driving	2010 Trucks	Safe Winter Driving Tips
<b>Channel Strategies</b>	Vending	Category Management	Drug Stores	On-Premise <b>NEW</b>		Supermarkets	Foodservice	Special Usage Occasions <b>NEW</b>			Convenience Stores/Gas		Mass Merchandisers
<b>Warehouse/Distribution</b>		Storage Systems		DSD Sales and Marketing Solutions	Carts and Hand Trucks	Route Optimization Solutions		Automatic Guided Vehicles			New Warehouse Technology		
<b>Operations</b>	Can Filling and Seaming		Processing Automation		Conveyor Systems-Manufacturing		Palletizers and Depalletizers	Conveyor Systems-Warehouse/Distribution		Plastic Bottle Manufacturing		Filler Technology	
<b>Show Coverage</b>		• Winter Fancy Food Show • Promat	Food Safety Summit Pre-Show	Natural Products Expo West		Summer Fancy Food Show	IFT Post-Show Report			Pack Expo Pre-Show Planner		• Natural Products Expo East • NAMA Post-Show Report	
<b>Bonus Distribution</b>		Nightclub & Bar Show, Mar 1-4, Las Vegas		• Food Safety Summit, Apr 27-29, D.C. • FMI, May 6-8, Las Vegas	IFT Annual Meeting & Food Expo, June 6-10, Anaheim, CA					• Pack EXPO, Oct 5-7, Las Vegas • NBWA Convention, Oct 13-16, Las Vegas	NACS Show, Oct 20-23, Las Vegas		
<b>Special Offers / Supplements</b>	Buy one full page ad and get one of the following options: • FREE full page ad • FREE full page advertorial in this issue • FREE banner ad placement on <i>bevindustry.com</i> for one month	<b>2010 Emission Standards Supplement &amp; Webinar</b>  FREE Ad Readership Study with 1/2 page or larger paid ad in this issue <b>RESEARCH</b>		FREE 1/6 page IFT profile with 1/2 page or larger paid ad in this issue	FREE White Paper with Link for three (3) months hosted on <i>bevindustry.com</i> with 1/2 page or larger paid ad in this issue			Sustainability Supplement & Webinar Lead Advantage - FREE Qualified Sales Leads 	<b>2009 ANNUAL MANUAL</b> THE INDUSTRY'S LEADING REFERENCE GUIDE • The Most Complete Supplier Guide • Contract Packaging Guide • Distribution Resource Guide	<b>Beverage Industry's New Beverage Marketplace Supplement</b> - Consumer research panel - Mintel category innovation reviews	Lead Advantage - FREE Qualified Sales Leads		

# Integrated Marketing Services

The 2009 Integrated Media Planner includes a full range of solutions from brand-building 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 help ensure results.

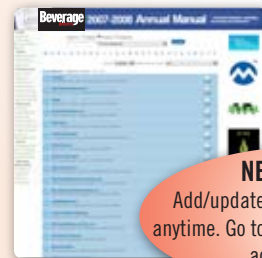
Visit [www.bevindustry.com](http://www.bevindustry.com) for an expanded online integrated media planner with additional information about our print and electronic media services.



## Industry Directories

**Annual Manual, August 2009 • Close: July 1, 2009**

List your company for year-long exposure to your audience in print and online. Attract buyers to your company with advertising and enhancements to suit every budget including new online options like video and even R.F.P. sales leads.



**NEW for 2009!**

Add/update/edit your listing online, anytime. Go to our website to set up your account access.

## E-newsletter

*Beverage Industry's* weekly e-newsletter, **Beverage Industry Insider**, provides complete market coverage directly from key industry professionals and gives our readers unique industry analysis and hard-to-get industry trend information.



E-newsletter ads can generate sales leads, promote new products or drive traffic to your websites. Place a banner, tile, contextual or skyscraper ad, or link to supplier White Papers and video.

Consider a custom e-newsletter with unique content targeted to your customer base.

