

drinksTM trade

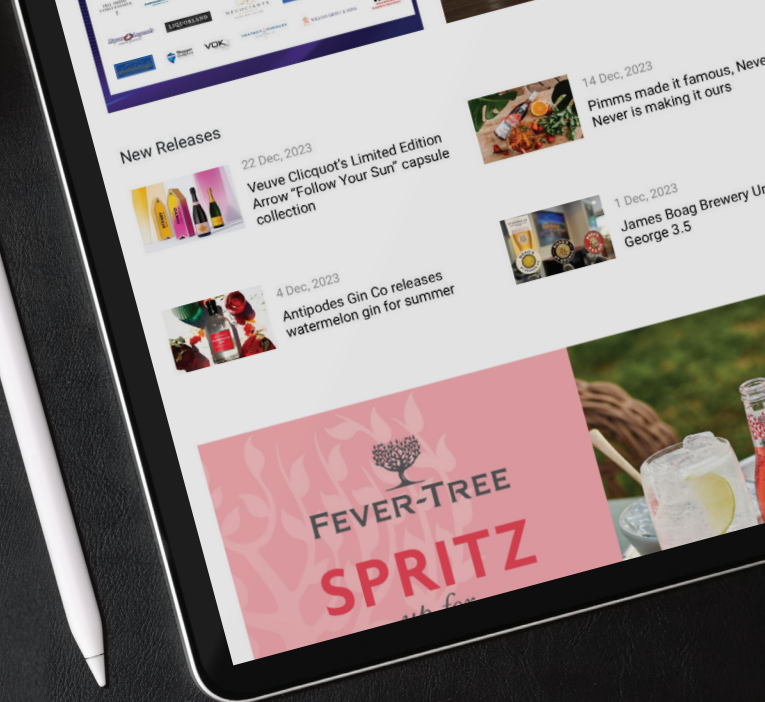
2025 MEDIA KIT



YOUR NEWS | YOUR VIEWS

DRINKS TRADE DIGITAL

DRINKS TRADE MAGAZINE



ABOUT US



DRINKS TRADE MAGAZINE

Published seasonally, Drinks Trade Magazine provides in-depth feature articles and insights, tasting panels, new products & innovations and the latest industry news.



THE DRINKS GUIDE

Australia's longest serving drinks publication, originally published in 1976, a platform for industry leaders to set the agenda and showcase their portfolio's for the coming year.

Supported by Australia's most comprehensive on-line listing of liquor products.



DRINKS TRADE DIGITAL

Daily updates with all the industry news and twice weekly eDM's getting to 9,000 inboxes on a Tuesday and Friday.

TO BOOK ADVERTISING

TO DISCUSS ADVERTISING

ashley@hipmedia.com.au

+61 410 600 075

OUR AUDIENCE

DRINKS TRADE MAGAZINE

Published seasonally, Drinks Trade is Australia's highest circulating liquor industry publication, filled with engaging content and insightful commentary from leading the industry voices in Australia.



SEASONALLY
PUBLISHED



18,000
READERSHIP

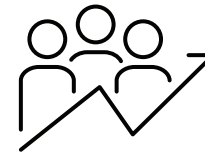


DRINKS TRADE DIGITAL

drinkstrade.com.au

Connect with our highly engaged audience on and off premise trade from right around Australia.

GET TO KNOW OUR READERS



82,300
INDIVIDUALS
average users per month
(based on last 12 month)

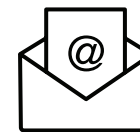


1,431,418
PAGEVIEWS
per year



807,105
WEB SESSIONS
per year

DRINKS TRADE WEEKLY EDM



9,500
WEEKLY SUBSCRIBERS



35.63%
AVERAGE OPEN RATE

* Google Analytics. Average Jan - Dec 2021. #IVE Group. Average Jan - Dec 2021.

DRINKS TRADE MAGAZINE



DRINKS TRADE MAGAZINE

Australia's leading liquor trade magazine was launched in 2007 and quickly became Australia's leading beverage and liquor sector title with a significant circulation.

