

CRAFT INNOVATION AND
BIOTRANSFORMATION

THE IMPACT OF COVID-19 ON
THE RESTAURANT INDUSTRY

The Beer Connoisseur®

www.BeerConnoisseur.com

150
TOP-RATED
BEERS
of 2020

the
BEST
BREWERIES
OF 2020

2020
CONSUMER
SPENDING
TRENDS

#1
RATED
BEER
OF 2020

2021
INSIGHTS



THE BEER IN REVIEW • WINTER 2021, ISSUE



DIGITAL AUDIENCE

Premium Web Magazine, Website, eNewsletters & Social Media

PUBLISHING PLATFORMS

Total Audience:

7.7 million

Premium Web Magazine - 50,000 (paid & opt-in)

Website Users - 1,245,000

Social Media Fans - 88,500

Reach by Platform

Monthly

Annually

Print Magazine

10,000 copies annually, 3.8 readers per copy

38,000

Editorial eNewsletters - Daily

The Magazine: A full story delivered 5x per week

Industry News: Mondays, Official Beer Review: Fridays

300,000
opened emails

3,600,000
opened emails

Website Traffic

BeerConnoisseur.com

181,337
Pageviews

2,176,046
Pageviews

Social Media Engagement

Twitter Impressions

100,000

1,200,000

Facebook Impressions

25,000

300,000

Instagram Impressions

32,000

384,000

Total Reach:

638,337

7,698,046

ADVERTISING RATES

\$20/m readers - gross

Minimum Buy: \$150.00 / issue

Dimensions: 300px x 600px

File Type: *video, image, html, pixels, iFrame, other.*

Placement: *Only ad on page.*

SPONSORED EDITORIAL

\$1.15 per word - gross

Recommended feature length = 2,000 words

SPONSORSHIP PACKAGES

Inquire for sponsorship opportunities and cross platform promotional packages.

MEDIA PLANS

We recommend that all inquiries undergo a Q&A so that the publisher can produce a detailed media plan based on your conversion goals.



INQUIRIES TO

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P.O. Box 420903

Atlanta, Ga. 30342

phone: (404) 822-0194

fax: (866) 429-3772

ldavis@ontappublishing.com

Brewing With: Gabe Fletcher

Anchorage Brewing Company's new brewery reflects the artistry of the man who built it.

08/24/2015 | By: Phil Farrell



Anchorage Brewing Co. Founder Gabe Fletcher (Photo Courtesy of Anchorage Brewing)



Our writer caught up with Gabe Fletcher, a longtime participant in the Alaskan brewing scene, shortly after the official opening of his beautiful new brewery – a celebration of reclaimed wood where visitors can literally get a hands-on experience in the tasting room. It's more like a "tasting area" that flows into the fermentation room, which opens into the brewing equipment area, bottling line and very soon into a beer garden.

Fletcher's own path is similar to many craft brewers who have worked every job and held every title. What set him apart are his skills as a wood, metal and concrete artist; he has also painted some of his own labels. Fletcher's unique barley creations certainly qualify as works of art.



BEERCONNOISSEUR.COM

PLACEMENT: 300 X 600

ADVERTISING RATE

\$20/m - gross

Minimum buy: \$150.00

SPECIFICATIONS

Dimensions: 300 x 600

File Type: video, image, html, pixels, iFrame, other.

Placement: Only ad on page.

SPONSORED CONTENT

\$1.15 per word - gross

Overview

Our managing editor will collaborate with you to develop a mutually agreed upon story line. He will then assign the story to a BC approved journalist to research, conduct interviews and compose the feature. The story will be submitted to our Managing Editor for editing and fact checking. The completed story will then be submitted to you for final approval.

Artwork

Supporting imagery supplied by you at no cost.

Stock photography supplied by BC will be billed at cost + 20%.

Professional photography may be contracted and art directed at cost + 30%.

Magazine Placement

The final story will be added to the edition's editorial and to the Table of Contents. It's position relative to other editorial will be determined for appropriateness by the BC editorial department.

The *Beer* Connoisseur Premium WebMagazine


MAGAZINE BEER REVIEW INDUSTRY & PEOPLE FOOD & TRAVEL BEER & TRENDS STORE

EDUCATION BREWERY TOURS BEST-OF NEWS BLOGS NETWORK COMMUNITY EVENTS

Jameson Caskmates

Caskmates Brings Whiskey And Stout Back Together Again

11/04/2015 | By Jonathan Ingram




It's not an unusual practice for people to round out the potency, inspiration and fire of whiskey with beer. From the classic shot of whiskey and a beer chaser sometimes favored by drinkers to distillers using ex-beer barrels to add a soft, ale-like vignette to their whiskey, the idea has been around.