## Website

**Online & Digital Resources at [bevindustry.com](http://bevindustry.com)**

The core of our integrated media services is a combination of our print magazine, our website and our other related ancillary services. As your partner, we offer you a wealth of opportunity to build your brand and grow your business. Drive traffic to your site and generate sales leads by placing your advertising message on [bevindustry.com](http://bevindustry.com).

You'll receive optimum exposure, accountability and a wide array of promotional options to fit your strategy and budget. Generate leads and gain exposure by utilizing these website opportunities:

- Banners
- Tiles
- Skyscraper Ads
- Sponsored Links
- Videos
- Podcasts
- White Papers
- Webinars
- Microsites
- Customized Digital Magazines



## Custom Media Solutions



### The BNP Custom Media Advantage

BNP Custom Media develops unique, innovative, tailored custom media programs to meet your marketing needs while you build the relationships that will carry your business forward.

- **Access to the market:** BNP Custom Media combines the power of 21 media brands and an incomparable vertical market readership. You'll have access to our extensive subscriber base of 238,785\* industry professionals. This gives you direct, focused access to your clients.

- **Editorial & Content Expertise:** Our award-winning editorial staff combines years of industry experience to offer you an exclusive resource to help shape the success of your project.

- **Media Resources & Capabilities:** From compelling graphics to cutting-edge online opportunities, we can develop e-media components to accompany all of your custom media projects.

- **B2B/B2C Magazines**
- **Trade Editorial**
- **Microsites**
- **E-newsletters**
- **Advertising Supplements**
- **Webcasts / Online Content / Video**

### Contact

Steve Beyer • (630) 699-7625 • [beyers@bnpmedia.com](mailto:beyers@bnpmedia.com)

\*Source: BNP food, beverage and packaging unduplicated circulation, August 2008.

## Research

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 vital data you need with Clear Seas Research.



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

**Contact** Sarah Corp (248) 786-1625  
[corps@clearseasresearch.com](mailto:corps@clearseasresearch.com)

## Webinars

### Educate Professionals in Your Industry and Generate Leads with Webinars

If you have not yet employed Webinars in your advertising efforts, you are missing out on an opportunity to target qualified audiences. Not sure where to start? Let the experts at *Beverage Industry* help you. Staff experts will take care of all the promotion, registration and Webinar management. You will build brand awareness, become an educational leader and receive the lead database of all registrants. Contact your sales rep today to get started.

## Digital Edition

Sponsor a Digital Edition or let us create a customized digital magazine for you. Digital issues feature interactive capabilities with live links to your web pages and email addresses. You can also link to streaming audio or video presentations of your products and services. Contact your sales rep today to explore the expansive capabilities of this online service.

## Comprehensive Industry Exposure

Our diverse and expansive portfolio of food, beverage and packaging magazines gives you an unmatched resource to reach decision-makers in all areas of these industries. Consider these other BNP Media publications as part of your advertising opportunities:

- **Beverage Industry**
- **Brand Packaging**
- **Candy Industry**
- **Confection & Snack Retailing**
- **Contract Manufacturing & Packaging**
- **Dairy Foods**
- **Flexible Packaging**
- **Food & Beverage Packaging**
- **Food Engineering**
- **Food Master**
- **Independent Provisioner**
- **Industria Alimenticia**
- **Meat & Deli Retailer**
- **The National Provisioner**
- **Prepared Foods**
- **Private Label Buyer**
- **Refrigerated & Frozen Foods**
- **Refrigerated & Frozen Foods Retailer**
- **Snack Food & Wholesale Bakery**

# 2009 Advertising Rates & Specifications



B/W PRINT RATES	1x	3x	6x	12x	18x	24x
Full page	\$ 6420	\$ 5860	\$ 5440	\$ 4890	\$ 4620	\$ 4330
2/3 page	4870	4280	4000	3550	3250	2950
Junior page	6010	5460	4890	4480	4200	3940
1/2 page	3990	3560	3260	2820	2530	2260
1/3 page	3020	2730	2480	2140	1860	1620
1/4 page	2170	2000	1790	1480	1330	1220
Cover 2*		8880	8260	7730		
Cover 3*		8570	8090	7570		
Cover 4*		9050	8420	7890		

\*Includes Bleed and Color

## 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

**Special Color**  
Additional charge for any special color and black.

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

## Insert Rates

Contact Publisher for more information.

