

Ferment

MEDIA PACK 2016

HELLO

Thanks for your interest in Ferment, the UK's No. 1 craft beer and spirits magazine. Every four weeks, we publish 100 pages packed with insight, knowledge, debate and stories to make you smile, working with the best new and established writers, designers, photographers and illustrators to ensure each issue is a must-read.

Roughly 70% of our readership is made up of subscribers to Beer52's beer subscription service; an intrepid and passionate bunch, who trust us to seek out all that is new and exciting in the wide world of craft beer. In July 2016, we also began selling through good newsagents, putting the magazine into the hands of even more enthusiastic craft alcohol aficionados.

We don't like to keep our advertisers at arm's length, so please give us a call on the number below to discuss how we can best work together to get your message across.

Cheers,



Richard Croasdale, Editor

Contact David Laird | david@beer52.com | 07541206969

Ferment

WHO READS FERMENT?

We're proud of our highly engaged, highly motivated readership of craft beer lovers; both those who buy the magazine from the newsagent's shelf and those who receive it as part of their Beer52 subscription box.

Our readership is predominantly male, aged between 35 and 55 years, with a family and a household income of £50,000+. Falling into the FH121 demographic, they are internet-savvy, appreciate quality produce and take several foreign holidays each year.

Nonempirical evidence suggests most of them also have beards.



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PROMOTING YOUR BRAND

We'll work with you to find the right fit for your brand in our magazine, whether that means traditional display advertising, partnering on a piece of high quality editorial content, or leveraging our website and social media presence to get your message into the hands of our affluent, switched-on readership.

IN THE MAGAZINE

Display advertisement:

Inside cover: £1,500
Back Cover: £1,800
Double page spread: £1,800
Single page: £950
Half Page: £500
Qtr page/banner: £300

Sponsored feature:

Double page spread: £1,950
Single page: £1,050
Half page: £600

Series discounts:

3-5 insertions 7%
6-9 insertions 10%
10-12 insertions 15%

ONLINE

Social package, £300, includes:

Blog article – 500-1000 words on our blog, with 10k unique visitors per month.
3x tweets – 10k followers with 150k impressions per month.
2x Facebook post – 25k likes and a reach of 100k per week.
3x Instagram Post – 3.5k followers

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TECHNICAL AND PRODUCTION

ARTWORK SUBMISSION AND DELIVERY

The preferred method of delivery is email. Artwork can be sent to ferment@beer52.com.

Files greater than 30MB can be sent via mailbigfile.com or wetransfer.com to ferment@beer52.com.

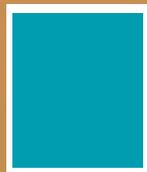
Ferment cannot accept responsibility for files supplied incorrectly, outwith specification, or supplied beyond the copy deadline.

RECOMMENDED FILE FORMATS

- Use Adobe InDesign or Adobe Illustrator to design your advert.
- Placed images must be no smaller than 300dpi at 100%.
- Please place TIFF (no ZIP, LZW or JPEG compression) or EPS files.
- Save all placed images as CMYK.
- Please use the colour profile: 'Coated FOGRA39 (ISO 12647-2:2004)' for all magazine work.
- Adobe Illustrator files must have fonts converted to outline.
- If your advert is full page, you must provide a 3mm bleed and crop marks on all sides. A bleed is not required for half or quarter page adverts.
- Export your document PDF as PDF/X4:2008.

THINGS TO AVOID

- We do not recommend supplying artwork as an Adobe Photoshop file as we cannot guarantee the quality of reproduction, especially text.
- Please do not use spot colours or RGB colours.
- JPEGs are not suitable as placed images, as the quality degrades after every save.
- Please try to avoid saving your PDF as PDFX-1a. This is a dated format which flattens all transparency and can sometimes create unwanted hairlines on the finished artwork.
- When using large areas of black body text, please do not use a four-colour black as it can sometimes appear brown below a certain point size. Please stick to the default 100% black.



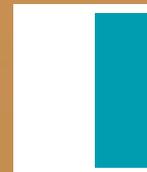
Full page
185x220mm



Full page
with bleed
201x236mm



Half page
landscape
185x107mm



Half page
portrait
90x220mm



Quarter
90x107mm

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TERMS AND CONDITIONS

01. In these conditions the term “Advertiser” shall include any advertising agent or agency and the commitment of any such agent or agency shall bind the Advertiser as principal. The term “Publisher” shall mean Ferment (print and online). The term “copy date” shall mean such date as determined by the Publisher and notified to the Advertiser in writing.

02. The acceptance of advertisements for publication by the Publisher is upon the basis of these conditions and no modifications or amendment thereto shall bind the Publisher unless agreed in writing by the Publisher.

03. The Publisher will supply one voucher copy for each advertisement published.

04. All orders for the publications of advertisements are subject to availability of space and to the Publisher’s written acceptance and approval of copy.

05. Copy must be supplied in conformity with the Publisher’s requirements and a charge will be made for any additional work involved in adapting or modifying non-conforming copy.

06. The Advertiser shall deliver copy to the Publisher by the copy date. In the event of failure to do so, the Publisher reserves the right to use any previously supplied copy. In the event of there being no appropriate copy, the space will be forfeited at full cost to the Advertiser.

07. The Publisher reserves the right, at its absolute discretion, to refuse,

omit, alter, suspend or withdraw all advertisements which do not meet its approval without incurring any liability to the Advertiser.

08. The Publisher shall be entitled to ignore any amendments to approved copy, stop orders, and requests for transfer, cancellations or alterations of any kind unless they are notified in writing and received by the Publisher 12 weeks before the date of insertion.

09. The Advertiser warrants that each advertisement(s) does not contravene the provisions of any Act of Parliament, Statutory Instrument or Order in Council, (b) is not illegal or defamatory, (c) does not infringe any copyright and (d) complies in every respect with the British Code of Advertising Practice.

10. The Publisher will not be liable for any damage or loss caused by or in any way arising out of late publication, non-publication or error in the publication of any advertisement.

11. The Publisher will not be liable for any loss of or damage to artwork, drawings, or other property or material supplied by the Advertiser and following the use of the same they shall be destroyed or returned to the Advertiser at the Advertiser’s cost and risk.

12. The Advertiser indemnifies the Publisher and the Editor, for the time being, in respect of all costs, claims and other charges, including legal costs falling upon them or either of them as a result of threatened or actual legal

proceedings or action arising out of or in any way connected with the supply and content of copy relating to advertisement(s) placed by the Advertiser and the publication of such advertisement(s).

13. Where the Advertiser is supplying inserts, the Publisher will not be liable for any damage or loss caused in any way arising out of late delivery, loss of material or faulty insertion. The agreed rate will still apply.

14. The Publisher reserves the right to increase the rates charged for advertisements and otherwise alter or amend the terms relating to the frequency, spacing and positioning of advertisements. In such cases the Advertiser may cancel the balance of the order without surcharge.

15. Series discounts cannot be granted retrospectively.

16. For the avoidance of doubt, if the Advertiser cancels the balance of a contract or does not complete a series of advertisements within the agreed period except in the circumstances set out in paragraph 14 above, he/ she relinquishes any right to any series discount.

17. Payment terms: immediate upon receipt of invoice.

18. Cancellation notice – 12 weeks prior to digital file deadline. If a cancellation results in an advertiser failing to reach agreed insertion levels to qualify for a series discount, the advertiser will be invoiced by the publisher accordingly.