But a microbrewery and distillery within 12 miles of each other in Cork, Ireland have come up with a new and engaging approach. Shane Long, the head brewer at Franciscan Well Brewery created an imperial stout conditioned in barrels previously used to age Jameson Irish Whiskey. The barrels were then returned to Dave Quinn at Jameson Distillery, where Jameson was added back into the barrels.

The result is what has been branded Caskmates and an entirely new approach to whiskey, which in this case includes a touch of hops in the aftertaste. Not only is the triple-distilled whiskey smooth with its nose of fruit, there are notes of cocoa and a touch of coffee roastiness followed by a faint aftertaste of hops.

Both the Premium Stout of Franciscan Well and the follow-up of Caskmates were well received in Ireland. The whiskey is already in distribution in the U.S. and Jameson is encouraging the future arrival of the Premium Stout to the U.S. as well.

"Beer and whiskey go well together," said Patrick Caulfield, the senior brand manager of Jameson, "but the beauty of this whiskey is that it wasn't planned out from a long term perspective. It really was down to a close relationship between Dave and Shane that it became something we needed to bring to our consumers."



Shane Long, head brewer at Franciscan Well, and Dave Quinn, Head of Whiskey Science at Jameson enjoy a glass of Caskmates.

On the other hand, Jameson has long been using a variety of barrels to create its whiskeys. "We age Jameson whiskeys in port, sherry and bourbon barrels," said Caulfield, "but the beer barrel was born out of a conversation."

Caulfield himself is from Dublin and is now working in New York, which gives him a unique perspective on the discovery trend in both the beer and spirits market. "Today's world is all about people discovering something different and new," he said. "It allows Jameson to do something relevant. It's amazing since I arrived in the U.S. four years ago just how much people's sense of discovery and the repertoire of brands, whether it's whiskey or beer, has evolved massively."

1 2 3 4 next last

MISSION

Discover the World of Beer™

Delve into the world's premier beer magazine as it explores beer culture both in America and abroad. As you may already know, the beer industry continues to grow at an exciting pace. After years of swirling, sniffing, and spitting at wine tastings, the public is discovering another way to enliven and tantalize the taste buds. Craft beers continue to find their place with some of the most intricate and delectable creations of our time.

Beer has also earned itself a place at the dinner table and it is now taking the lead in the culinary world as the finest accompaniment to the world's best cuisine. Finer dining establishments are featuring beer stewards and Cicerones who guide trendsetters to pair entrées with the proper beers.

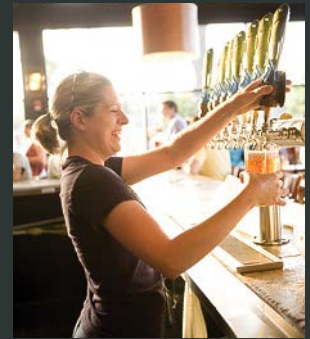
The Beer Connoisseur® is the leading authority of this world-wide phenomenon, with a goal of delivering the message to those who have yet to embrace this rich lifestyle.

The reader will find magazine articles and unique online content on craft beers and those who brew them. You may also expect in-depth beer reviews, the best in dining, cooking with recipes, international travel articles, brewery tours, industry personalities, up-close beer-style studies, culture, trends and more.

We hope you enjoy!



Mr. Lynn Davis
Founder & Publisher



THE READERS

THE READERS

The Beer Connoisseur® readers are as diverse as the beer they seek-out. They can be categorized as the: **Beer Intrigued General Public, Beer Connoisseurs** and **Industry Influencers**.

BEER INTRIGUED GENERAL PUBLIC

Contributing to over 50% of our readership, this class is described as being craft beer novices and have taken notice of the ever-growing craft beer movement. They are aware of the increased market share and are thirsty for knowledge and direction. They are highly impressionable and *The Beer Connoisseur*® is typically their only source of information on beer. They are the general public aged 28-48, 60% male, 40% female with an estimated average AHHI of \$80,000.

BEER ENTHUSIASTS

This active group of readers constitutes 30% of our subscribers. The trend setters of the craft beer movement, they are typically young professionals, appreciate gourmet foods, enjoy adventure and travel, are informed of the latest technology and have an appreciation for all things craft. They are 25-38 years old with an average income of \$65,000.