- Quarterly seasonal publication in step with brand promotions & product campaigns
- Readership of 18,000 trade customers
- In-depth feature articles and leading industry insights and commentary
- Engaging and relevant content
- Products, innovation and the latest industry news
- Tasting panels.



18,000
READERSHIP



DO YOUR BIT TO FIGHT INFLATION - CHOOSE DRINKS TRADE NO PRICE RISE IN 2025

PRINT RATES

ADVERTISING RATES

SIZE	CASUAL	2X	3X	4X
Front Cover 2X DPS	\$14,000	n/a	n/a	n/a
Double Page Spread	\$6,950	\$6,255	\$5,560	\$4,865
Full Page	\$4,500	\$4,050	\$3,600	\$3,150
Half Page	\$2,950	\$2,655	\$2,360	\$2,065
Strip Ad (1/3 V or H)	\$1,950	\$1,755	\$1,560	\$1,365

PRIME POSITIONS

Inside Front Cover	+20%
Inside Back Cover	+10%
Outside Back Cover	+20%
Category Lead Page	+10%

SPECIAL OPTIONS

SIZE	CASUAL	PACKAGE RATE **	MEMBER RATE
Front Cover Wrap	\$14,000	n/a	n/a
Front Cover Z Fold	\$6,950	\$6,255	\$5,560
Outside Back Cover Extension	\$4,500	\$4,050	\$3,600
Double Sided Hard Cover Insert	\$2,950	\$2,655	\$2,360

** Package rate available to Media Partnership Packages, booked over 2 editions

drinks
trade

DRINKS TRADE MAGAZINE



DRINKS TRADE MAGAZINE FEATURES SCHEDULE

EDITION	SPIRITS	RTD & COCKTAILS	WINE	BEER	FEATURES AND AWARDS
Autumn 2025	Rum & Cognac / Brandy	Seltzers	Working a Vintage	International brands	International Women's Day
Winter 2025	Whisky, Whiskey & Bourbon	Full-strength RTD's	Cabernet & Shiraz (incl. blends)	Australia's most loved & homegrown	Sustainability Report
Spring 2025	Gin, Tequila & Vodka	Light RTD's and cocktails	Champagne & Sparkling	Australian Craft	Hottest 100 Brand Report Australian Drinks Awards Diversity & Inclusion Report
Summer 2025/26	Liqueurs Market report	Australia's favourite cocktails report	Semillon, Riesling & Pinot Gris/Grigio	Summer Beers	Australia's Wine List of the Year Australia's Top 25 Bars Report

TASTING PANEL

EDITION	WINE	SAMPLES DEADLINE
WINTER 2025	Winter Reds - tasted across two days	8 MARCH 2025
SPRING 2025	Champagne & Sparkling	3 JULY 2025
SUMMER 2025/26	Summer Whites - tasted across two days	3 OCT 2025
AUTUMN 2026	Alternative varietals - tasted across two days	02 FEB 2026

SAMPLES:
No fee to enter
2 bottles per entry
Note: Include RRP and trade contact/distributor.

MORE INFORMATION
Email: tastingpanel@hipmedia.com.au



DIGITAL TRADE RATES



drinksTMtrade.com.au

Extensive coverage of industry news from in-depth interviews to the latest news updated daily.

DRINKSTRADE.COM

(prices for 2 weeks)

CAROUSEL MAIN AD	\$1,500
TOWER AD	\$1,200
PORTAL AD	\$1,000
(Additional cost of \$250 for ad to link to a story)	
BLOCK	\$750
NATIVE CONTENT (Supplied)	\$550
VIDEO (Exclusive with article)	\$600
SOCIAL MEDIA	\$300

DRINKS TRADE WEEKLY EDM

SOLUS EDM	\$2,800
BANNER AD ONLY	\$950
BANNER AD (With supplied copy content)	\$1,250

