

New for 2011: Redesigned eNewsletter | Exciting New Digital Edition | Special Report: Global Beverage Trends



Beverage[®]

Trends, technology & products shaping the marketplace

Industry

2011 MEDIA KIT

print | online | digital

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

www.BEVINDUSTRY.com

Your Most Complete Advertising Resource for Reaching 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, online 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.



Beverage Industry is the #1 Brand for Your Advertising Investment

- 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 U.S. 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 in print monthly!***

* Source: Publisher's Own Data, 2009-2010

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

*** Source: December 2010 BPAWW Circulation Statement, Analyzed Issue



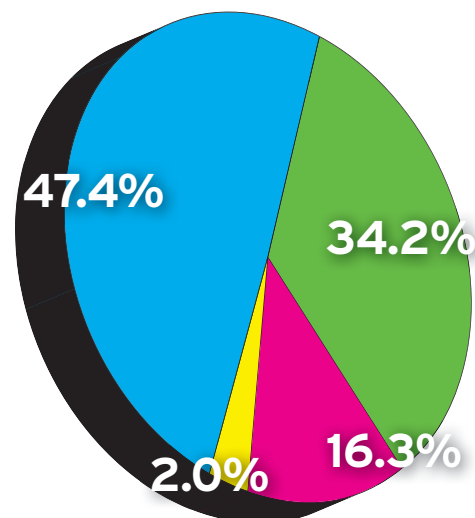
Beverage Industry Reaches Key Decision-Makers

Beverage Industry readers are responsible for purchasing billions of dollars worth of beverage products and services*. They are forward-thinking executives who use *Beverage Industry* to make informed business decisions, and they have the budgetary authority to support those decisions.

TOTAL PRINT CIRCULATION: 34,001[^]



[^] Source: BPAWW Circulation Statement, December 2010
 + Includes Distributors, Warehouses, Wholesalers and Brokers



READERS TAKE ACTION

➤ 88% of BI readers **TAKE ACTION** as a result of advertising in the publication.*

TOTAL MONTHLY READERSHIP

➤ BI reaches **136,008 READERS** every month.*

PURCHASING INFLUENCE

➤ 88% of BI readers **HAVE PURCHASING INFLUENCE**.*

TIME SPENT READING

➤ 66% of BI readers spend **30 MINUTES OR MORE** reading the issue every month.*

* Source: ADScore BI Ad Readership Study, February 2009

The Beverage Market Generates \$190 Billion**

CARBONATED SOFT DRINKS | BEER | MILK | SPIRITS | FRUIT JUICE

JUICE DRINKS | WINE | BOTTLED WATER | COFFEE | TEA

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

** Source: In wholesale \$ billions
 Source: Publisher's Own Data, 2010



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.

Delivering Powerful & Unique Editorial Every Month...

CORPORATE PROFILES & PLANT FEATURES | Taking subscribers inside the leading companies in the beverage industry.

NEW PRODUCTS | Extensive new product coverage that keeps subscribers up-to-date on the latest beverage offerings in all categories.

PACKAGING | 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 | Covering the latest ingredient trends and expert formulation advice.

TRUCKS/TRANSPORTATION | Helping 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.

OPERATIONS | A look at the latest operations technology that features solutions for processing, bottling and palletizing.

“ [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

THE EDITORIAL TEAM



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Who Reads *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

Your most valued customers that are interested in news and information concerning:

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



Beverage executives agree that *Beverage Industry* is the...

