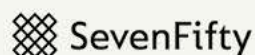


# THE ULTIMATE GUIDE TO THE WORLD'S BEST SPIRITS 2020



Published jointly by Beverage Media Group / SevenFifty and Ultimate Beverage Challenge



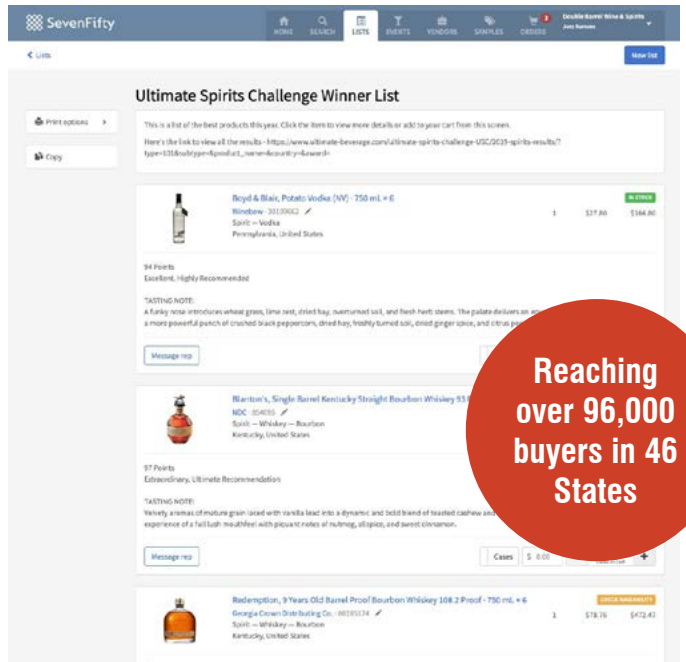
# ULTIMATE BEVERAGE CHALLENGE

## GUIDE TO THE WORLD'S BEST SPIRITS 2020



■ **PRINT IN BEVERAGE MEDIA**  
**DECEMBER ISSUE - IN MARKET NOVEMBER 25, 2020**

■ **DIGITAL BUYERS GUIDE ON SEVENFIFTY.COM**  
**NOVEMBER 2020 - OCTOBER 2021**



**Reaching over 55,000 buyers in Top US Markets**

**Reaching over 96,000 buyers in 46 States**

- California Beverage Industry News
- Colorado Beverage Analyst
- Connecticut Beverage Journal
- Florida Beverage Journal
- Georgia Beverage Journal
- Maryland Beverage Journal
- Massachusetts Beverage Business
- Michigan Hospitality Review

- New Jersey Beverage Journal
- New York Beverage Media
- Pennsylvania Observer
- Rhode Island Beverage Journal
- South Carolina Beverage Journal
- Texas Beverage Journal
- Washington DC Beverage Journal

■ **2020 ULTIMATE SPIRITS GUIDE**  
**ONLINE BEGINNING NOVEMBER 2, 2020**

### PROMOTE YOUR ULTIMATE SPIRITS CHALLENGE RESULTS!

- Reaching Wine and Spirits Top Buyers Across the Country
- Comprehensive Listing by Challenge and Product Categories
- Include your Award-Winning Icons on your Advertisement for Strong Brand Impact



