



MEDIA PLANNER 2018

Brewer World, is India's only dedicated techno-lifestyle magazine for the Global Beer & Brewing industry, their allied partners and beer enthusiasts.



PRINT



ONLINE



EXPO & EVENTS

BREWER WORLD



INDIA'S FIRST
DEDICATED
MAGAZINE FOR
THE BEER &
BREWING
INDUSTRY

BREWER WORLD MAGAZINE

Brewer World is a techno-lifestyle quarterly published magazine which focuses on both commercial and craft breweries, best of brewing products and solutions, innovative technologies, brew ingredients, corporate journeys of leading global as well as Indian brands and insights from beer experts. In addition to technical content, the magazine will also cover beer lifestyle, food pairing & cooking with beer, education, people, brewhouses, interior & design, branding & merchandise as well as national and international events. We also feature other interesting lifestyle retail products made with beer from across the world. We currently are printing and circulating over 10,000 copies pan-India. The online version of Brewer World magazine, has a widespread reach internationally.

BREWER WORLD EDITORIAL

Brewer World magazine has successfully completed publishing 4 issues in 2017. We have received tremendous appreciation about the quality of content and international styling & design from all stake holders of the industry. Brewer World will continue to facilitate the brewing industry to connect, communicate and expand their business in India and globally.

We welcome articles, news and ideas from industry leaders and experts for every issue of Brewer World Magazine. For more information and content contribution contact Ms. Sneha at sneha@brewer-world.com

BREWER WORLD ONLINE

A dedicated digital platform for constant News & Updates, Videos, Customer Interactions, Industry Discussions and Forums, Product Promotions, Market Place, Event etc.

BREWER WORLD INITIATIVES

The brand continues to work towards establishing industry events, exhibitions and conferences in India.

BW EDITORIALS FOCUS

● BEER & BREWING

Commercial Breweries & Microbreweries, Pubs, Beer Cafés, Commercial & Craft Bottled Beers, Kegging & Dispensing, Imported Beers, People (Industry Leaders, Stalwarts, Consultants, Technical Heads, Brew Masters, Owners)

● TECHNICAL

Technical & Informative Articles from Suppliers & Manufacturers
Plant Machinery, Erection & Commissioning, Quality Monitoring, Raw Material (Yeast, Malt, Hops), Manufacturing & Processes, Equipment, Maintenance, Design & Implementation, Bottling, Packaging, HVAC, IT Solutions, Logistics, Filtration

● DESIGN, BRANDING & ACCESSORIES

Interiors, Lighting, Furniture, Glassware, Crockery & Cutlery, Design & Display, Branding & Communications

● EDUCATION

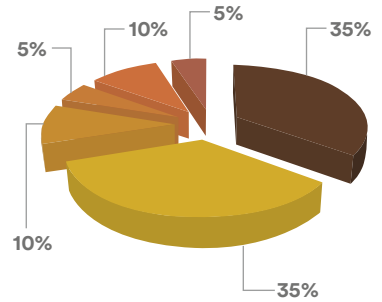
Institutes & Universities, Careers, Training & Courses

● BEER & LIFESTYLE

Beer Culture, Flavours, Beauty & Health, Food Pairing, Travel & Tourism, International Beer Destinations, History, Celebrities, Communities, Beer Products & Accessories, Beer Merchandise

● EVENTS, EXHIBITIONS & FESTIVALS

Covering all Beer & Alco-Beverage National & International Events & Festivals



- BEER & BREWING
- TECHNICAL
- DESIGN, BRANDING & ACCESSORIES
- EDUCATION
- BEER & LIFESTYLE
- EVENTS, EXHIBITIONS & FESTIVALS

BREWER WORLD MAGAZINE MATERIAL DEADLINES FOR 2018

ISSUE MONTHS COVERED	EDITORIAL MATERIAL DEADLINES	ADVERTISING MATERIAL DEADLINE
Vol 2-Issue 1 (Jan-March)	January 25 th , 2018	January 30 th , 2018
Vol 2-Issue 2 (April-June)	April 15 th , 2018	April 30 th , 2018
Vol 2-Issue 3 (July-Sept)	July 15 th , 2018	July 30 th , 2018
Vol 2-Issue 4 (Oct-Dec)	September 30 th , 2018	October 05 th , 2018

BREWER WORLD MAGAZINE VOL 1 - 2017



Vol 1 Issue1



Vol 1 Issue2



Vol 1 Issue3



Vol 1 Issue4

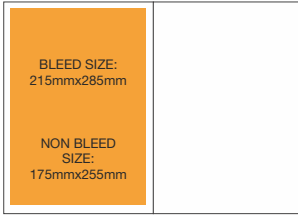
To promote & advertise your products / company on the Brewer World Website & Magazines
contact: Mr. Suraaj, suraaj@brewer-world.com



ADVERTISING IN BREWER WORLD

ADVERTISING RATES

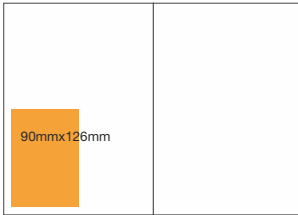
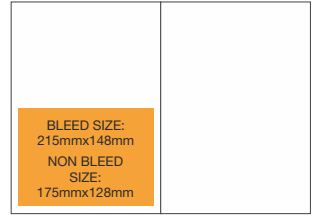
Advertising consists of 4-color multiple-sized display advertisements, marketplace classified ads and online logo or banner ads.



