

drinks

DIGITAL MEDIA KIT 2019/20



AUSTRALIA'S HIGHEST CIRCULATING DRINKS INDUSTRY PUBLICATION
WITH THE INDUSTRY'S MOST EXCITING DIGITAL OFFER

drinkstrade.com.au

29,276

Unique Visitors
per month/year

drinksguide.com.au

18,000+

Products Online

Drinks Trade EDM

10,500

Weekly Subscribers



YOUR ONE-STOP DESTINATION FOR DRINKS INDUSTRY NEWS & PRODUCT INFORMATION

The new-look Drinks Trade website, www.drinkstrade.com.au, is the most searchable and informative drinks source in the country.

It offers daily news, plus access to the digital edition of Drinks Trade magazine and the Drinks Guide website, the industry's largest database of drinks products.

Drinks Trade magazine is Australia's highest circulating and most respected drinks industry publication, while the Drinks Guide website offers more than 18,000 products, searchable by category, region, format and supplier.

And it's all run by, and for, the industry – your news, your views.

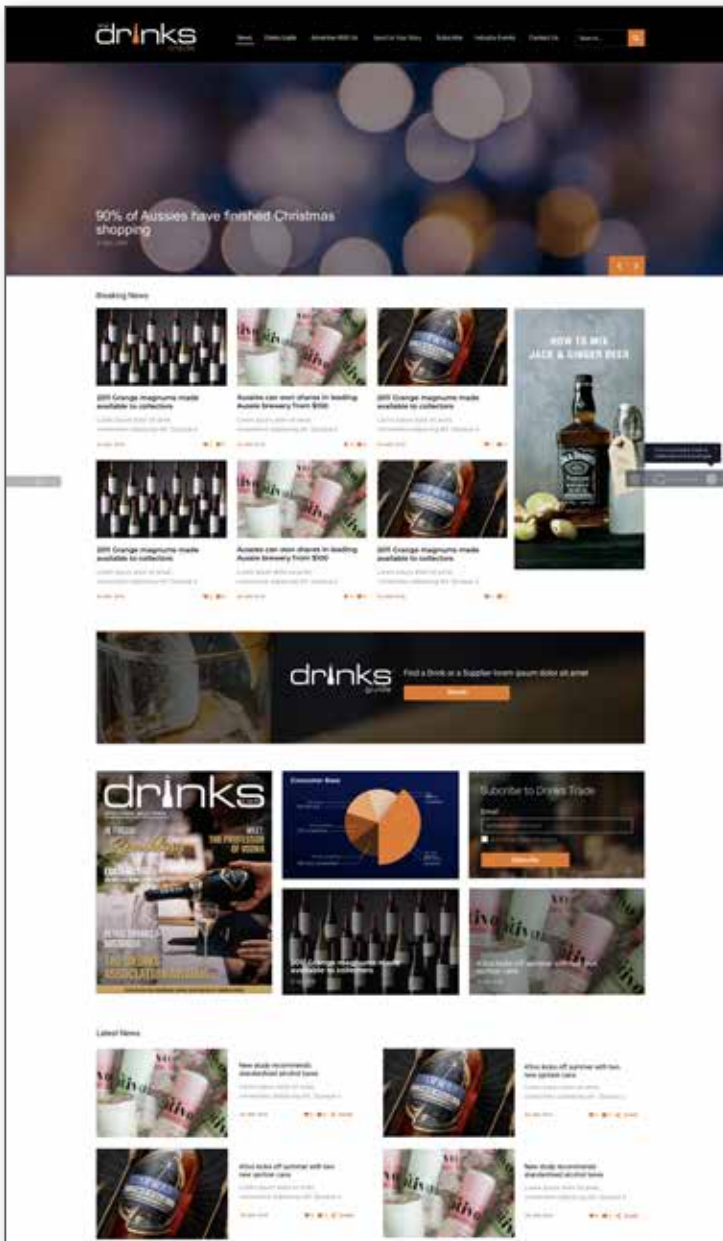
WWW.DRINKSTRADE.COM.AU

PARTNERED WITH

WWW.DRINKSGUIDE.COM.AU

EQUALS

**AUSTRALIA'S
MOST
INFORMATIVE
AND
SEARCHABLE
DRINKS SITE**



GET TO KNOW OUR READERS*

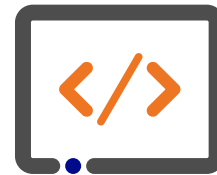


29,276

Individuals

(Unique Users per month/year)

180% increase in readership in 2018



35,374

Web sessions.

Readers return 1.2 times on average.



47,370

Page views.