INDUSTRY INFLUENCERS

This group includes 20% of our following and are beer, restaurant and food industry professionals that use the magazine and its content as a resource. Bar & restaurant managers, servers, chefs, Cicerones, Sommeliers, retailers and more, use the information to help them make recommendations and educate their clientele. Establishments display the magazine for patrons to read. Beer distributors and industry managers educate their sales forces and stay up to date on consumer trends.

Gender / Marital

Male	67%
Female	33%
Married	53%

***Age**

< 25	15%
26-35	45%
36-50	25%
51+	15%
Media Age	36 Years

***Household Income**

\$151k+	17%
\$126-150k	13%
\$101-125k	10%
\$76-100k	19%
\$51-75k	24%
\$31-50k	11%
\$0-30k	7%
Median HHI	\$85,000

Education & Occupation

Advanced Education+	15%
College Degree+	61%
Attended College	80%

INQUIRIES TO

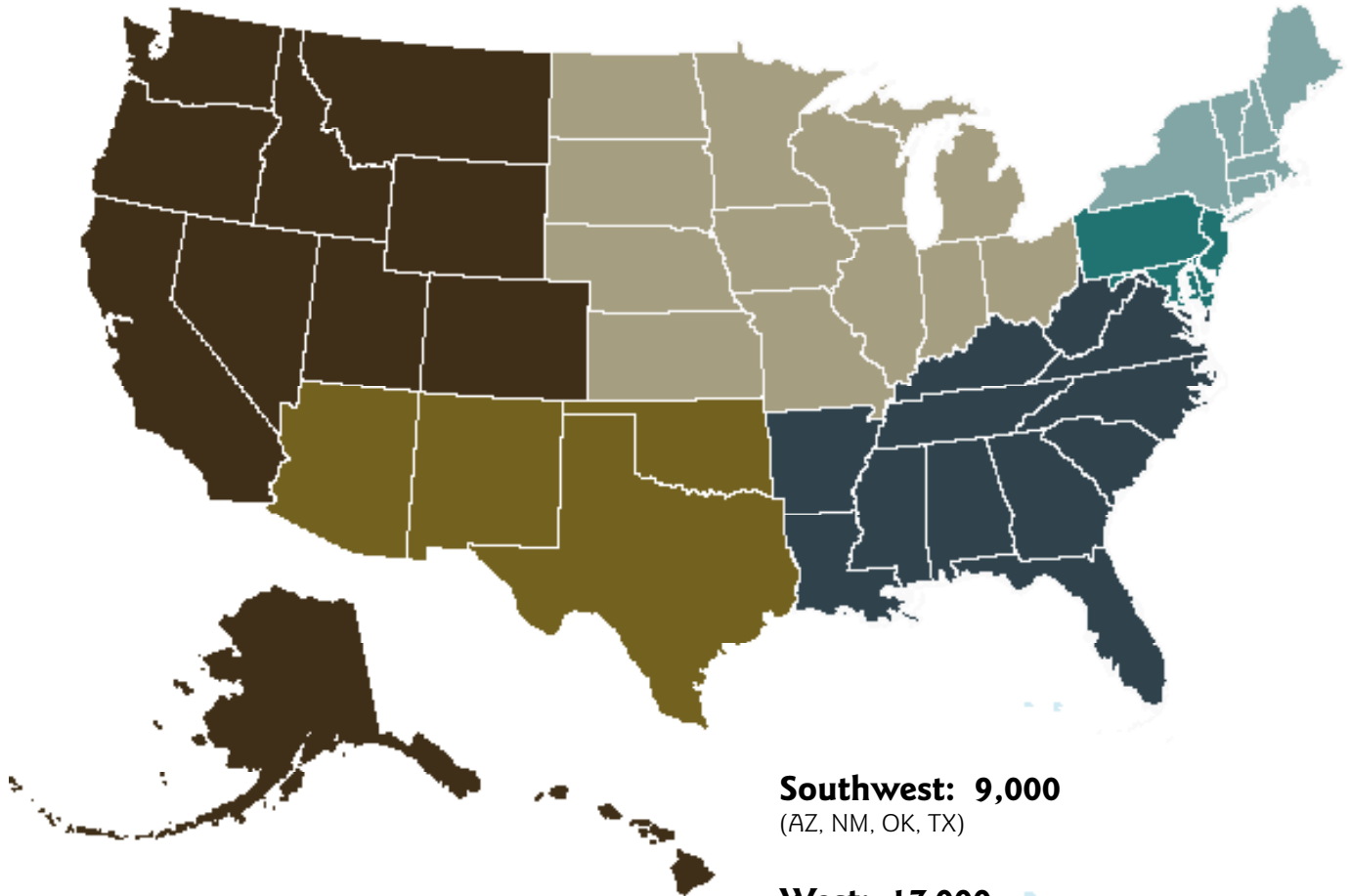
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THE AUDIENCE