BEST-READ beverage magazine

MOST USEFUL magazine for
beverage product developers

BEST-READ publication for
beverage packaging decision-makers

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

“ *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

	January Closes Dec. 11	February Closes Jan. 11	March Closes Feb. 10	April Closes Mar. 10	May Closes Apr. 8	June Closes May 10
SPECIAL REPORT	BOTTLER OF THE YEAR	HEALTH & WELLNESS 	Annual Beer Report 	Annual Soft Drink Report 	GLOBAL BEVERAGE TRENDS 	TOP 100
Category Focus - Top brands - New products - Category sales results	Juice & Juice Drinks	Protein Drinks	Kids Drinks 	Wine & Spirits	Sports Drinks	Tea & RTD Tea
Beverage R&D	Product Development Survey	Cognitive Health Hydrocolloids 	Digestive Health 	IFT Pre-Show Planner Natural & Organic	Bone Health 	Sweeteners
Ingredient Spotlight	Blueberry 	Vegetable Juices 	Herbs & Botanicals 	Whey Protein	Coconut 	Coffee
Packaging	Caps & Closures	Shrink & Stretch Labels	Case Packers & Wrappers	Packaging Design	Primary Packaging Material Trends	Secondary Packaging
Trucks/Transportation	Green Maintenance Shops	Counterfeit Parts	New Braking Regulations	Preventive Maintenance	Mid-American Truck Show Roundup	Workplace Heat Safety
Channel Strategies	Vending	Category Management	Drug & Convenience Stores	On-Premise		Supermarkets
Warehouse/Distribution		Storage Systems		DSD Supply Chain Software	Carts & Hand Trucks	Telematics 
Operations	Can Filling & Seaming		Processing Automation		Conveyor Systems	
Show Coverage			Winter Fancy Food Show Food Safety & Security Summit Pre-Show	Natural Products Expo West	Promat	NAMA OneShow
Bonus Distribution		NIGHTCLUB & BAR SHOW Mar 7-9, Las Vegas	FOOD SAFETY & SECURITY SUMMIT Apr 19-21, Washington DC		IFT ANNUAL MEETING & FOOD EXPO Jun 11-15, New Orleans	
Special Offers/Supplements	 Product Development Survey Available Buy One Full Page Ad & Get One of the Following FREE: - Full Page Ad - Full Page Advertorial - Banner Ad for 1 month	 Free Ad Readership Study 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	Free White Paper with Link for Three (3) Months Hosted on Bevindustry.com with 1/2 Page or Larger Paid Ad in this Issue	

2011 EDITORIAL CALENDAR

July Closes June 10	August Closes July 8	BONUS ISSUE Closes July 9	September Closes Aug. 10	October Closes Sept. 9	November Closes Oct. 10	December Closes Nov. 10
State of the Industry <small>CATEGORY SPONSORSHIPS AVAILABLE</small>	SUSTAINABILITY	 <p>2011 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 	WHOLESALE OF THE YEAR	GENERATIONAL MARKETING NEW	CONTRACT PACKAGING	
Drink Mixes NEW	Energy Drinks & Energy Shots		Private Label Beverages	Bottled Water & Enhanced Water	Dairy Drinks & Dairy Alternatives	Coffee & RTD Coffee
Weight Management	Heart Health Low Sodium NEW		Flavor Trends Masking NEW	Performance Beverages	Color Concepts	Fortification: Vitamins & Minerals NEW
Omega-3	Citrus		Aloe NEW	Fiber	Cherry NEW	Tea
Inspection Equipment	Labeling Equipment		Coding Technology	Recycling Solutions	Labeling Materials	Best Packages of 2010
Technology & Maintenance Council SuperTech Coverage	Engine Oil Usage		Vehicle Disposal	Daylight Savings Time Safety Tips	2012 Trucks	Loss Prevention
Foodservice			Schools NEW	Natural Foods		Mass Merchandisers
Recycling Centers NEW Facility Planners	Automatic Guided Vehicles		Forklifts	New Warehouse Technology		Automated Storage & Retrieval Systems
Palletizers & Depalletizers			Plastic Bottle Manufacturing	Robotics	Filler Technology	Lab Testing Showcase
IFT Post-Show Report	Pack Expo Pre-Show Planner Summer Fancy Food Show				Natural Products Expo East	
<small>CATEGORY SPONSORSHIPS AVAILABLE</small>			PACK EXPO Sept. 26-28, Las Vegas NACS SHOW Oct 1-4, Chicago NBWA CONVENTION Oct 16-19, Las Vegas	AMERICAS FOOD & BEVERAGE SHOW Nov 14-15, Miami		
State of the Industry Report — Category Sponsorships Available			<small>WEBINAR SPONSORSHIPS AVAILABLE</small> New Product Development Webinar & Supplement			

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, and through 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.

www.BEVINDUSTRY.com

Offering More Ways for you to Connect with Customers & Prospects Online

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.

BPA Audited Web Traffic

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.



Online Features:

- » Breaking News
- » Cover Story & Feature Articles
- » Archived Articles
- » New Products
- » Videos from Manufacturers
- » Webinars
- » Fully Searchable Buyers Guide
- » Social Networking
- » And Much More!

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

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

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

Source: ADScore BI Ad Readership Study, February 2009

eNewsletters

Beverage Industry INSIDER

Beverage Industry's weekly eNewsletter, *Beverage Industry Insider*, provides complete market coverage from industry headlines, new products, packaging innovations, company profiles, research & development, distribution and marketing.

eNewsletter ads can generate sales leads, promote new products or drive traffic to your website. Place a banner, tile, vertical or skyscraper ad, or link to supplier White Papers and video.

