



JUST DRINKS MAGAZINE

# Media Pack

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2022

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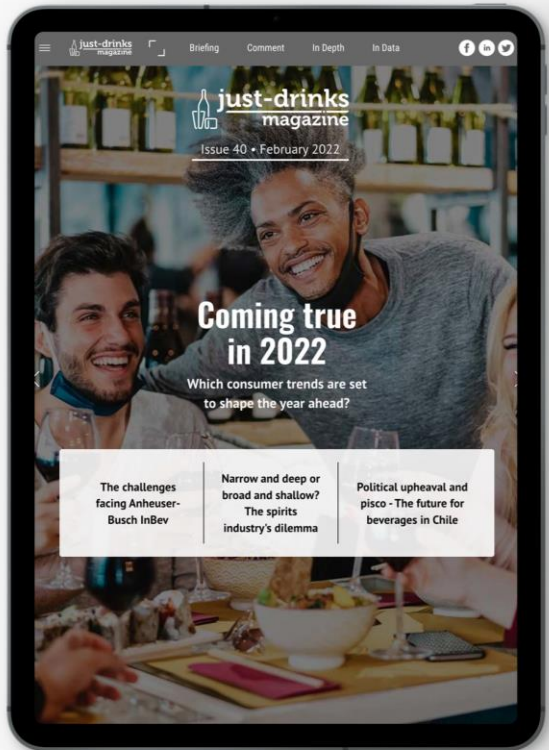
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# The magazine

01





# The magazine

The Just Drinks Magazine focuses on the key developments in the beverage industry and has been designed to provide an enjoyable reading experience whatever your device.

**At Just Drinks Magazine we supply our readers from the beverage industry with all the latest business news and insights from around the world**

- We are dedicated to providing unique editorial content that reacts to the ever-changing industry landscape.
- Our coverage is informed by the needs of our audience whilst covering global trends and themes central to our clients' business growth.
- With access to multiple intelligence centres and millions of data points from GlobalData, we get ahead of trends before any other provider.
- Content is fully optimised through SEO to drive engagement and unlock new audiences.



#### INTERVIEW - SPIRITS

## “I joined Stoli Group to do Mission: Impossible!” - Just Drinks speaks to CEO Damian McKinney

◀ **Damian McKinney's** relationship with the drinks industry dates back over 20 years and includes seven years in an advisory capacity for Diageo. Just over a year ago, he assumed the helm at Stolichnaya (now rebranded as Stoli) vodka brand owner Stoli Group. ▶

**When did your career in drinks start?**





Considered as the go-to source for multinational drinks brand owners.”



Building on years of experience, our digital magazines have been at the forefront of digital change and have constantly evolved with the needs of our readers

# Tech-driven publishing

## The latest technology

Over the last decade, our digital magazines have evolved with the latest technological advancements to future-proof the value for our clients

## Balancing tradition

We offer a unique blend of traditional advertising with data-driven marketing to drive engagement

## Integration

Our digital magazine and content now sit seamlessly within our websites, harnessing the power of our existing network traffic and SEO rankings

## Power of data

With access to millions of data points from GlobalData's intelligence centres, we have access to more data than ever before, informing our data-driven content and enhancing our audience targeting

## Flexibility

Using new technology, we can now combine our magazine advertising with other types of advertiser content such as: webinars, video interviews and thought leadership

# Enhanced distribution

## EXTENDED NETWORK

1

### TRADE SHOWS AND EVENTS

We have grown our network in building official partnerships with leading trade shows, events and associations. Through our enhanced partner network we reach over 110,000 professionals throughout the year.

2

### IN-HOUSE EVENTS

Through our in-house industry events, we have an established network of industry readers, dedicated to building relationships, creating content and continually providing feedback on our products.

3

### GLOBALDATA

As part of GlobalData, one of the major data houses globally, we have distinguished relationships with key players within the industry enabling us to extend our distribution channels and reach more readers than ever before.



