ARTISAN SPIRIT

THE MAGAZINE FOR CRAFT DISTILLERS AND THEIR FANS

ONLINE ADVERTISING RATE SHEET 2027

Artisan Spirit is the magazine for craft distillers and their fans. Artisan Spirit is well-placed to educate the distilling industry and act as an informative medium through which distillers and industry vendors can be introduced to each other.

NEWSLETTER REACH

Our monthly newsletter includes industry updates, behind-the-scene peeks into what we at Artisan Spirit have been up to, up-coming industry events, workshops, and much more. Newsletter subscribers include current and future distillers, industry professionals, and craft spirit enthusiasts.

- Monthly newsletter sent to a mailing list of 1200+ accounts
- With an average open rate of 28.1% we're above the industry average of 23.1%

WEBSITE REACH

Website features include industry events calendar, current and past issues available to read digitally, advertiser index, sponsor list, and blog.

- Average monthly page views = 2932
- Our international audience of 100+ countries is headed up by the US, Canada, UK, Australia, South Africa, and India

ONLINE AD SIZES	WIDTH	HEIGHT
Newsletter banner	600 px	120 px
Newsletter sidebar	160 px	600 px
Website banner	728 px	90 px
Website sidebar	300 px	250 px

PRICING	STANDARD MONTHLY	SPONSOR MONTHLY
Newsletter banner	$250	$199
Newsletter sidebar	$315	$249
Website banner	$199	$158
Website sidebar	$125	$99

NO ADVERTORIALS

In order to maintain editorial integrity Artisan Spirit does not solicit or accept payment in return for articles.
Submissions and article requests are welcome and published at the sole discretion of our staff. Contact our editor, Brian Christensen, at brian@artisanspiritmag.com for more info.

GRAPHIC DESIGN SERVICES AVAILABLE

Need help putting together an ad for your company, upcoming event, or new product? Our graphic design services are available at $70/hr with one hour minimum on new ads. No time minimum on existing ads.

MECHANICAL REQUIREMENTS

We require all ads be submitted in digital format. Ads submitted incorrectly, including incorrectly sized ads, may incur additional production charges to correct the files. All ads must include hi-res files (300 dpi placed at 100%). Please remember to convert all hi-res images from CMYK to RGB. We are not responsible for color accuracy in files that must be converted to RGB upon arrival. Suggested file formats include jpeg, png, and high-resolution PDF.

Ads should be sent to
ADS@ARTISANSPIRITMAG.COM

SUBMISSION GUIDELINES:

- Limit file name to "advertiser_month-year"
- Include the following in the submission email:
  - Name of advertiser
  - Starting month for ad to run in
  - Contact name and phone number

QUESTIONS? CONTACT GEORGE B. CATALLO AT (585) 764-5309 OR GEORGE@ARTISANSPIRITMAG.COM

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DIGITAL AD INSERTION ORDER 2027

Company Name _____ ☐ Returning advertiser

Contact Person _____ Title _____

Email _____ Phone _____

Address _____

City/State/Zipcode _____

☐ New artwork

☐ Repeat digital ad (please identify _____)

☐ Ads to run in nonconsecutive months (please list in Notes section)

☐ Interested in Artisan Spirit Sponsorship opportunities

NOTES _____

SIZE

Select ad placement(s). A combo insertion discount rate is available to advertisers agreeing, by signed contract, to place consecutive online *and* print ads. Ads can be purchased month-to-month or on a yearly basis. Rates below denote the price of ads per month for each rate

	Standard Rate		Sponsor Rate	
	Monthly per month	Yearly per month	Monthly per month	Yearly per month
☐ Newsletter banner	$250	$200	$199	$159
☐ Newsletter sidebar	$315	$250	$249	$199
☐ Website banner	$199	$159	$158	$126
☐ Website sidebar	$125	$100	$99	$79

Purchase rate ☐ Month-to-month ☐ Yearly

COST BREAKDOWN

Ad rate per month $ _____

Number of months x _____

Subtotal $ _____

Combo insertion discount - $ _____

Subtotal $ _____

Graphic design fee $ _____

TOTAL $ _____

THE FINE PRINT

Ad placement is subject to payment of invoice prior to placement. Combo insertion discount rates subject to signed contract and payment of first month's invoice. Artisan Spirit Magazine reserves the right to reject or cancel any advertisement(s) at its sole discretion.

Signature _____ Date _____

EMAIL COMPLETED FORM TO GEORGE@ARTISANSPIRITMAG.COM

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