Custom eNewsletters

Become a news leader for the industry by developing your own eNewsletter. Stay in touch with your past, present and future customers, educate beverage executives with valuable content that is delivered on a consistent basis and show your products and/or services as solutions to industry problems. Contact your sales rep today for a quote!



Digital Edition

Build your brand and increase ROI with *Beverage Industry's* digital edition. Published every month, the *Beverage Industry* digital edition is an exact replica of the print issue, but with added digital interactivity. Every advertiser in the print issue is included in the digital issue — **FREE!**



View our Digital Edition Sample:
<http://digital.bnpmmedia.com/publication/?i=40419>

Every Digital Edition will be...

E-mailed to Digital Subscribers | When the latest digital edition is ready, an e-mail notification is sent to all digital subscribers linking them to the issue for immediate access.

Archived Online for One Year | All digital editions will be hosted on bevindustry.com for one year giving advertisers expanded coverage.

Fully Interactive with Live Links | Readers can immediately link to sales and marketing messages through the use of live links, videos and other forms of rich media.

Advertising Options include:

- » Sponsorship
- » Flash Animation
- » Belly Bands
- » Blow-in Card
- » Audio/Video
- » Index Tabs
- » *And Much More!*

**Digital Editions are Interactive,
 Engaging and a Great Way to
 Reach Customers.**

Webinars

Generate Leads While Educating Decision-Makers

You can't meet face-to-face with every decision-maker in the industry, but you can interact with each of them during a Webinar. You can build brand awareness, position your company as a technology leader and generate sales leads – just ask the experts at BNP Media to help you!

Grow Your Market | Increase your customer's and prospect's knowledge of your product benefits and applications.

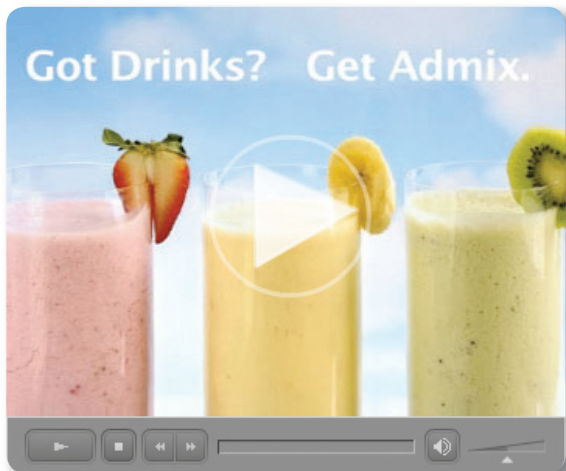
One-On-One Cost-Effective Sales | Communicate one-on-one to a highly qualified base for only a small fraction of the cost of trade shows and personal sales calls.

Pre-qualified Sales Leads | By simply registering for a Webinar, attendees have identified themselves as vested in learning about your product.

Measurable ROI | Tangible sales leads with full demographics and post-event surveys provide you with two powerful ROI metrics.



Webinar sponsorships are available. Please contact your sales rep for more information.



Video Advertising

Use the high engagement factor of video to attract customers like never before. Promote your brand, educate customers and drive traffic to your website with online video advertising.

Social Media

As a trusted source of industry news, trends and data, *Beverage Industry* contributes 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 the networks are effective tools for cultivating new business partners.

Twitter | Our editors share news headlines, new product launches and trend insights based on the reporting they do every day for *Beverage Industry* magazine, www.bevindustry.com and the weekly *Beverage Industry Insider* e-newsletter. www.twitter.com/BeverageInd

Facebook | *Beverage Industry's* Facebook page shares industry news and insights from magazine articles with the audience on the thriving social network website. www.facebook.com/BeverageIndustry

LinkedIn | Through *Beverage Industry's* Professional Group, we connect and converse 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.



Social media sponsorship opportunities available. Please contact your sales rep for more information.

Custom Publishing

Is your organization thinking about starting its own magazine, website, eNewsletter or white paper? How about creating an advertorial, blog, podcast or coffee break video program to engage your audience? Let us do all the work for you, from start to finish.

Our Custom Media Group combines our media staff experts with *Beverage Industry's* readership. The end result is an engaging media tool delivered to your target market. Let us partner with you to produce a powerful media package that showcases your message in the marketplace.

For more information on custom media, please contact Steve Pintarelli at 203.267.3388 or pintarellis@bnpmedia.com. You can also visit our website at <http://custommedia.bnpmedia.com>.



Virtual Events Online Networking and Lead Generation Tool

Virtual events are gatherings of people sharing a common environment on the web to create an interactive experience. According to the American Business Media and Forrester Research, 75% of business decision-makers said they attended 3+ web-based events during the past 12 months. Don't miss your opportunity to generate leads. Contact your sales rep to learn more about virtual event opportunities.