## Classified Rates

Boxed/display ads. One inch minimum. All classified ads are payable with copy and are non-commissionable. Net rates listed. Color is additional charge.

	1x	3x	6x	12x
Per Inch	\$155	\$135	\$125	\$115

## Mechanical Information

Trim Size	10" X 13"
	Vital advertising material should be kept at least 1/4" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter.
Printing	Body forms and covers heat-set web offset.
Binding	Saddle-stitched. Jogs to head.

## Advertising Space Sizes

NON-BLEED	INCHES (width x depth)	BLEED	INCHES (width x depth)
Full Page	9" x 11-3/4"	Full Page	10-1/4" x 13-1/4"
2/3 Page	6" x 11-3/4"	2/3 Page	6-5/8" x 13-1/4"
1/2 Page (vert.)	4-1/2" x 11-3/4"	1/2 Page (vert.)	5-1/8" x 13-1/4"
1/2 Page (horiz.)	9" x 6"	1/2 Page (horiz.)	10-1/4" x 6-5/8"
Junior Page	7" x 10"	Junior Page	7-5/8" x 10-5/8"
1/3 Page (vert.)	3" x 11-3/4"	Spread Bleed	20-1/4" x 13-1/4"
1/3 Page (square)	6" x 6"		
1/4 Page (square)	4-1/2" x 6"		
1/6 Page	3" x 6"		

Above sizes allow for 1/8" bleed on all sides.

## 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 at (847) 405-4000 for specifications and directions for downloading ads.
- **Ad Materials:** High Resolution PDF-X1a files with fonts and images embedded, CMYK, 300 dpi. 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.
- **Agency Commission:** 15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.
- **Short Rates and Rebates:** Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than the rate they have been billed.
- **Cancellation Policy:** No cancellations accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.
- **Issue and Closing Dates:** Issues are published 12 times a year. See editorial calendar for closing dates.

Ship Materials, Insert Samples, Insertion Orders, etc. to:  
BNP Media, 155 N Pfingsten Road, Suite 205, Deerfield, IL 60015  
Attn: Carmel Adams, E: adamsc@bnpmedia.com, P: 847-405-4079

## BEVINDUSTRY.COM WEB RATES & SPECS

	1x	3x	6x	12x
Banner Ad	\$ 3000	\$ 2850	\$ 2500	\$ 2250
Tile Ad	2250	2000	1750	1500
Sponsor Button	2000	1750	1500	1250
Skyscraper Ad	3500	3250	3000	2750
Article Sponsorship Ad	2500	2250	2000	1750

## Website Specs

Web Specs:	Banner Ad	468 x 60 pixels
	Tile Ad	125 x 125 pixels
	Sponsor Button	120 x 60 pixels
	Skyscraper Ad	120 x 240 pixels
	Article Sponsorship Ad	300 x 250 pixels
File Size:	20K or less (JPG or GIF file); 30K or less (SWF file)	
Colors:	256 colors or less	
Resolution:	72 DPI	
File Formats:	JPG, GIF (static or animated)	
	SWF (Adobe Flash must include .FLA file)	
Animation within ad unit: 30 seconds maximum without being re-initiated by the user; 15 seconds max for total animation		

For additional website advertising options, as well as webinar, e-newsletter, video, podcast, and digital issue information, please contact your sales rep or visit the online media kit section at [www.bevindustry.com](http://www.bevindustry.com).

## Advertising Contacts

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BNP Media helps people succeed in business with superior information.