

NEW FOR 2010

- Expanded beverage R&D section to include ingredient spotlights
- Bigger & more detailed State of the Industry Report
- Enhanced webinar series
- Exciting new digital edition

Beverage Industry

Trends, technology & products shaping the marketplace



2010 INTEGRATED MEDIA PLANNER

The Ad Page Leader Reaching the Entire Global Beverage Marketplace With the Most Relevant Editorial Coverage.

Source: IMS through July 2008

Digital Opportunities!

- Ads
- Video
- Podcasts
- Webinars
- White Papers
- E-Newsletters
- Digital Issues
- Industry Directory



WWW.BEVINDUSTRY.COM

PRINT MEDIA

Your Most Complete Advertising Resource to Reach the Entire Beverage Market!

Beverage Industry positions your products and services in front of the top companies and decision-makers who drive innovation in all beverage segments. Through a comprehensive platform of print and digital communications, *Beverage Industry* can help you develop and execute a marketing strategy that connects with exactly the right people.

Beverage Industry delivers a valuable global audience of buyers to complement your marketing efforts in North America. With respected editorial coverage of power beverage brands to niche drinks, no other publication delivers the right customers like *Beverage Industry*.

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 each month to industry executives with buying power.**

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 beverage executives.**
- *BI* is the #1 advertising medium for beverage professionals.**
- *BI* reaches 34,001 beverage professionals monthly!***

* Source: IMS through July 2008

** Source: BNP Media Survey, Reader Preference Study, July 2008

*** Source: BPAWW Circulation Statement, June 2009

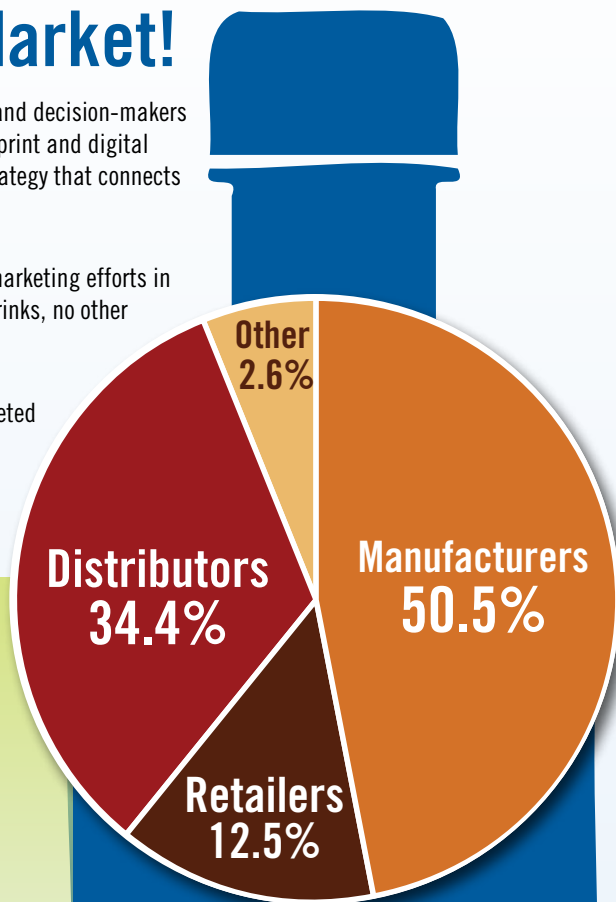
88%
of *BI* readers
took action
as a result of
advertising within
the publication.

88%
of *BI* readers
have purchase
influence power.

Average
Pass-Along
Readership:
3.0
Total Readership of
135,664
Per Issue

49%
of *BI* readers
spend between
30-59 minutes
reading the
issue each
month.

Source: AD Score *BI* Ad Readership Study, Feb 2009



Total Circulation:
34,001

Source: BPAWW Circulation Statement, June 2009

THE BEVERAGE MARKET

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

Carbonated Soft Drinks

Beer

Milk

Spirits

Fruit Juice/Juice Drinks

Wine

Bottled Water

Coffee

Tea

All Others

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

Source: Publisher's Own Data, 2009

Beverage Industry is vital. Your articles and ads are relevant. I use the information to plan and strategize for future opportunities...

Source: ADScore BI Ad Readership Study, February 2009

EDITORIAL LEADERSHIP

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.** Viewership of your ad benefits from this type of specialized editorial resource.