# PROMOTE YOUR ULTIMATE SPIRITS CHALLENGE 2020 RESULTS & SCORES



## PRINT

### FULL PAGE



**\$9,895 net**  
includes 1 SevenFifty Marketplace banner

### 1/2 PAGE HORIZONTAL



**\$5,485 net**

### 1/3 PAGE VERTICAL



**\$3,895 net**

### RESULTS FEATURE POSITION

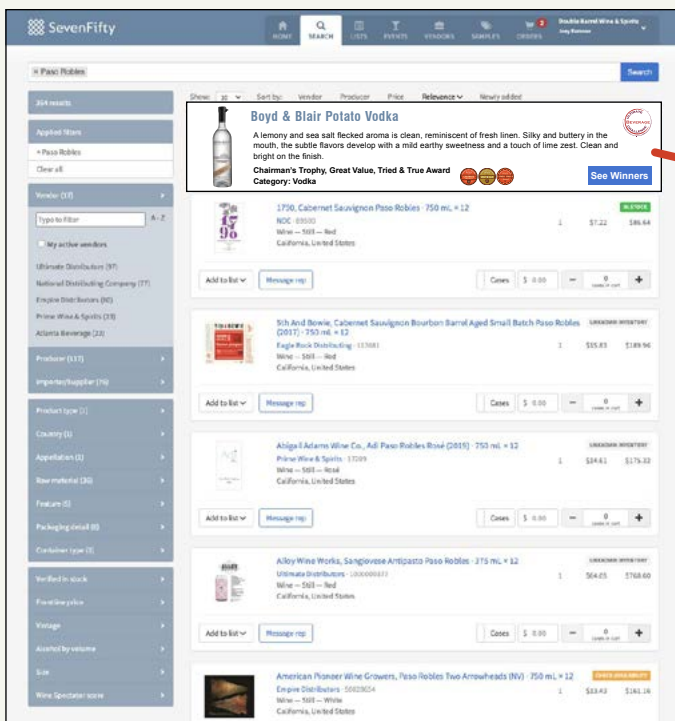


**\$995 net**

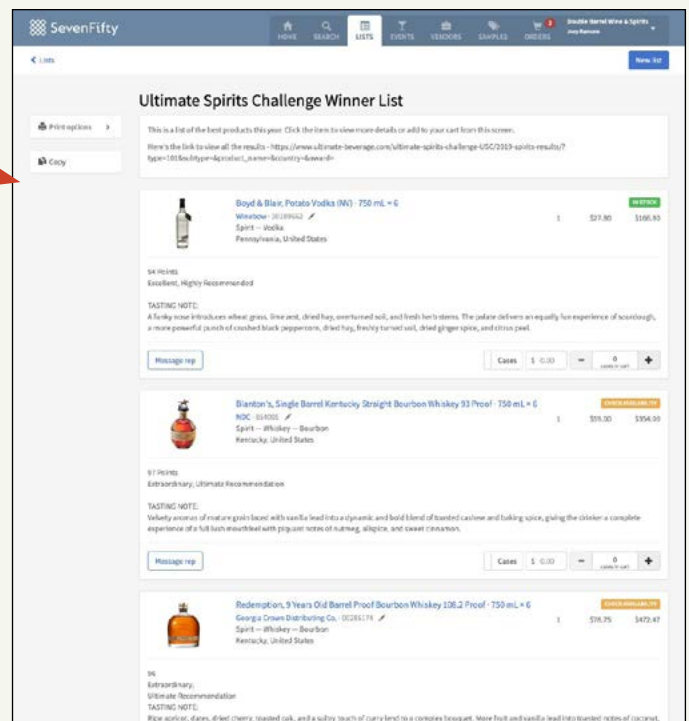
Includes a listing in the 2 Digital Buyers Guide

## ONLINE

### 1 SevenFifty Marketplace Banner with link to Buyers Guide



### 2 Digital Buyers Guide including Your Product Details, Wholesaler Pricing and Add to Cart Button





## ADVERTISING INQUIRIES?

**JODY SLONE**  
**BEVERAGE MEDIA GROUP / SEVENFIFTY**  
jody@sevenfifty.com

**DAVID TALBOT**  
**ULTIMATE BEVERAGE CHALLENGE**  
talbot@ultimate-spirits.com  
914-391-4890

**RESERVE BY: 10/16**  
**ARTWORK DEADLINE: 10/30**  
**PUBLICATION: 11/24**  
**DIGITAL: 10/10**

Download your official Award Icons at: [Ultimate-Beverage.com/marketing-collateral](http://Ultimate-Beverage.com/marketing-collateral)

