

INTELLIGENCE FOR THE GLOBAL DRINKS BUSINESS

BEVERAGEWORLD

Media Planner 2012

Read. Click. Connect.



www.BeverageWorld.com

Read. Click. Connect.

Beverage World gives you full access to the beverage market

Beverage World magazine is the new standard of excellence for the international beverage media marketplace. *Beverage World's* mission is to **serve the global beverage market** through in-depth intelligence, analysis and insights, plus unparalleled coverage of innovation and news for beverage marketers, producers, distributors and retailers around the world.

Beverage World is run by a veteran team of editorial, sales and marketing professionals with nearly 70 collective years of experience in beverage magazine publishing, digital media and conference management. *Beverage World* is part of Macfadden Communications Group, LLC.

Beverage World is published monthly: 6 of the 12 issues are worldwide issues that are delivered to our international audience.

Read.

- *Beverage World* targets and reaches the strongest worldwide audience of beverage executives and decision-makers

Click.

- **BeverageWorld.com** offers many online programs to target the buyers you want

Connect.

- *Beverage World's* targeted conferences connect you with buyers in the beverage marketplace

Read.

Our experienced team of editors and contributors are dedicated to uncovering best practices, delivering original industry research and identifying emerging trends that have the potential to change the face of the global beverage market.

In each issue

Timely cover stories grace each issue as well as special reports like Liquid Refreshment 40, Beverage Alcohol 50 and the *Beverage World* Worldwide 100.

Other sections include:

- **The Fill:** latest news, analysis and commentary in the global beverage market
- **Connections:** Trends in marketing, social media and mobile apps across beverage categories
- **Channels:**

Ops Watch

Road Works
Plant Planning
Supply Link

Trend Watch

Ingredients Edge
PackView

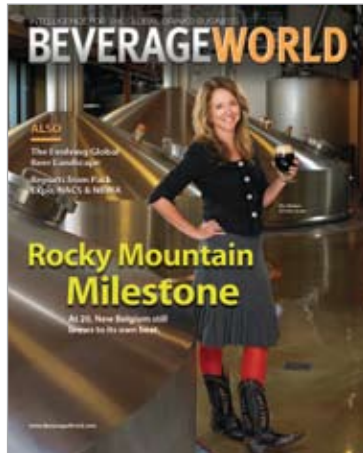
Channel Watch

Off-Premise Retail
On-Premise Retail



Circulation

Beverage World's mission is to serve the global beverage market through in-depth intelligence, analysis and insights, plus unparalleled coverage of innovation and news for beverage marketers, producers, distributors and retailers around the world.



Beverage World has an exclusive relationship with Beverage Marketing Corporation, the leading provider of global beverage market information and analysis.

This allows *Beverage World* to match our coverage to key beverage segments of this dynamic industry and ensures that our advertisers and clients are consistently reaching the most current and active beverage audience in the marketplace.



Domestic Circulation (U.S. and Canada)¹

Beverage Producers/Bottlers

Soft Drinks (CSD)	4,800
Beer	2,500
Bottled Water	2,200
Wine/Distilled Spirits	2,500
Juice and Juice Drinks	1,100
Dairy	1,200
Energy/Sports Drinks	1,000
RTD Coffee/Tea	600
Other Beverages (incl. fortified, nutraceuticals)	300
Total	16,200

Beverage Distributors/Wholesalers

13,500

Beverage Franchise Companies

1,000

Beverage Retailers*

3,300

Total Domestic Circulation (U.S. and Canada)

34,000

International Circulation (non-U.S. and Canada)¹

By Region

Europe (West and East)	5,300
Latin America/Caribbean	3,900
Asia Pacific	3,500
South America	600
Africa	400
Middle East	300

Total International Circulation by Region

14,000

By Business Classification

Soft Drinks	3,300
Beverage Distribution	3,100
Beer	2,900
Distilled Beverages	2,300
Wine	1,400
Bottled Water	1,000

Total International Circulation by Business

14,000

Total Domestic & International Circulation

48,000²

*Convenience stores, supermarket/grocery, mass merchandise, drug chains, clubs stores