FULL PAGE
INR.1,10,000
(USD 1640)



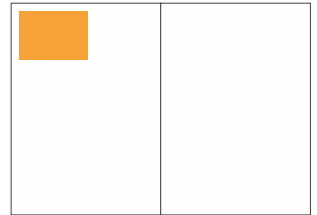
½ PAGE
INR.60,000
(USD 895)



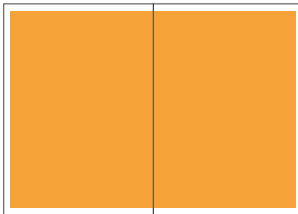
¼ PAGE
INR.35,000
(USD 522)



1/8 MARKET PLACE
INR.10,000
(USD 149)



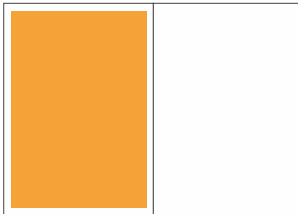
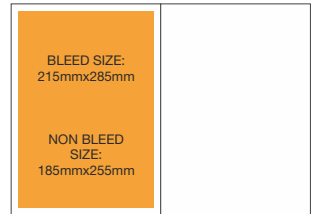
SPECIAL DISPLAY RATES



DOUBLE SPREAD
INR.2,75,000
(USD 4100)



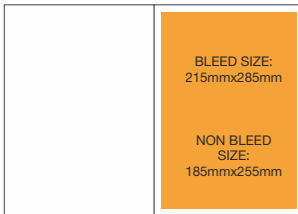
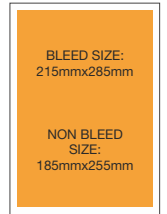
INSIDE FRONT COVER
INR.2,00,000
(USD 2985)



GATEFOLD INSIDE
INR.3,50,000
(USD 5223)



BACK COVER
INR.2,50,000
(USD 3730)



INSIDE BACK COVER
INR.2,00,000
(USD 2985)

DISCOUNTS

**4 ADS RECEIVE A
20% DISCOUNT
FOR 1-YEAR
CONTRACT**

FREE SUBSCRIPTION

To be added to the subscriber list, please contact us or log on to www.brewer-world.com

DISPLAY ADVERTISEMENT SIZES

DIMENSIONS

FULL PAGE	7.48"x9.843"	190mmx250mm
FULL PAGE WITH BLEED	8.268"X10.748" + 3mm Bleed	210 x273mm + 3mm Bleed
HALF PAGE VERTICAL	3.543"x9.843"	90x250mm
HALF PAGE HORIZONTAL	7.48"x4.724"	190x120mm
QUARTER PAGE - VERTICAL	3.543"x4.921"	90x125mm
QUARTER PAGE HORIZONTAL PAGE	7.48"x2.362"	190x60mm
DOUBLE PAGE SPREAD	16.535"x10.748"+ 3mm Bleed	420X273mm + 3mm Bleed
GATEFOLD	16.142"x10.748" + 3mm Bleed	410X273mm + 3mm Bleed

* On spread allow 1/8"(.58MM for gutter)

WEB BANNER AD SIZES

1160 X 190 PIXELS

350 X 230 PIXELS

FOR ADVERTISING:

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MECHANICAL REQUIREMENTS

ACCEPTED FILE FORMATS: PHOTOSHOP, ILLUSTRATOR, INDESIGN, ADOBE PDF

Files should be CMYK or Grayscale with a minimum of 300dpi. Send or embed all artwork, screen and printer fonts. Total ink density should not exceed 305%. Include 1/8-inch bleed for ads that are to bleed. .jpg and .gif files are NOT acceptable file formats. Materials may be submitted via CD, email (files no larger than 10mb) of ftp site. PDF files will be printed "as is".

ABOUT US

Brewer World is promoted by Sibling Ventures (P) Ltd, a sister concern of Virgo Publications and Virgo Communications and Exhibitions (P) Ltd India. The company has over a decade of experience in publishing magazines and organizing B2B Exhibitions and Conferences on niche industries. The brand BW offers the beer & brewery industry its media expertise and organisational strengths in the field. The brand encompass a quarterly publication, an interactive online platform, industry exhibitions and conferences in India.

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