Readers visit 1.34 pages each.

Very high stick rate.

KEY POINTS OF DIFFERENCE:

- Industry owned and not-for-profit
- For benefit of industry: Your News, Your Views
- Unique access to industry – unrivalled insight
- Partnered with Australia's highest circulating and industry leading Drinks Trade publication
- Australia's largest database of drinks industry products

EDM NEWSLETTER



10,500

Weekly TRADE email subscribers



29%

open rate*

EXCLUSIVE EDM (SOLUS)

Bannered "Drinks Trade"

Tell your story - in your own words - exclusively

Drive product offers

Launch innovation - NPD

Support a brand campaign

29% Open rate

40% Click through rate

Sent to 10,500 Drinks Trade subscribers.

Perfect for new vintages, NPD and brand extensions.

COST \$2,800

DRINKS TRADE - NATIVE CONTENT

Tell the industry all about your brand / offer using the native content option. Your content will be included in the weekly eDM AND be hosted on drinkstrade.com.au.

Use story-telling, video and imagery to bring your brand to life.

COST \$950

LAUNCH MEDIA PACK

Launch a brand, innovation, a new vintage or a campaign using these key opportunities, and save.

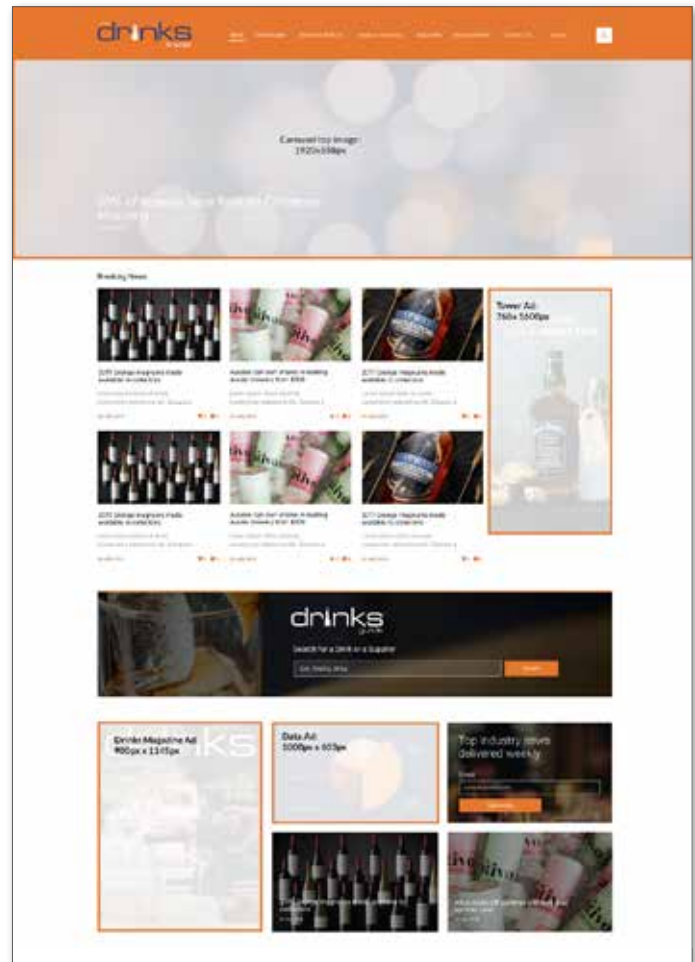
1. Solus eDM to 10,500 verified Drinks Trade subscribers
2. Native content on website and the weekly newsletter
3. Carousel Ad - link to content
4. Tower Ad on site
5. Social Media boost

COST \$5,200

SPECIFICATIONS

DRINKSTRADE.COM.AU

Carousel top image:	1920px x 558px
MREC:	900px x 1145px
Block Ad:	1000px x 603px
Drinks Guide link takeover:	1400px x 308px
Native content - supplied:	1042px x 512px
Tower Ad:	768px x 1600px



RATES

EDM - DRINKS TRADE

10,500 trade subscribers

SOLUS (EXCLUSIVE)	\$2,800 EX GST
NATIVE CONTENT - EDM AND WEBSITE	\$950 EX GST

DRINKSTRADE.COM.AU

29,276 Unique Visitors per month/year

CAROUSEL MAIN AD	\$3,000 EX GST
MREC	\$1,000 EX GST
BLOCK AD	\$750 EX GST
DRINKS GUIDE LINK TAKEOVER	\$1,200 GST
NATIVE CONTENT - SUPPLIED WEBSITE ONLY	\$550 EX GST
TOWER AD	\$1,000 EX GST
VIDEO exclusive	\$1,200 EX GST