¹Publisher's Own Data

²For International editions published in March, April, May, June, September, October 2012

BEVERAGEWORLD

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Close Date	Dec 15	Jan 16	Feb 17	Mar 16	Apr 18	May 17
Materials Due	Jan 4	Jan 30	Feb 27	Mar 27	Apr 27	May 27
						
Special Reports	<p>2012 Forecast Issue: As the economy continues on the slow road to recovery, we look to the pundits and prognosticators for what 2012 has in store for the beverage business.</p>	<p>Six Decades of Diet: We commemorate the 60th anniversary of diet CSDs with a look at the past, present and future of low-cal and no-cal beverages.</p>	<p>Wine & Spirits Company of the Year Emerging Markets Report: Beverage trends in China, Russia, Latin America, India, Africa</p> <p>Beverage Fleet & Operations Summit Preview</p>	<p>2012 State of the Beverage Supply Chain Report: Based on exclusive Beverage World data, including fleet management, warehousing and logistics</p>	<p>Breakout Brands: An analysis of eight up-and-coming beverage brands across all major alcohol and non-alcohol categories around the world</p> <p>State of the Industry 2012: State of the beverage market report</p>	<p>Distributors Toolbox: Alcohol and non-alcohol beverage distributors' one-stop shop for all of the technology and equipment essentials for thriving in an evolving marketplace.</p>
TrendWatch	Key Developments in Ingredients, Formulation & Packaging					
Ingredients Edge	<p>Resistance is Crucial: The facts about immunity-enhancing ingredients</p>	<p>Superfruits Focus: From açai & acerola to coffee fruit & yumberry</p>	<p>True Colors: A look at the latest in beverage color technology</p>	<p>Global R&D Report: Flavors, sweeteners and formulations worldwide</p>	<p>IFT 2012 Preview: What to expect in Vegas next month</p>	<p>Fruitful Endeavors: A look at fruit-derived sweeteners</p>
PackView	<p>Top it Off: Cap & closure innovations</p>	<p>Bottle Works: New concepts in glass</p>	<p>On the Face of It: Eye-catching label developments</p>	<p>Crafty Packages: Aluminum and glass trends for the craft beer market</p>	<p>Special FX: Cans, bottles, boxes & pouches with bells & whistles</p>	<p>Multiple Choice: Advances in multipacks</p>
BevOps	Inside Operations: Fleet, Plant, Warehouse & Supply Chain					
Road Works: Beverage Fleet Operations	<p>The Year's Top Beverage Fleet: A profile of the past year's most distinguished operator</p>	<p>Fuel Management: Technology & best practices to help beat volatile costs</p>	<p>Motor Metrics: A preview of fleet stats from our state of the beverage supply chain survey</p>	<p>The Big Chill: The latest in refrigerated trailers</p>	<p>2012 Tire Report: The latest models & technology</p>	<p>Propane Primer: Insights about the increasingly prominent alternative fuel</p>
Plant Planning	<p>Energy Conservation: Innovations in efficient production equipment</p>	<p>Production Insider 1: Spotlighting a major soft drink production hub</p>	<p>Water Watch: Conservation & treatment best practices</p>	<p>Production Insider 2: Spotlighting a brewer's capacity conundrums</p>	<p>Flexibility 411: The best fillers and labelers for multiple packaging formats</p>	<p>Room to Grow: Plant expansion plans</p>
Supply Link	<p>MODEX '12 Preview: A new supply chain show from the folks behind ProMat</p>	<p>The Warehouse of the Future: We go inside a high-tech distribution facility</p>	<p>Report from MODEX '12: All of the products & solutions showcased in Atlanta</p>	<p>Cut Costs, Not Corners: Balancing supply chain excellence with economic reality</p>	<p>Sales Force Automation: The latest mobile hardware & software</p>	<p>Cloud Computing: An update detailing pros and cons</p>
ChannelWatch	On-Premise and Off-Premise Retail Trends & Innovation					
On-Premise Retailing	<p>Digital Discounts: Are Groupon, Living Social, etc. helping on-premise business?</p>	<p>Nightclub & Bar Show Preview: What to expect at the big event in Vegas next month</p>	<p>Progressive Glassware: From branded pints and chalices to drams and snifters</p>	<p>Report from 2012 Night Club & Bar Show: Biggest on-premise innovations</p>	<p>Wait Training: Beverage education for bar & wait staff</p>	<p>Craft Brewers Conference Report: On-premise sales & marketing</p>
Off-Premise Retailing	<p>GlobalShop 2012 Preview: A look at in-store marketing solutions</p>	<p>On the Shelf: Plannogram planning</p>	<p>Cooler Runnings: Energy-efficient display coolers</p>	<p>Report from GlobalShop 2012: The latest in-store innovations</p>	<p>Store School: Product education programs for retailers</p>	<p>Craft Brewers Conference Report: Off-premise sales & marketing</p>
Show Coverage			MODEX	Nightclub & Bar Show GlobalShop Work Truck Show	WSWA	Craft Brewers Conference/BrewExpo Supplyside East
Bonus Distribution	MODEX (February 6-9, Atlanta)	<p>Nightclub & Bar Show (March 12-14, Las Vegas)</p> <p>GlobalShop (Feb 29-Mar 2, Las Vegas)</p> <p>Work Truck Show (Mar 5-8, Indianapolis)</p>	WSWA Convention (April 2-5, Las Vegas)	<p>BevOps/Fleet Summit (April 16-18, Las Vegas)</p> <p>CBC/BrewExpo America (May 2-5 San Diego)</p>	The Beverage Forum (May 22-23, New York)	IFT (June 25-28, Las Vegas)