Beverage Industry Delivers Unique and Powerful Editorial Products Each Month

- **In-depth Corporate Profiles and Plant Features** that take subscribers inside the leading companies in the beverage industry.
- Extensive **New Products** coverage that keeps subscribers 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 segments, examining sales trends and new product introductions.
- **Channel Strategies**, a department that takes on issues and trends in beverage retailing.
- **Beverage R&D** articles cover the latest ingredient trends and expert formulation advice.
- **Trucks/Transportation** features help beverage companies keep their fleets running in tip-top shape and their drivers safe on the roads.
- **Warehouse/Distribution** articles 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 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: BNP Media Survey, BI Reader Preference Study, July 2008

[Beverage Industry] is one of the main sources of industry news... [to learn] what new products, flavors and ingredients are hitting the market...

Source: ADScore BI Ad Readership Study, February 2009

Who Talks to *Beverage Industry Magazine*?

THE TOP NAMES at 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

Why Do People Read *Beverage Industry*?

Because *Beverage Industry*...

“...is useful for finding products through advertisers.”

“...is a good source of new product and trend information.”

Source: ADScore BI Ad Readership Study, February 2009

January
Closes Dec. 11

February
Closes Jan. 11

March
Closes Feb. 10

April
Closes Mar. 10

May
Closes Apr. 9

June
Closes May 10

SPECIAL REPORT

BOTTLER OF THE YEAR

Annual Beer Report

Annual Soft Drink Report

TOP 100

Category Focus

- Top brands
- New products
- Category sales results

Juice & Juice Drinks

Protein Drinks



Sports Drinks

Tea & RTD Tea

Beverage R&D

Product Development Survey

Beauty Beverages
Hydrocolloids

Prebiotics & Probiotics

Superfruits

IFT Pre-Show Planner
Natural & Organic

Sweeteners

Ingredient Spotlight



Pomegranate

Mint

Vanilla

Whey Protein

Cranberry

Coffee

Packaging

Caps & Closures

Shrink & Stretch Labels

Case Packers & Wrappers

Packaging Design

Primary Packaging Material Trends

Secondary Packaging

Trucks/Transportation

Emissions

SmartWay Equipment

Cutting Fuel Costs

Safe Driving Through Work Zones

Benefits of Telematics

Hand Truck Safety

Channel Strategies

Vending

Category Management

Drug & Convenience Stores

On-Premise

Supermarkets

Warehouse/Distribution

Storage Systems

DSD Sales & Marketing Solutions

Carts & Hand Trucks

Route Optimization Solutions

Operations

Can Filling & Seaming

Processing Automation

Conveyor Systems - Manufacturing

Show Coverage

- Winter Fancy Food Show
- Food Safety & Security Summit Pre-Show

Natural Products Expo West

IFT Pre-Show Planner

NA 2010

Bonus Distribution

NIGHTCLUB & BAR SHOW, Mar 7-10, Las Vegas

FOOD SAFETY & SECURITY SUMMIT, APR 12-14, Washington DC

FMI, May 10-13, Las Vegas

IFT ANNUAL MEETING & FOOD EXPO, July 17-21, Chicago

Special Offers/Supplements

RESEARCH
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 Bevindustry.com for One Month

RESEARCH
Free Ad Readership Study with 1/2 Page or Larger Paid Ad in this Issue

Lead ADvantage - FREE Qualified Sales Leads



Free White Paper with Link for Three (3) Months Hosted on Bevindustry.com with 1/2 Page or Larger Paid Ad in this Issue

Free 1/6 Page IFT Profile with 1/2 Page or Larger Paid Ad in this Issue

INTERBEV & NACS
ON FLOOR ISSUES

PACK EXPO
ON FLOOR ISSUE

July Closes June 11	August Closes July 9	Bonus Issue Closes July 9	September Closes Aug. 10	October Closes Sept. 10	November Closes Oct. 11	December Closes Nov. 10
State of the Industry Part I: Liquid Refreshment Beverages	State of the Industry Part II: Beer, Wine & Spirits	Beverage Industry	WHOLESALE OF THE YEAR		CONTRACT PACKAGING	
Functional Ingredients - Weight Management	Energy Drinks & Energy Shots	 <p>2010 ANNUAL MANUAL</p> <p>THE INDUSTRY'S ONLY PRINT & ONLINE REFERENCE GUIDE</p> <ul style="list-style-type: none"> • Contract Packaging Guide • Standard 8" x 10.75" Issue • FREE Corporate Profile Page with full-page ad in this issue 	Private Label Beverages	Bottled Water & Enhanced Water	Dairy Drinks & Dairy Alternatives	Coffee & RTD Coffee
Omega-3	Functional Ingredients - Heart Health		Flavor Trends	Performance Beverages	Color Concepts	Fortification
Inspection Equipment	Citrus		Acai	Fiber	Chocolate	Tea
Railroad Crossing Safety	Labeling Equipment		Coding Technology	Recycling Solutions	Labeling Materials	Best Packages of 2010
Foodservice	Back to School		Tire Maintenance	Routing Software	2011 Trucks	Winter Driving
	Special Usage Occasions			Natural Foods NEW		Mass Merchandisers
	Automatic Guided Vehicles		Forklifts NEW	New Warehouse Technology		Automated Storage & Retrieval Systems NEW
Palletizers & Depalletizers	Conveyor Systems- Warehouse/ Distribution		Plastic Bottle Manufacturing	Robotics NEW	Filler Technology	Lab Testing Showcase NEW
	Summer Fancy Food Show		IFT Post-Show Report	Pack Expo Pre-Show Planner	Natural Products Expo East	
			INTERBEV, Sept 22- 24, Orlando NACS SHOW, Oct 3-5, Atlanta NBWA CONVENTION, Oct 3-6, Chicago	PACK EXPO INTERNATIONAL, Oct 31-Nov 3, Chicago	NAMA Post-Show Report	
State of the Industry Report — Category Sponsorships Available	Lead ADvantage - FREE Qualified Sales Leads FREE SALES LEADS		New Product Development Webinar & Supplement		Lead ADvantage - FREE Qualified Sales Leads FREE SALES LEADS	
	State of the Industry Report — Category Sponsorships Available		WEBINAR SPONSORSHIPS AVAILABLE			

