



2019 MEDIA KIT





THE BEER TRAIL

Georgia Beer Trail magazine celebrates craft beer from around the state of Georgia and is devoted to enhancing the consumer experience while enjoying craft beer.

Georgia Beer Trail will cover news, features, reviews and of course tastings of the very best of Georgia's craft beers and breweries. GBT will be published as both a print and digital edition. With topical social media and regular updates and listing of events and new releases on www.georgiabeertrail.com, enthusiast will be able to plan their next beer purchase or road trip throughout the year.



Print Run of 10,000 + copies each issue

Published Six times each year; January, March, May, July, September, and November.

Distributed throughout breweries, tap rooms, hotels, visitor centers, bars, bookstores, festivals, package stores, and many other locations where craft beer consumers shop and reside

Magazine Advertisers are featured prominently on web site and social media with a special digital section for our premium advertisers to feature new releases and upcoming events.

Regular Features for Each Issue

- Brewery Profiles and Tours
- Lifestyle Features
- Interviews
- Food
- Travel
- Music
- Brewery Map
- Event Listing and Map
- Tap Room Tastings

Issue 1
Publication Date: January 30, 2019
Artwork Deadline: January 16, 2019

Issue 2
Publication Date: March 29, 2019
Artwork Deadline: March 15, 2019

Issue 3
Publication Date: May 30, 2019
Artwork Deadline: May 16, 2019

Issue 4
Publication Date: July 30, 2019
Artwork Date: July 15, 2019

Issue 5
Publication Date: September 27, 2019
Artwork Date: September 13, 2019

Issue 6
Publication Date: November 29, 2019
Artwork Date: November 15, 2019



ADVERTISING

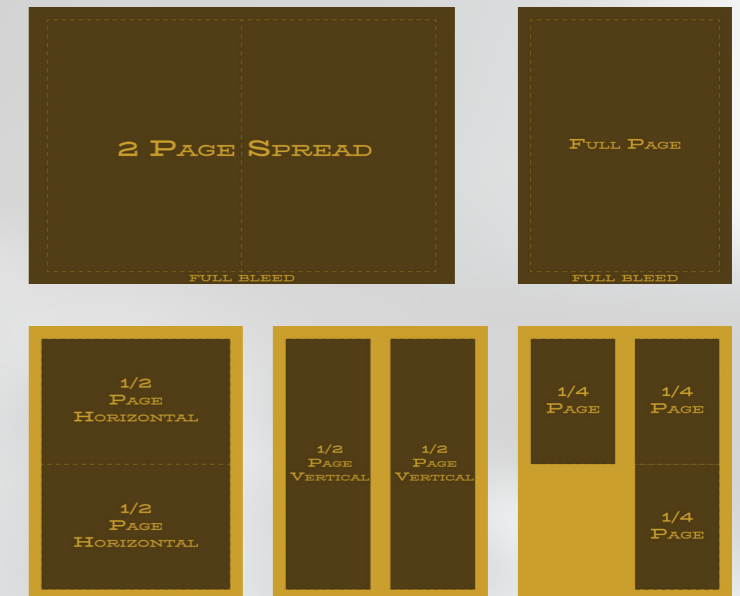
Celebrating the fast growing and unique world of Georgia's craft beer and spirit industry, Georgia Beer Trail provides readers with market-leading content and insight. We at GBT are devoted to creating more buzz for our fast-growing industry.

Each Issue will cover a range of topics ranging from tastings to brewery features and including behind the scenes perspectives to new upcoming trends. All of this providing consumers with insight to inform their next purchase and road trip.

Georgia Beer Trail allows the advertiser to engage with a wide audience, reaching craft beer aficionados as well as travel and entertainment consumers who want to know where to enjoy craft beer and spirits around the state of Georgia. As well as where to purchase and how to enjoy their favorite libation.

Georgia Beer Trail is the expert in Georgia's emerging and dynamic craft beer industry. The best of breweries and beers are highlighted each issue along with features and articles on the lifestyles surrounding the craft beer industry in Georgia.

CONTACT



RATES AND SPECIFICATIONS

Premium Advertisers receive space for one can on the cover and one can in the Tap Room Tasting section of each issue.

Premium Advertising Rates Per Issue

	Single Issue	3 Issues	6 Issues
Back Cover	\$3050	\$2890	\$2500
Double Page Spread	\$3000	\$2800	\$2650
Inside Back Cover	\$2880	\$2725	\$2450
Inside Front Cover	\$2600	\$2460	\$2210
Full Page*	*	\$1800	\$1650

Standard Advertising Rates Per Issue

	Single Issue	3 Issues	6 Issues
Full Page	\$1900	premium	premium
Half Page	\$950	\$905	\$800
Quarter Page	\$625	\$595	\$530

*Multiple Issue Ads of full page quality are Premium Ads offering Cover Inclusion and Tap Room Tastings inclusion

TAP ROOM TASTINGS



Your text here, explaining the taste, craft, and complexity of your beer. Each issue will contain a taproom tasting section highlighting one beer from each premium advertiser. This is your opportunity to showcase you can art and appeal to each reader of Georgia Beer Trails.



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Limit to one can per issue

Single Issue
\$500

3 Issues
\$450

6 Issues
\$350