2012 Editorial Calendar

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Jun 15	Jul 17	Aug 17	Sep 18	Oct 17	Nov 19
Jun 27	Jul 27	Aug 28	Sep 28	Oct 29	Nov 30
<p>3rd Annual BevStar Awards: Honoring brand innovation in CSDs, beer (large brewer), beer (craft brewer), wine & spirits, functional/energy, bottled water and RTD tea</p>	<p>The Liquid Refreshment 40: The 40 biggest non-alcohol companies in the world</p> <p>Liquid Refreshment Company of the Year</p>	<p>2012 Retail Channel Intelligence Report: Grocery convenience, mass and specialty retailer data and analysis for the liquid refreshment and alcohol beverage markets</p>	<p>Beverage Alcohol 50: 50 largest beverage alcohol companies in the world</p> <p>US Beer Distributor of the Year</p> <p>The Beverage World Worldwide 100 Brewer of the Year</p>	<p>Off-Premise Beverage Retailer of the Year</p> <p>On-Premise Venue of the Year</p>	<p>Eighth Annual HIT List Issue</p> <p>The editors of Beverage World present our annual showcase of all things Hot, Innovative and Trendsetting across the beverage market.”</p> <ul style="list-style-type: none"> • New Alcohol and Non-Alcohol Beverage Products • Packaging Innovations • Beverage-themed Smartphone and Tablet Apps • Social Media Campaigns • Print & TV Advertising • Non-traditional Advertising & Merchandising Innovations • Sweetener Innovations • Flavor Innovations • Green Initiatives: Packaging, Recycling, Water Stewardship, Facilities Management, Fleet Management, Alternative Fuels, etc. • Delivery Vehicles & Lift Trucks • Warehousing & Logistics Equipment and Management Innovations • Off-premise retail innovations • On-Premise Innovations • The Beverage Market's Top News Stories & Newsmakers of 2012
<p>Stopping the Clock: Insight on anti-aging ingredients</p>	<p>Flavor innovations from IFT</p>	<p>Sweetener innovations from IFT</p>	<p>Going for the Gut: Probiotics, prebiotics and other digestive enhancers</p>	<p>Color Commentary: Insights on beverage color technology</p>	
<p>Green Packaging Part 1: Bioplastics update</p>	<p>Green Packaging Part 2: Analyzing the lightweighting & recycling stats</p>	<p>Green Packaging Part 3: Sustainable secondary packaging & labels</p>	<p>International Packaging Report: Worldwide glass, aluminum, PET, box and pouch trends</p>	<p>On Target: Packaging for specific demographics, from kids to seniors</p>	
<p>The New Models: A review of the latest medium-duty vehicle launches</p>	<p>Hybrids & All-Electric: An update on the latest green vehicles</p>	<p>Biofuels Briefing: What's the outlook for beverage fleets?</p>	<p>Rear View: What's new for the back of the truck, from trailers to liftgates</p>	<p>Safety Features: The latest in everything from brake technology to backup cameras</p>	
<p>Production Insider 3: Spotlighting a LEED-certified production plant</p>	<p>PackExpo International Preview: What to expect in Chicago in October</p>	<p>Brau Beviale Preview: Processing & packaging machinery preview</p>	<p>Plant Cleaning Case Studies: What's new in CIP and other cleaning processes/ technologies</p>	<p>Production Insider 4: Spotlighting a major dairy operation</p>	