# Owned network

## Targeted database

Sent directly to the inboxes of over 33,000 beverage industry professionals including direct subscribers as well as our industry specific database across GlobalData's wider product portfolio.

## Owned network

- Regular articles on the website push readers to the magazine
- Promoted on our sister site just-drinks - a leading website in the industry with a global audience of 99,000 users per month



**33,000**

beverage  
professionals

**99,000**

unique users  
a month



# Worldwide reach

We can help you communicate directly with the global beverage industry: Our loyal readership is made up of executives, senior managers and buyers from across the globe.

A SELECTION OF SOME OF OUR READERS



HOGGETT  
BOWERS

**MAXUS**



**fiserv.**

**TATE & LYLE**



## NEW OPPORTUNITIES

Align your brand  
with key topics  
within the industry  
to demonstrate  
leadership and  
innovation



Our sponsorship and advertising options extend beyond the world of traditional adverts



You can now position your brand as industry leader within a specific topic or theme



We have multiple content options and formats available to allow you to receive brand recognition and tell your story in a way that works for you

# Sponsorship

02



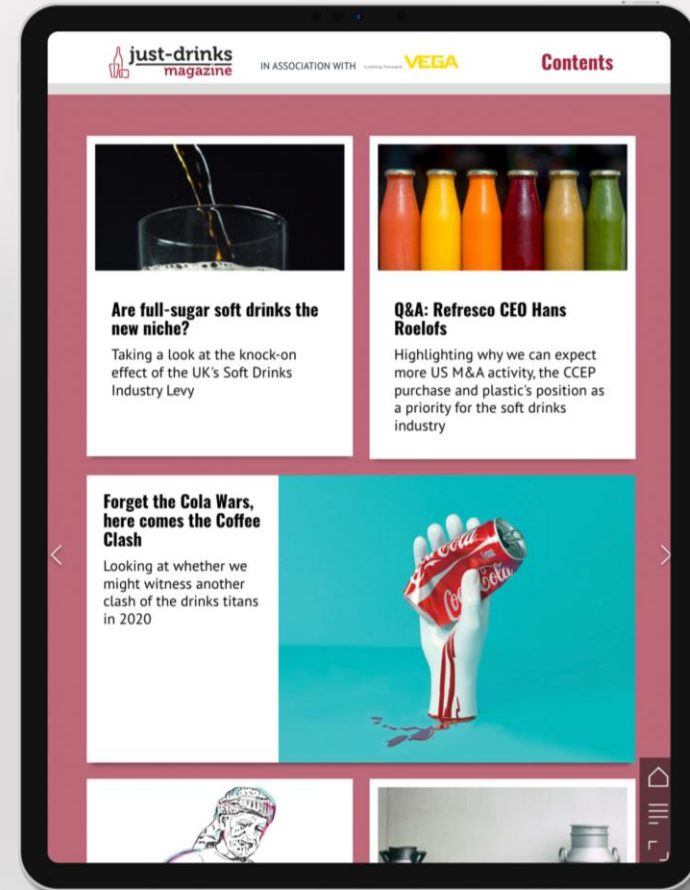


# Sponsorship

Our full issue sponsorship positions your company throughout our digital magazine using interactive adverts, content and branding.

## FULL ISSUE SPONSORSHIP INCLUDES

- Front cover wrap around
- Logo on front cover, contents page and mailers
- Interactive lead page or company insight



Showcase: left: Company Insight; right: Issue Sponsor

# Editorial calendar 2022

03



# Editorial calendar 2022

Sponsorship  
options



Edition	Theme	Lead article	Data article	Intent articles
Feb	COVID-19, Environment, Social, Governance, IoT	How are consumption trends bouncing back, post-COVID? “Revenge conviviality” or “watch the pennies”?	Consumer surveys in key markets looking at what – and where – drinks are being drunk	Craft beer vs big beer trends, global alcohol trends, changing wine sources
May	Environment, Social, Governance, COVID-19	How are drinks brand owners shaping up against their environmental commitments? Also, a consideration of recent ESG moves in the global drinks industry	ESG-related recruitment patterns in the global drinks industry	New product development in alcohol, ready-to-drink trends, sugar taxes worldwide.



