

WB

Ad Rates &
Media Kit



WHAT'S BREWING

MEDIA KIT • 2021



DIGITAL MARKETING



Place your brand in a focussed community platform that packs big value into a small price.

What's Brewing is BC's original craft beer journal, and the province's most trusted name for craft beverage news & events. We are a fully-independent online resource, presented by beer geeks for beer geeks. Our core team and columnists include folks that have been in the craft beer movement for decades. The result: WB has been rated a **World Top 10 Beer Magazine** and Top 50 Beer Blog by international reviewer Feedspot.

What's Brewing and Beer Me BC together bring you BC's best craft beer fan marketing resource.

Beer Me BC, with over 1.6 million visits to date, is BC's longest running and all-time most-visited beer evaluation resource. It is the **highest-ranking Canadian website**, listed in the **World Top 20 Beer Blogs** as rated by Feedspot.

AUDIENCE

WEBSITES AND SOCIAL MEDIA:



www.whatsbrewing.ca

@whatsbrewingbc

www.beermebc.com

@beermebc

DIGITAL AUDIENCE: WB + BMBC

Web: Pageviews/mo ~25,000
Email Subscribers: 8,500+
Social Media followers: 16,000+ cumulative

Your ad's guaranteed minimum views: 10,000

WHAT OTHERS SAY

"Always enjoy reading the content. Keep it up guys!."

– *Chelsea Bergman*

"Top quality magazine with contributors who are actually part of the BC craft beer community.."

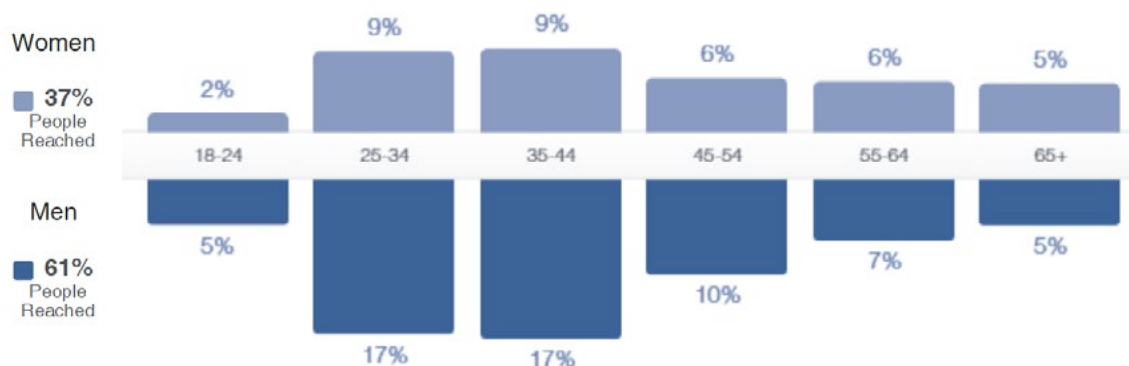
– *Warren Boyer*

"Five Stars." – *Liam Peyton*

DEMOGRAPHIC

Our approximate follower demography breaks down per below.

*Authentic craft beverage enthusiasts only.
No wasted eyeballs.*



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COMMUNITY-FRIENDLY AD RATES

À la carte options	Audience/ Impressions	One Month	Season (3 Mo)	Details
Web Marketing: Standalone Digital Ads				Choice of format (see banner samples below).
What's Brewing only	~10,000 /mo	\$100	\$250	Save \$50 on a 3-month buy
Beer Me BC only	~15,000 /mo	\$150	\$375	Save \$75 on a 3-month buy
Both	~25,000 /mo	\$200	\$500	Save up to \$250 overall
Business card ad in carousel	Rotating			Included with Corporate Membership
Email Marketing				
This Month in Craft Beer: Basic	~2000	\$100	\$250	One blast monthly
This Month in Craft Beer: Full	Up to 8500+	\$250	\$500	Save \$250 on a 3-month buy
Social Media Campaigns				
Custom campaigns	Up to 16,000+ followers	From \$100	From \$250	Third party spending (FB/IG/TW boosted posts) tailored to your budget
THE TOTAL PACKAGE	25,000	\$500	\$1000	Both websites, basic email and social media campaign.

WHY PARTNER WITH US

- Simple, easy ad campaigns
- Managed social media boosts
- Minimum ad impressions: 10,000
- Great value and friendly service

BE A MEMBER

HOW TO GET STARTED

- Minimum impressions: 10,000
- Stories promoted via social media
- Great value, compares well with other similar options

BOOK AN AD

To participate, contact sales@whatsbrewing.ca