<p>Total Recall: The tools and tech for managing a product recall</p>	<p>Sustainable Supply Chain: Green management, from practices to pallets</p>	<p>Lift Truck Update: The latest forklift specs</p>	<p>Racking, Before & After: Case studies on successful racking system installations</p>	<p>Picking Points: Users' insight on voice-pick, pick-to-light and fully automated picking</p>	
<p>Fountain Innovations: The right mix for CSD business</p>	<p>Tapping In: Innovations in beer dispensing</p>	<p>State of On-Premise: Numbers-driven analysis of beverage bar & eatery business</p>	<p>The Sales Game: Inside a Vegas Casino's 24-hour beverage operation</p>	<p>On-Premise Venue of the Year: The most innovative bar or restaurant</p>	
<p>Dynamic Demos: In-store sampling solutions</p>	<p>Retail Channel Intelligence Report: Grocery, convenience, mass and specialty retailer data</p>	<p>E-sommeliers: Interactive beer, wine & spirits marketing/info kiosks</p>	<p>NACS Preview: Beverages in the convenience channel</p>	<p>Off-Premise Beverage Retailer of the Year: The most innovative store</p>	
	IFT (Part 1)	IFT (Part 2)		NACS, NBWA	Pack Expo
		NACS (Oct 7-10, Las Vegas)	NBWA (Oct 14-17, San Diego), Pack Expo (Oct. 28-31, Chicago), Brau Beviale (Nov 13-15, Nuremberg, Germany) InterBev (Oct 16-18, Las Vegas)		

Click.

Digital Dashboard

BeverageWorld.com is a totally new media product built for the worldwide beverage marketplace that delivers up-to-date content each and every day. Beverage Channels, Headline News, Editors' Insights, Twitter Feed and Top Rankings are just a few of the sections of BeverageWorld.com's dashboard of beverage content.



BeverageWorld.com gives you the power to leverage your brand through print, web and e-newsletter packages with an array of online options:

- Run-of-Site banner ads
- E-newsletter positions on **Beverage World Daily News** and specialized Channel E-newsletters
- Sponsorship of Beverage World's **Digital Edition**
- Sponsorships of **Beverage Channels** on BeverageWorld.com



Channels on BeverageWorld.com

The Fill

- Beer, Wine & Spirits
- Carbonated Soft Drinks
- Functional, RTD
- Tea, Bottled Water

Trend Watch

- Ingredients
- Packaging
- Retailing
- Off-Premise/ On-Premise

Ops Watch

- Fleet
- Supply Chain
- Plant/Production



White Paper Program

Feature a case study or position statement to the beverage marketplace. Receive premium placement on BeverageWorld.com and the Daily News E-newsletter for 2 months, 2 targeted email blasts, regular lead reports and a continuous posting on the White Paper Archive on BeverageWorld.com.

Webcast Program

Participate with our editors and panels of experts in multiple webcasts hosted throughout 2012 on a variety of beverage topics. Receive category exclusivity, speaking participation during the event, lead report and logo inclusion in all webcast marketing materials

Contact Beverage World for more details on both programs

Website traffic at www.BeverageWorld.com continues to grow every month. Contact Beverage World for the latest website traffic report.