### MECHANICAL REQUIREMENTS:

#### Full Page:

Trim Size: 8 1/4" x 10 7/8"  
Bleed size (full page): 8 3/4" x 11 3/8"

#### 1/2 Page Horizontal:

Trim Size (Island Ad): 7 1/4" x 4 7/8"  
Live Area (Bleed Ad): 7 3/4" x 4 3/4"  
Bleed size: 8 3/4" x 5 1/2"

#### 1/3 Page Vertical:

(Island Ad) Live Area: 2 1/8" x 10 3/8"

#### \*Result Feature Position:

Trim size: 2 1/4" x 2 1/4". Live area: 2" x 2"

\*FOR RESULTS FEATURE: Please supply Hi-res bottle image (300 dpi) on white background. We will create ad.

### ELECTRONIC FILE SPECIFICATIONS

Materials necessary for quality offset printing can be submitted electronically. Macintosh-based application files preferred. Additional charges may be incurred for other platforms or files that require digital file manipulation. Electronic files can be accepted in the following formats: Hi-resolution Adobe Acrobat PDFx-1A, Adobe CC InDesign, Illustrator, Photoshop formats. Include all printer/screen fonts and linked artwork. All artwork should be saved as TIFF or EPS, with a minimum of 300 dpi resolution. Color artwork should be in CMYK mode. Digital color proofs or laser file printouts must accompany all files sent.

### ACCEPTED MEDIA

E-mail files are accepted, but no larger than 10MB. Files can also be sent via FTP, contact us for protocols.

### SEVENFIFTY.COM REQUIREMENTS

#### Image specs:

Supply 300 dpi high resolution bottle shot; BMG to create banner.

### SEND MATERIALS / ADS TO:

**Larry Lee** // Creative Director  
e-mail: [larry@sevenfifty.com](mailto:larry@sevenfifty.com)

**Jeff Tsui** // Senior Designer  
e-mail: [jeff.tsui@sevenfifty.com](mailto:jeff.tsui@sevenfifty.com)

# ABOUT ULTIMATE BEVERAGE CHALLENGE



**Ultimate Beverage Challenge** has taken spirits evaluation to the highest level of excellence with the introduction of **Ultimate Spirits Challenge** in 2010. Led by award winning journalist, author, educator and critic F. Paul Pacult, wine and spirits publishing veteran David Talbot, and Spirit Journal managing editor Sue Woodley, Ultimate Beverage Challenge provides the industry and consumers with a clear and unassailable indication of beverage alcohol quality.

**Judges** for the Challenge are a who's who of the top beverage alcohol authors, journalists, educators, distributors, and on- and off-premise buyers in the world. The judges base their evaluations on three interdependent principles that guide the evaluations: integrity, method and credibility. The Challenge is conducted under ideal judging conditions with small flights which are evaluated "blind."

**Ultimate Beverage Challenge is the future of beverage alcohol evaluation today.**

# ABOUT BEVERAGE MEDIA GROUP



**Beverage Media Group, Inc.** is dedicated to being the dominant B2B communications system in the promotion, distribution and marketing of beverage alcohol products. Since 1936, BMG has been the leading publisher to the wine & spirits industry, publishing a number of regional magazines around the country. Each monthly issue combines timely, in-depth national and local editorial coverage with brand and price listings from local distributors. While BMG continues to expand their national coverage both in print and now online with **SevenFifty**, the unique "local advantage" gives the suppliers and wholesalers the opportunity to tailor their selling and marketing messages.

Beverage Media Group has partnered with SevenFifty to offer the most comprehensive database and resources to the beverage alcohol trade. The SevenFifty platform connects three tiers of the trade through an ordering platform designed to enrich the ordering process, enhance marketing tools and provide high value reporting. SevenFifty also publishes SevenFifty Daily, an award-winning online magazine about the business and culture of the beverage alcohol industry.