HOMEPAGE - DRINKSTRADE

Homepage
Carousel

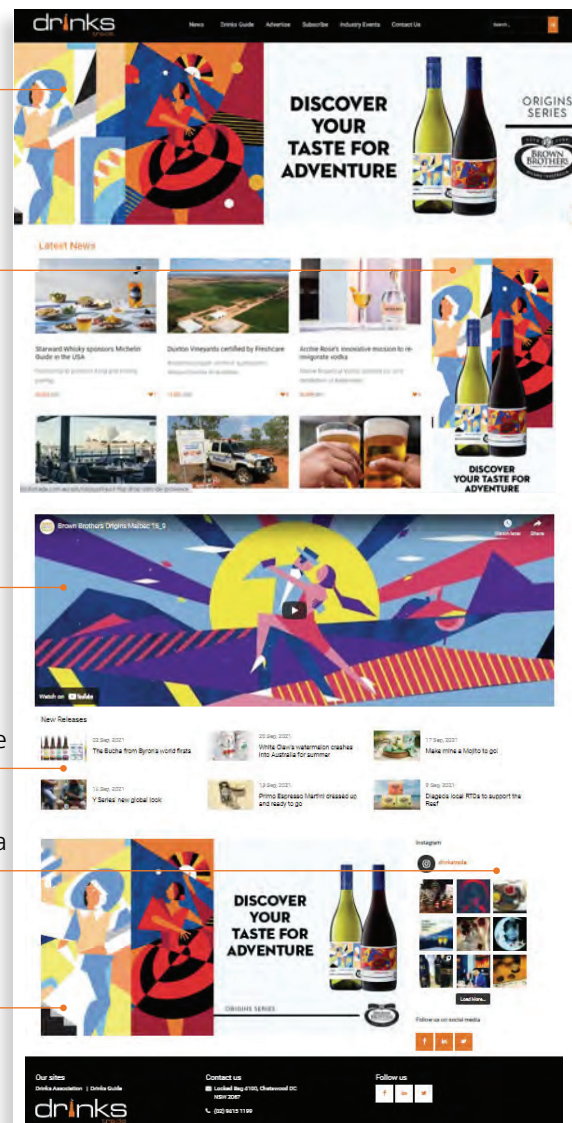
Tower Ad

Video

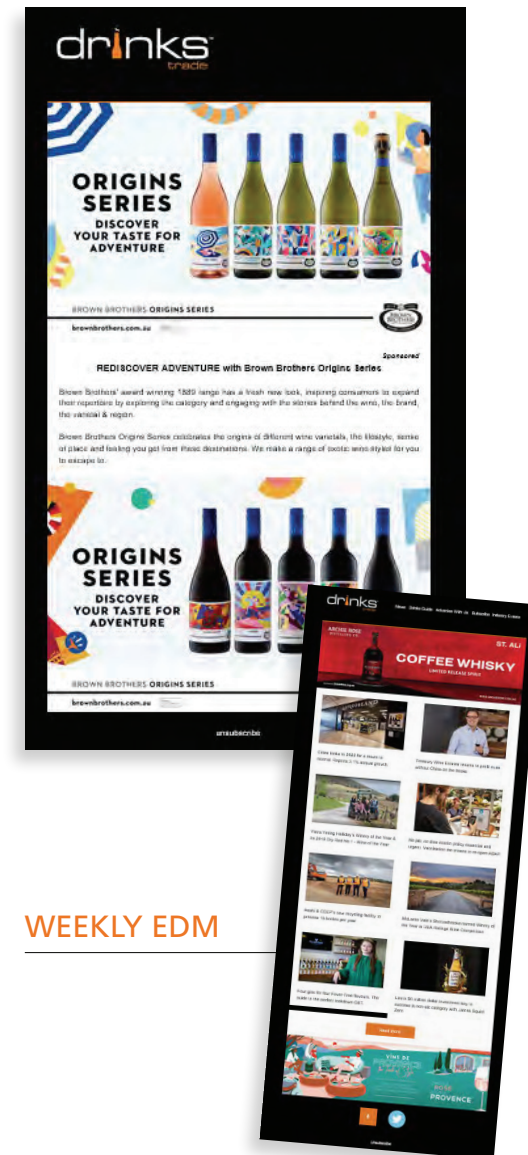
New Release

Social Media

Portal



SOLUS EDM



WEEKLY EDM

DRINKS TRADE PACKAGES



DIGITAL

With both Drinks Trade and Drinks Guide digital, the packages provide you with fantastic opportunities to reach the on and off premise trade.