**See the Beverage World Rates & Specs supplement for complete details and rates on all online opportunities.*

Connect.

Connect with Buyers in the Beverage Marketplace

BEVERAGEWORLD presents

BevOpsFleet Summit 2012

> BETTER. FASTER. LEANER.

April 16-18, 2012

The M Resort

Las Vegas



Beverage World's BevOps/

Fleet Summit is a one-of-a-kind, 3-day conference produced specifically for fleet, operations and warehousing management in the beverage supply chain.



Industry speakers, educational sessions, an exclusive beverage facility tour and the "Ride & Drive" make this Summit an essential learning experience for attendees. As a sponsor, you have exclusive one-on-one access to top operations, supply chain and fleet decision-makers in the beverage market, an opportunity to exhibit your products and to present an industry solution on the main speaking stage.

Expected Attendees

- **Top Beer** wholesalers, including the top A-B and MillerCoors houses
- **Top Soft Drink** bottlers/distributors
- **Top Wine and Spirits** distributors
- **Bottled Water & Other Beverage** distributors and producers/bottlers

THE BEVERAGE FORUM 2012

May 22-23, 2012

Grand Hyatt

New York, NY

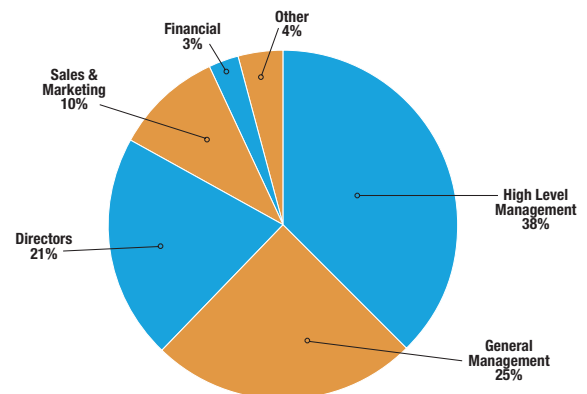


The Beverage Forum is the only global, all-beverage executive conference. In its 19th year now, it provides a unique setting to connect with hundreds of the most influential minds in the



beverage marketplace. Showcase your company among the most elite group of top-tier beverage professionals. Only a limited number of companies will get exclusive access to sponsor The Beverage Forum.

Beverage Forum 2011 Attendees by Title



Contacts

Sales

Publisher

Kevin Francella

514 Pinebrook Blvd
New Rochelle, NY 10804
P. 914.813.3165
kfrancella@macfad.com

Associate Publisher-Midwest/West

Lisa Adams

2123 W Belleplaine
Chicago, IL 60618
P. 773.871.0757
F. 773.871.0796
ladams@macfad.com

Associate Publisher-Northeast/Mid-Atlantic

Jeff Blanch

3 Old Dodgingtown Road
Bethel, CT 06801
P. 203.739.0775
F. 203.730.4287
jblanch@macfad.com

International Sales Director

Gabriele Fahlbusch

IMP InterMediaPartners GmbH
In der Fleute 46, D-42389
Wuppertal, Germany
P. +49 202.271.6915
F. +49 202.271.6920
fahlbusch@intermediapartners.de

Account Executive, Channel Specialist

Michael Weinreich

7 Peregrine Drive
Morganville, NJ 07751
P. 732.972.8324
mweinreich@macfad.com

Marketing

Director of Marketing/Classified Ad Sales

Erin Fiden

200 N Jefferson
#1910
Chicago, IL 60661
P. 312.775.0141
efiden@macfad.com

Editorial

Editor in Chief

Jeff Cioletti

307 7th Street, 2nd Floor
Jersey City, NJ 07302
201.918.2144
jcioletti@macfad.com

Managing Editor

Andrew Kaplan

72 -10 112th Street, #4K
Forest Hills, NY 11375
347.494.5731
akaplan@macfad.com

Senior Editor

Jennifer Cirillo

333 Seventh Ave, 11th Floor
New York, NY 10001
914.630.0110
jcirillo@macfad.com