Interbev 2010 INTERBEV 2010 PRE-SHOW & ON-FLOOR ISSUE — EXCLUSIVE MARKETING PROGRAMS AVAILABLE

DIGITAL MEDIA

The b2b advertising world is changing. Digital media solutions are a necessary component to any advertising program. Surrounding your buyers with your message in print, online, in email and via social networks is a smart and strategic move toward success.

Beverage Industry offers a full range of integrated media solutions from brand-building advertising to direct response e-media programs. Our editorial, sales and e-media teams offer expertise and experience that will help you develop custom programs to reach your marketing goals, enhance new product initiatives and ensure results.

Visit www.bevindustry.com for an expanded online digital media guide with additional information about our print and electronic media services.



50% of *BI* readers surveyed said they visited an advertiser's website as a result of seeing an ad in *Beverage Industry*.

Source: AD Score *BI*/Ad Readership Study, Feb. 2009

WWW.BEVINDUSTRY.COM

At www.bevindustry.com, you can easily direct your customers to a variety of industry services and information vital to their business. In an easy-to-use, searchable format, you'll find information on industry trends, new products and category reviews. Website opportunities include banner ads, linked sponsorships, video, podcasts, microsites and more.



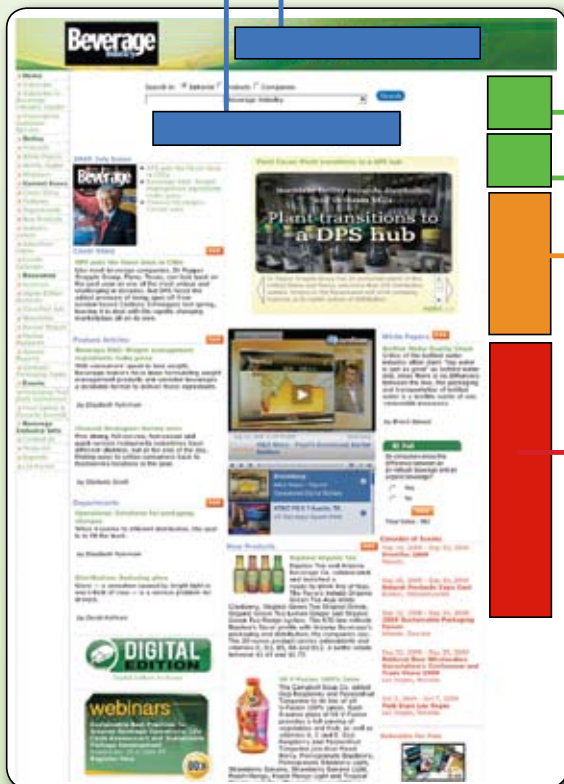
Plus, *Beverage Industry* is proud to be one of the first publications in the food industry to partner with BPA to give you website analytics that filter out and ignore "non-human" traffic. **No other industry publication can offer independently audited web statistics that deliver such an accurate analysis of page views to our web page and your ads.**

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

Source: BNP Media Survey, *BI* Reader Preference Study, July 2008

TOP BANNER

Ad Size: 468 x 60 pixels



TILE AD

Ad Size: 125 x 125 pixels

VERTICAL BANNER

Ad Size: 120 x 240 pixels

SKYSCRAPER

Ad Size: 120 x 600 pixels

Webinars

In 2008, BNP Media Events produced over 90 Webinars that generate an average of 400 leads per event.* Our staff experts will take care of all the promotion, registration and Webinar management. As a sponsor you'll receive these benefits:

- Registration list providing high quality sales prospects includes: names, companies, phone numbers and email addresses
- Extended ad dollars with on-demand viewing
- Brand building and unmatched exposure
- No travel costs associated with sales calls

Contact your sales rep to learn how to schedule your customized Webinar program.