DIGITAL CAMPAIGN PACK 2 WEEKS
DRINKS TRADE WEBSITE HOME PAGE <ul style="list-style-type: none"> • Carousel • Tower (subject to availability) • New release OR article
Drinks Trade SOCIAL MEDIA BOOST Drinks Guide WEBSITE 1 month <ul style="list-style-type: none"> • Carousel
TOTAL PACKAGE \$2,835 Value \$4,050
+ Weekly EDM Banner TOTAL PACKAGE \$3,500 OR + SOLUS EDM TOTAL PACKAGE \$4,795

DRINKS TRADE WEBSITE TAKE OVER 1 WEEK
DRINKS TRADE WEBSITE HOME PAGE <ul style="list-style-type: none"> • Carousel • Tower • Portal (with optional native content)
DRINKS TRADE SOLUS EDM DRINKS TRADE SOCIAL MEDIA BOOST DRINKS GUIDE WEBSITE – 1 MONTH <ul style="list-style-type: none"> • Carousel • Category Banner • Category Tower
TOTAL PACKAGE \$6,125 Value \$8,750



PRINT AND DIGITAL

The most effective marketing campaigns use a combination of print ads and digital advertising. We have great value packages to increase your reach across the liquor industry.

PRINT/DIGITAL PACKAGE 1
DRINKS TRADE DIGITAL <ul style="list-style-type: none"> • Carousel • Portal (with optional native content)
DRINKS TRADE WEEKLY EDM <ul style="list-style-type: none"> • Banner with news article
DRINKS TRADE MAGAZINE <ul style="list-style-type: none"> • 1 x Full page (content or advertising - content is an additional \$500 production cost)
TOTAL PACKAGE \$6,375 Value \$8,500

PRINT/DIGITAL PACKAGE 2
DRINKS TRADE DIGITAL <ul style="list-style-type: none"> • Carousel • Tower (subject to availability) • Video • Portal (with optional native content)
DRINKS TRADE SOLUS EDM
SOCIAL MEDIA BOOST <ul style="list-style-type: none"> • New release SOLUS EDM
DRINKS TRADE MAGAZINE <ul style="list-style-type: none"> • 2 x Full pages (content or advertising)
TOTAL PACKAGE \$12,250 Value \$16,350

ARTWORK SPECIFICATIONS



DRINKS TRADE MAGAZINE

Digital Artwork:

Only Macintosh files will be accepted.

Adobe Acrobat:

Acrobat files must show crop marks and bleed. All fonts must be embedded and the PDF must have been distilled with CMYK downsampling at 300dpi.

InDesign CC:

If using high resolution images, supply at 300dpi or higher in TIFF, EPS or JPEG format. Files must be supplied with a same size laser proof, print out of the disk directory window, as well as all fonts and extensions.

Illustrator CC:

Illustrator files may be supplied but must have all fonts converted to outlines.

Supplying Artwork:

When supplying artwork, all colours should be indicated as process colour percentages [CMYK]. All PMS colours will be matched to the nearest four-colour process combination.

Total ink limit should not be more than 300%.

You can send files via QuickCut, for more details go to www.quickcut.com.au or email to design@hipmedia.com.au or mail to the below address.

Material dispatch instructions:

All material must reach the publisher at the below address before material deadline or a surcharge of up to 50% may be incurred.