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

Clear Seas Research Making the Complex Clear.

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

To learn more about how Clear Seas Research can help you maximize your marketing ROI, please contact:

Beth Surowiec
248.786.1625
surowiecb@bnpmedia.com
www.clearseasresearch.com



Beverage Industry can put you in touch with the audiences you seek for your targeted marketing programs.

Classified Advertising

Advertise your equipment for sale, contract packaging services, career and business opportunities, and auctions to 34,000* subscribers who receive the magazine. We will work with you to put together an effective program to fit your needs. Please contact **Catherine Wynn at 847.405.4010 or wynnc@bnpmedia.com**.

List Rental

BNP Media's postal, telemarketing, and e-mail mailing lists offer quality data that will produce responsive sales leads. With over 21 segmented databases and 56 subscriber files, you can reach top decision-makers in high-growth, key business markets that are connected to your industry. To take advantage of these exceptional revenue-generating lists, please contact **Rob Liska at 800.223.2194 x: 726 or robertliska@eraepd.com**.

Editorial Reprints

Use articles from *Beverage Industry* to complement your sales, promotion or educational programs. Use them as trade show handouts, direct mail to customers and sales training aids. Reprints are available in 4-color or black-and-white in quantities of 500 or more. Contact **Jill DeVries at 248.244.1726 or devriesj@bnpmedia.com**.

*Source: BPAWW Circulation Statement, June 2010

PRINT RATES

Ad Size	Dimensions	1x	3x	6x	12x	18x	24x
Full Page	9" x 11-3/4"	\$6,610	\$6,040	\$5,600	\$5,040	\$4,760	\$4,460
2/3 Page	6" x 11-3/4"	5,020	4,410	4,120	3,660	3,350	3,040
Junior Page	7" x 10"	6,190	5,620	5,040	4,610	4,330	4,060
1/2 Page (vertical)	4-1/2" x 11-3/4"	4,110	3,670	3,360	2,900	2,610	2,330
1/2 Page (horiz)	9" x 6"	4,110	3,670	3,360	2,900	2,610	2,330
1/3 Page (vert)	3" x 11-3/4"	3,110	2,810	2,550	2,200	1,920	1,670
1/3 Page (square)	6" x 6"	3,110	2,810	2,550	2,200	1,920	1,670
1/4 Page (square)	4-1/2" x 6"	2,240	2,060	1,840	1,520	1,370	1,260
Cover 2			9,150	8,510	7,960		
Cover 3			8,830	8,330	7,800		
Cover 4			9,320	8,670	8,130		

CLASSIFIED RATES

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

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

eMEDIA

	Ad Specs
Tile Ad	125 x 125 pixels
Vertical Ad	120 x 240 pixels
Horizontal Ad	468 x 60 pixels
Skyscraper Ad	120 x 600 pixels
Article Sponsorship Ad	300 x 250 pixels
Sponsor Button	120 x 60 pixels
Videos	275 x 250 pixels
Page Peel Ad	150 x 150 pixels (expands to 600 x 600)

WEB SPECS

File Size: 20K or less (JPG or GIF file);
130K 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 information on website advertising opportunities, including ad rates, please contact your sales representative.



Helping People Succeed in Business
with Superior Information.

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SHIPPING INSTRUCTIONS

Ship materials, insert samples,
insertion orders, etc. to:

Courtney Warnimont

BNP Media
155 N. Pfingsten Rd., Suite 205
Deerfield, IL 60015
warnimontc@bnppmedia.com
Ph: 847.405.4032

FTP Login: <http://upload.bnppmedia.com>

Color Rates (4 or 3 Color)

Per Page: \$2,150
Per Spread: \$3,580
Per 1/2 Page: \$1,410

Special Color Rates

Per Page: \$1,600
Per Spread: \$2,820
Per 1/2 Page: \$1,210

Insert Rates

Contact Publisher for more information.

Bleeds

No extra charge for bleed.
Specifications for bleed:
Full Page: 10-1/4" x 13-1/4"
Spread: 20-1/4" x 13-1/4"
1/2 Page (horiz): 10-1/4" x 6-5/8"
1/2 Page (vert): 4-1/2" x 11-3/4"

Mechanical Information

Trim Size: 10" x 13"
Printing: Body forms and covers heat-set web offset.
Binding: Saddle-stitched. Jogs to head.

Issue & Closing Dates

Issues are published 12x a year. See editorial calendar for closing dates.

Terms & Conditions

» **Payment & Terms:** Invoices are payable in U.S. Funds only, Net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

» **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.