*Source: Publisher's Own Data

Digital Edition Sponsorships



Sponsor a digital edition or we'll create a customized digital magazine for you. Digital issues are interactive, with links to your website and email address. Link to streaming audio or video presentations of your products and services.

Industry Directories

Annual Manual, August 2010

Close: July 10, 2010

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 online options like video, keyword searches and even Request For Proposal (R.F.P.) sales leads.



Social Media

As a trusted source of industry news, trends and data, *Beverage Industry* plans to contribute to the conversations occurring among professionals within social networks. One of our missions has always been to bring buyers and sellers together, and we believe that these new technologies are effective tools for cultivating new business partners.



Specifically with Twitter, our editors will share news and product and trend insights based on the reporting they do every day for *Beverage Industry* magazine, www.bevindustry.com and *Beverage Industry Insider* newsletter.



Using LinkedIn, we will connect with industry professionals who make a difference every day in our industry. By fostering new relationships on LinkedIn, we hope to bring our readers new and varied perspectives and expertise from all aspects of the beverage industry.



Though Facebook is used to a lesser degree for business purposes, we are committed to maintaining a presence within that network to share useful information.

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 marketing reach:

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



Personalized Media Solutions

Is your organization thinking about starting its own magazine, website, or e-Newsletter? How about creating a video, coffee table book or webinar? Let us do all the work for you, from start to finish. Our Custom Media Division combines our media staff experts with *Beverage Industry's* readership. The end result is an engaging, powerful media package delivered to your target market.

Contact: Steve Beyer

P: +1 (630) 699-7625 | E: beyers@bnpmedia.com
WEB: <http://custommedia.bnpmedia.com>

MAKING THE COMPLEX CLEAR

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. Through use of brand assessment and management, customer satisfaction, marketing effectiveness, product market positioning and price optimization tools, we help your business grow and succeed in today's marketplace.



For more information contact:
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www.clearseasresearch.com



Delivered weekly to 13,500+ beverage market executives!



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, vertical or skyscraper ad, or link to supplier White Papers and video. Consider a custom e-newsletter with unique content targeted to your customer base.

*Source: ExactTarget

2010 Food Safety Summit

The 2010 Food Safety Summit, the largest and most established food safety and security exposition in North America, takes place April 12-14, 2010 at the Washington DC Convention Center. Visit www.foodsafetysummit.com for more information about exhibiting or attending.



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 (vert)	3990	3560	3260	2820	2530	2260
1/2 Page (horiz)	3990	3560	3260	2820	2530	2260
1/3 Page (vert)	3020	2730	2480	2140	1860	1620
1/3 Page (square)	3020	2730	2480	2140	1860	1620
1/4 Page (square)	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"
Printing	Body forms and covers heat-set web offset.
Binding	Saddle-stitched. Jogs to head.

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.

Advertising Space Sizes

NON-BLEED	INCHES (width x depth)	NON-BLEED	INCHES (width x depth)
Full Page	9" x 11-3/4"	1/3 Page (vert.)	3" x 11-3/4"
2/3 Page	6" x 11-3/4"	1/3 Page (square)	6" x 6"
1/2 Page (vert.)	4-1/2" x 11-3/4"	1/4 Page (square)	4-1/2" x 6"
1/2 Page (horiz.)	9" x 6"		
Junior Page	3" x 11-3/4"		

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

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

Website Rates

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

Website Specs

Top Banner Ad	468 x 60 pixels	Vertical Ad	120 x 240 pixels
Tile Ad	125 x 125 pixels	Article Sponsorship	300 x 250 pixels
Sponsor Button	120 x 60 pixels	Skyscraper Ad	120 x 600 pixels

File Size:	20K or less (JPG or GIF file); 130K or less (SWF file)	Resolution:	72 DPI
Colors:	256 colors or less	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-newsletters, video, podcast, and digital issue information, please contact your sales rep or visit the online media kit section at www.bevindustry.com.

Production Information

- **Digital File Submission:** All materials submitted electronically are subject to review by the production department. Macintosh format is preferred.
- **Preferred File Formats:** InDesign, Photoshop and Illustrator files accepted. High res PDF-X1a files with fonts and images embedded, CMYK, 300 DPI. Advertisers must provide a go-by for identification purposes.
- **FTP Login Information:** Go to <http://dfupload.bnpmmedia.com> and choose *Beverage Industry* from the drop down menu and follow on-screen instructions.
- **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.

Advertising Contacts

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