

What's Brewing

WINTER 2019 ISSUE

FEATURING OUR 3RD ANNUAL

HOLIDAY GIFT GUIDE





CHRISTMAS IS COMING...

... and with it, the Holiday 2019 issue of *What's Brewing*. To complement the seasonal theme, we will again be assembling our unique **BC Craft Beer Holiday Gift Guide**.

Back in 2017, when we launched our inaugural Gift Guide, it tracked more reads than any single digital issue of *What's Brewing* had done in its first week, and the email broadcast announcing the Guide became the most-opened email message in our history to that point. We enjoyed similar success in 2018, so we're keeping the program going.

Do you have a great holiday gift idea for somebody's beer-loving friend or family member? List it starting at only \$100 by our Early Bird deadline. Or, be part of our Winter Issue with a magazine ad, and enjoy a basic Gift Guide listing add-on for only \$100 (even after the Early Bird deadline).

Ad Rates: digital+print magazine

As always, we're here to support your BC Craft business with our super-affordable craft beer community magazine rates. **Book by October 29th for Early Bird pricing** (or become a [Corporate Member](#) to enjoy year-round special ad discounts and more).

Ad Format	Everyday Low Rate	Early Bird	Corporate Member
Full Page magazine/gift guide ad	\$275	\$250	\$225
Half Page magazine/gift guide ad	\$225	\$200	\$175
Quarter Page magazine/gift guide ad	\$175	\$150	\$125
Gift Guide listing standalone or add-on (1/8 page: logo/image + 30 words)	\$125	\$100 (incl. add-on)	\$100/\$75 (standalone/add-on)

Key Dates

October 29th	Early Bird deadline
November 5th	Sales closing date
November 8th	Materials + Artwork due date
Mid -Late November	Gift Guide digital issue launches
December - February	Winter Issue of <i>What's Brewing</i> magazine is in market

How to get started

To RSVP for early bird rates, contact sales@whatsbrewing.ca

To book your ad online, visit whatsbrewing.ca/advertising

For artwork specifications, visit whatsbrewing.ca/specs