# Advertising

04



# Adverts

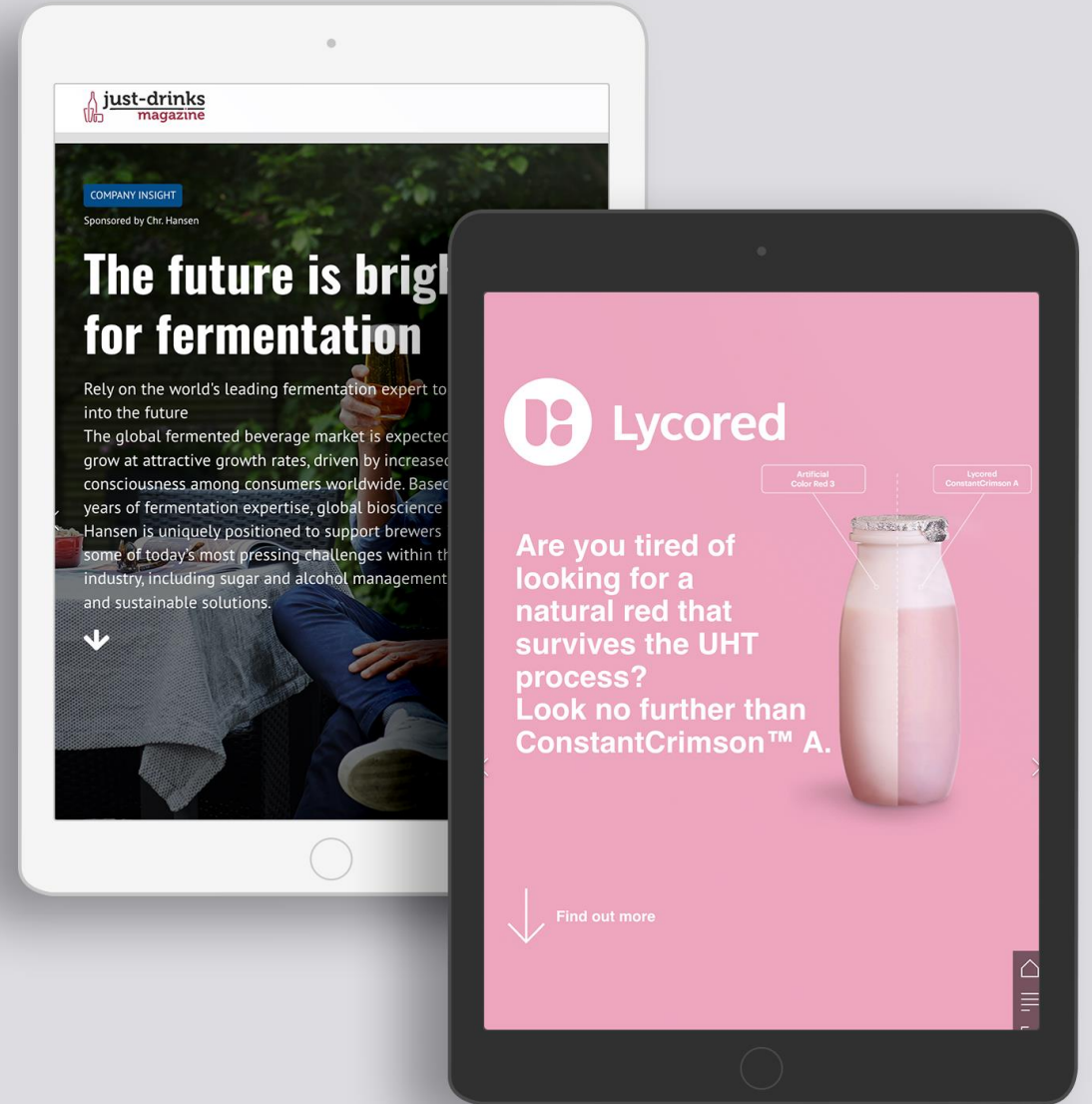
## Company insight

Our Company Insight option allows you to present a full article beautifully designed in a template that fits with the editorial content of the magazine

## Interactive lead page

Full-page advert with interactive elements and optional video content, linked to your website

*Left: Company insight  
Right: Interactive lead page*



# Display advertising

As well as sponsoring leading content and articles, you can now benefit from enhanced engagement with our display advertising.