Drinks Trade Magazine Measurements (all measurements are in mm's width x height)

	BLEED SIZE	TRIM SIZE	TYPE AREA
FULL PAGE	216 x 281	210 x 275	190 x 255
Double page spread	426 x 281	420 x 275	400 x 255
(allow 10mm text free space at centre of DPS for glue used in perfect bound spine)			
1/2 horizontal	add 3mm to all sides	210 x 135	190 x 115
1/2 vertical	add 3mm to all sides	100 x 275	80 x 255
1/3 horizontal	add 3mm to all sides	210 x 90	190 x 70
1/3 vertical	add 3mm to all sides	70 x 275	50 x 255
Strip	add 3mm to all sides	210 x 60	190 x 40

Allow 10mm of text free space from to all sides of artwork

ARTWORK SPECIFICATIONS

DIGITAL



drinkstrade.com.au

Carousel Top Image 1920px x 558px

MREC 900px x 1145px

Block Ad 1000px x 603px

Drinks Guide link takeover 1400px x 308px

Native content - supplied 1042px x 512px

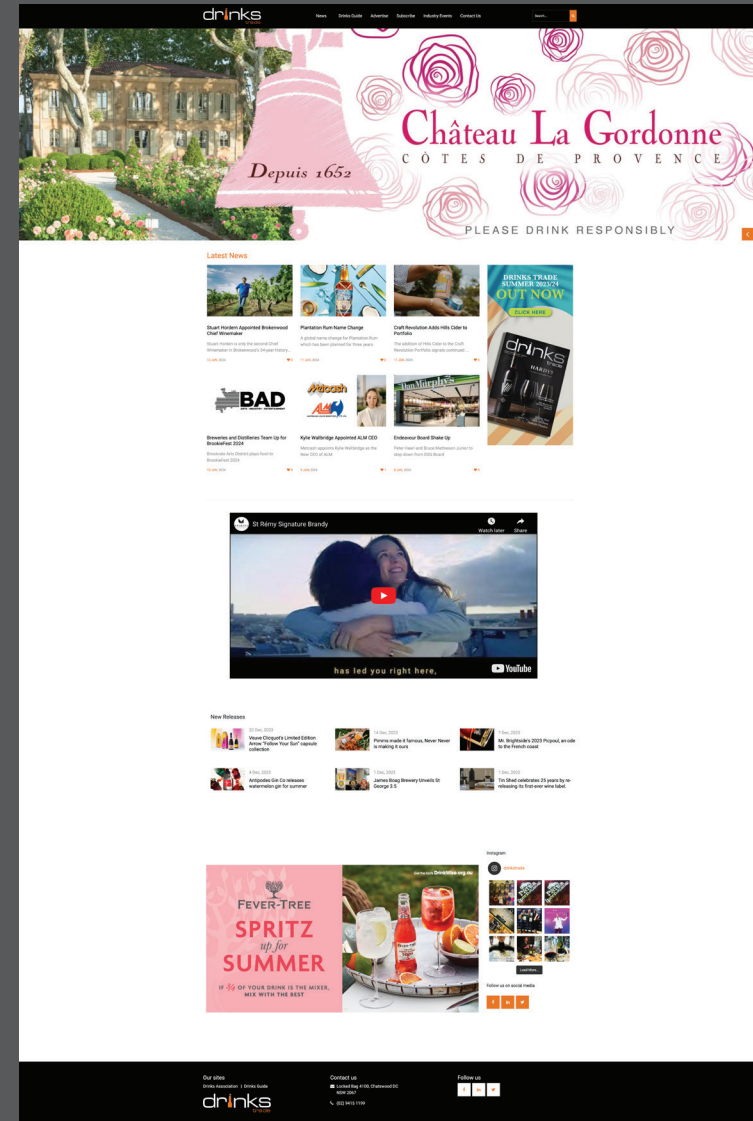
Tower Ad 768px x 1600px

Instagram Image 1080px x 1080px

New Release Image 1000px x 603px

All digital files must be supplied as JPEG, PNG or GIF

HOMEPAGE - DRINKS TRADE



DEADLINES

DRINKS TRADE DEADLINES 2025

	ADVERTISING BOOKING	EDITORIAL SUBMISSION	ADVERTISING MATERIAL	TO PRINT	ON SALE
Autumn 2025	January 29	January 29	February 14	February 19	March 4
Winter 2025	April 29	April 29	May 16	May 20	June 3
Spring 2025	July 29	July 29	August 15	August 19	September 2
Summer 2025/2026	October 21	October 21	November 14	November 18	December 2

HIP MEDIA
Content + Design + Marketing + Events