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Mid-Atlantic: 13,000

(DC, DE, MD, NJ, NY, PA)

Midwest: 10,000

(IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI)

New England: 11,000

(CT, MA, ME, NH, RI, VT)

South: 12,000

(AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)

Southwest: 9,000

(AZ, NM, OK, TX)

West: 17,000

(AK, CA, CO, HI, ID, MT, NV, OR, UT, WA, WY)

***Paid & Opt-In Audience: 75,000**

United States: 52,000

Canada: 1,700

Europe: 600

Other World: 700

*Proprietary data

** Numbers rounded to nearest 100 or 1,000

*** Updated June 1, 2017

**The Beer
Connoisseur**
MAGAZINE

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Beer Culture Defined

The Beer Connoisseur

www.beerconnoisseur.com

20 EXPERT
CRAFT BEER
REVIEWS

**INNOVATORS
SERIES**
BROOKLYN BREWERY'S
GARRETT OLIVER

THE CZECH REPUBLIC
Bohemian Beer Paradise

Issue 2, Spring 2010



**BEER GOES
HAUTE**

**AWARDS &
RECOGNITIONS**

AWARDS & RECOGNITIONS

2018 – "Best Beer Magazine 2018" by FeedSpot.com

2012 – North American Guild of Beer Writers awarded Martin Thibault "Best Magazine Writing" for his "Top Secret - The Farmhouse Brewing Traditions of Lithuania" in the Summer Issue #11.

2012 – Awarded 3rd Place in the Red Bull Soap Box Race in Atlanta, GA in front of 50,000 spectators.

2011 – Received unsolicited television coverage on Bill Maher's HBO Comedy Show, Real Time with Bill. "As seen on Real Time with Bill Maher Show 9/16/11".

2010 – Awarded the "Award Excellence" for its Spring 2010 issue by The Printing Industry Association of Georgia.

2009 – Awarded the "Best of Category" for its inaugural 2009 issue by the Printing Industry Association of Georgia.

2009 – Winner of the Red Bull Soap Box Race in Atlanta, GA. The magazine received widespread local coverage, Southeast regional television exposure on FOX SPORTS SOUTH and national coverage on ESPN's Top 10 Plays of the Week.

INSERTION ORDER

BUYER INFORMATION

Advertiser / Company: _____

Authorized Representative: _____

Address 1: _____

Address 2: _____

City, State Zip: _____

Phone Number: _____ E-mail: _____

INVOICING / BILLING INFORMATION

Standard Net 30 terms upon credit approval unless otherwise stated.

Subject to the standard terms & conditions on this insertion order.

Responsible Company: _____

Accounts Payable Contact (Name on CC): _____

Billing or CC Address 1: _____

Billing or CC Address 2: _____

Billing or CC City, State Zip: _____

Phone Number: _____ E-mail: _____

Credit Card #: _____ Exp Date: _____

CVV: _____

Signature: _____ Date: _____

INVOICE: Y / N | CREDIT CARD: Y / N



DIGITAL ORDER

Premium Web Magazine / .Com / Social & Email

Description of placement, channel, type/size, run length and rate.

Description / Issue #	On / Off-sale	Channel / Position	Type / Size	Run length	Rate

PLEASE SIGN AND RETURN THE ORIGINAL OF THIS AGREEMENT TO ON TAP PUBLISHING, LLC

PO Box 420903 • Atlanta, GA 30342, Phone: (404) 981-8342, Fax: 866-429-3772. Publisher reserves the right to refuse or cancel at any time any advertisement, which in the publishers judgment, does not conform to the standards of the publication. Standard credit terms are Net 30, upon credit approval. Prepayment via company check or credit card maybe required for new accounts. The undersigned will be solely responsible for payment of the contracted rate. In the event an agent places the order on behalf of an end-client, the agent is solely responsible for payment unless signatures are collected from both parties. In the event both parties sign, then they are equally liable for the balance due. Delinquent accounts that are turned over to a collection agency will be subject to a collection fee of 25% of the outstanding balance. Cancellations: To cancel, the advertiser must provide a written cancellation notice to the publisher within (30) thirty days of the on-sale or go-live date as stated in this contract, otherwise the undersigned is responsible for the contract rate. The advertiser acknowledges that editorial content may be modified to meet the requirements of the website, web magazine or social and email content, and that this cannot be a basis for cancellation.

Respectfully Submitted:

Buyer (Print Name) _____ Title: _____

Buyer signature: _____ Date: _____

Sales Representative



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