We can run online adverts linked to your sponsorship across our network, reaching a wider audience and driving them to your content. Display ads can be targeted to highly engaged audience segments using our powerful AI-driven marketing technology.

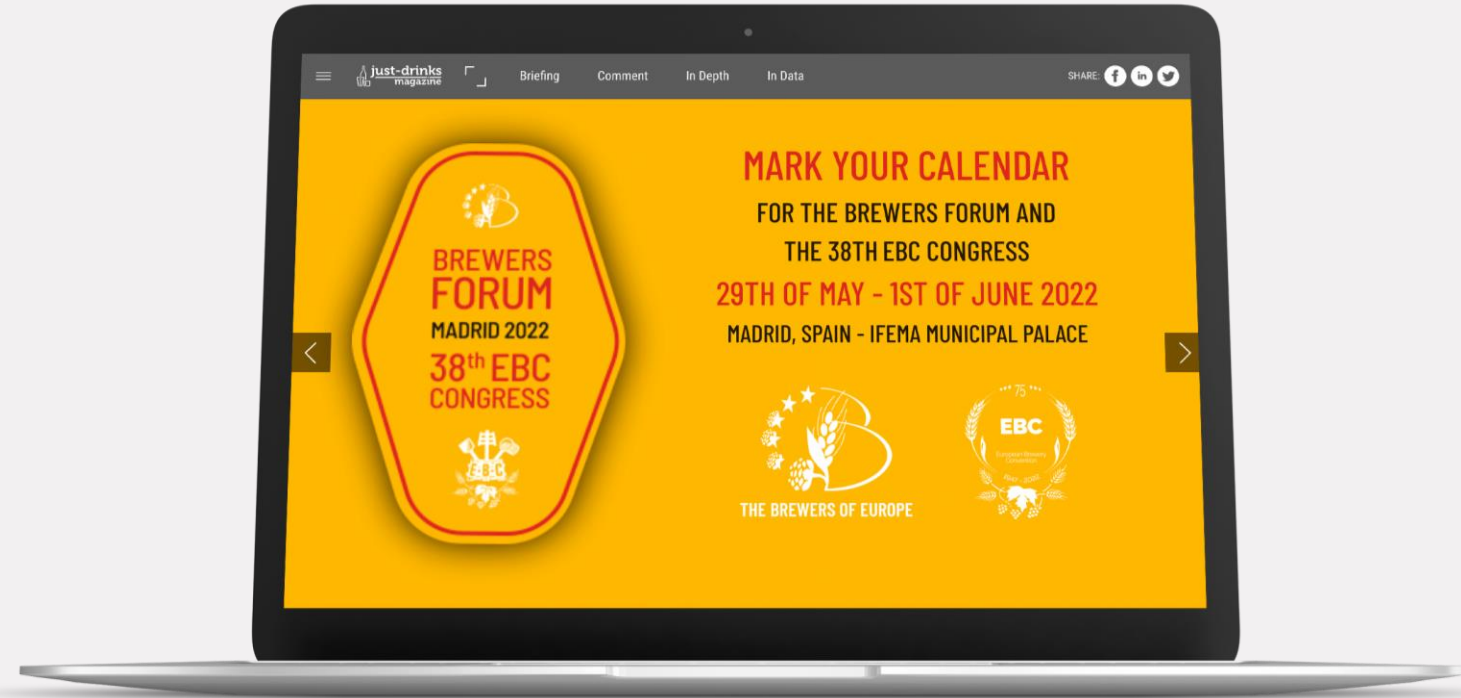


JUST FOOD MAGAZINE  
ATTRACTS OVER 99,000  
UNIQUE USERS A MONTH

## Display ads

Display advertising includes billboards, leaderboards and MPUs that can be run of site or displayed on specific pages within our network for ultimate targeting.

**Our intelligent display advertising is included with all our packages**

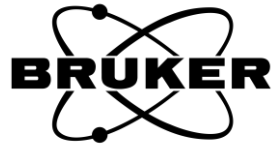


Showcase: Display ad

# Our advertisers

SIEMENS

+GF+



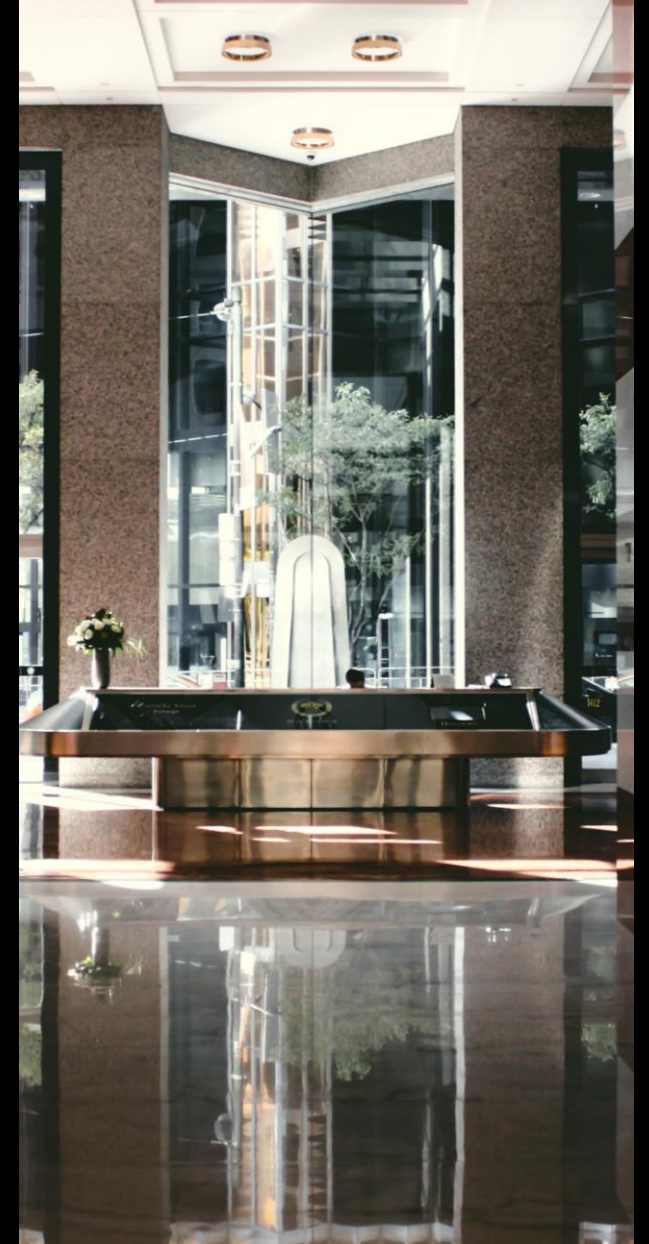
# Pricing

05



# Pricing

	Magazine Issues#	
	ONE	THREE
<b>INTERACTIVE ADVERTS</b> Full-page advert including animations and videos plus display banner advertising	£4,750	£11,985
<b>COMPANY INSIGHT</b> 800 words of advertorial & display banner advertising	£3,000	£7,500
<b>ISSUE SPONSOR</b> Logo on front Cover, contents page and Mailers, an interactive advert and a company insight (with display banner advertising)	£8,000	£18,000
<b>FRONT COVER WRAP</b>	£4,700	£12,000



# Let's talk

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