

2011 MEDIA KIT

NEW PRODUCTS, TRENDS & INNOVATION

BEVERAGE SPECTRUM

MAGAZINE



PUBLISHED BY
BEVNET.COM

OVERVIEW

Beverage Spectrum is the leading resource for new beverage products, product trends and marketing and design innovations.



Beverage Spectrum helps all of the entities who are involved in the sale of beverages: retailers, distributors, manufacturers and marketers, providing news, analysis, and commentary on the best ways beverage makers are satisfying consumer demand.

- It is the only magazine that offers in-depth analysis of beverage category trends for retailers
- *Beverage Spectrum's* staff offers the most experience and insight in dealing with the fastest growing beverage categories, including energy drinks, functional waters, teas and coffee drinks
- It is the only magazine that regularly examines the potential of innovation as a driver of beverage sales
- *Beverage Spectrum's* editorial focus, from short pieces to profiles to cover stories, is unbiased, comprehensive, and does not shy away from investigation
- It is the only magazine that anticipates trends in beverage retailing and development by examining cultural changes outside the industry
- *Beverage Spectrum*, through BevNET.com, has unprecedented access to the early stage, entrepreneurial beverage companies that are operating in the most active and profitable sectors in the business
- *Beverage Spectrum's* reporting on new product development offers key advantages to retailers, distributors, and suppliers by creating a new level of informed dialogue up and down the sales chain

MISSION

Beverage Spectrum magazine is published 8 times annually with the purpose of reporting on beverage products, new beverage and ingredient trends and beverage product and marketing innovation as a service to those businesses that sell or supply beverages. Encompassing all categories of refreshment beverages, *Beverage Spectrum* draws on unmatched editorial expertise and experience to analyze and understand developments in established beverage categories and emerging segments with an eye toward enabling retailers, marketers and suppliers to build profitability.

 **THE ULTIMATE
SOURCE OF
PRODUCT NEWS
FOR THE
BEVERAGE
INDUSTRY**

CHANGES IN 2011

NEW PRODUCTS, TRENDS & INNOVATION

The beverage business is in a state of change, with the lines blurring between once-discrete entities like retailers, distributors, and beverage companies.

Knowing this, BevNET.com, the publishers of *Beverage Spectrum* Magazine report not just on new products, but also on innovation and trends in the beverage industry as an attempt to serve all of the entities who are involved in the sale of beverages: retailers, distributors, manufacturers and marketers. *Beverage Spectrum* provides formulation, flavor, and marketing insights, as well as the market-leading new product and brand reporting that is the magazine's stock-in-trade. As a result of this combination, readers will have unprecedented access to a fully-informed view of the evolving range of beverage product offerings in every issue.



ENVIRONMENTAL INITIATIVE

Beverage Spectrum Magazine reflects BevNET's commitment to the environment by printing on a recycled paper stock certified by the Forest Stewardship Council (FSC), by employing a printer certified by the Sustainable Forestry Initiative (SFI), and by using Agri-Web environmentally friendly inks. A copy of our Environmental Benefits Statement can be found on the *Beverage Spectrum* Masthead. BevNET attempts, whenever possible, to partner with vendors who maintain a high level of environmental consciousness.



**FOR THE
PLANET**

MEMBER



DEPARTMENTS & FEATURES

Beverage Spectrum's journalistic skill and integrity, as well as its familiarity with the beverage industry, makes its reporting a point of pride. We are not just committed to content, but committed to useful, readable, objective reporting that will allow beverage sellers to choose the right mix of products to make, stock and promote.

Our mix of reporting, analysis and commentary is best expressed through our in-depth Cover Stories, and also through the following regular features and departments:

NEW PRODUCTS: In every issue, a survey of what will be – or should be – filling shelves and coolers in forward-looking formats, including new beverages, reformulated and repackaged products, and line extensions.

INNOVATION: Every issue covers the key advances in formulation, marketing and packaging that will drive sales in the future, from new ingredients and functions to flavor trends and ad execution.

CATEGORY FEATURES: In-depth stories analyzing trends and developments in sales, production and marketing in beverage categories ranging from Beer and Soda to Energy Drinks and Teas, and their significance to retailers.

BRAND NEWS: Our comprehensive roundups of the newest developments and photographs of every brand in a particular beverage category.

PROFILES: The men and women whose creativity and drive are keeping the industry moving forward come under

the *Beverage Spectrum* spotlight to explain what they're doing, how they're doing it, and why it works.

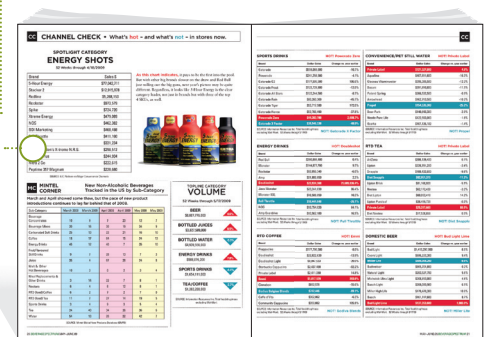
COMMENTARY: Retailing, marketing, packaging, and other topics of the beverage industry are scrutinized by some of the leading minds in the beverage industry, including longtime branding expert Gerry Khermouch, *Beverage Spectrum's* own editorial staff and key guest columnists from organizations like tastemakers, trendspotters, and the American Beverage Association.

COOLER CATCH-UP: We highlight brands in the news as they face adversity, grow, and continue their journey toward success. An inside look at the ongoing strategic decisions taking place at the industry's up-and-coming companies and profiles of some of its most interesting emerging personalities.

BEVSCAPE: A comprehensive and fun front-of-the-book section that includes the most relevant array of news from across the entire beverage spectrum, including flavor and marketing trends, important riffs on culture and nutrition, developments abroad and regulatory changes at

home, employment updates, reflections on mass media's interaction with the industry, short profiles and pieces on why and how the beverage world is changing.

CHANNEL CHECK: Analysis culled from numerous data sources that provide the hard numbers on what's hot and what's not in beverage sales.

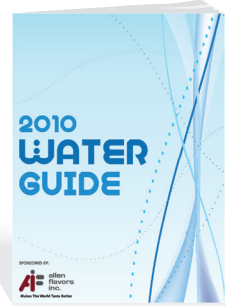


CASE STUDIES: Stories from inside beverage and supplier companies that illustrate how innovation occurs and organizations adapt to change. Required reading for anyone who realizes that the nuts and bolts of the beverage industry play directly into its sales.

CONFERENCE COVERAGE: Every issue previews the most important trade events coming up on the calendar, and is followed by a report on the most salient developments at that event.

PROMOTION PARADE: A look at short-term incentives beverage marketers are using to move products, and how to take advantage of that movement.





EDITORIAL CALENDAR 2011

ISSUE	STORIES DUE	ADS DUE	ISSUE TO PRESS	MAIL DATE	CATEGORY FOCUS	SHOW REPORTS	GUIDES AND SPECIAL SECTIONS
Jan/Feb	Jan. 27	Jan. 29	Feb. 9	Feb. 19	Recovery Drinks, Sparkling Juices, Relaxation Drinks	Expo West Preview, Fancy Foods West Report, BevNET Live Report	2011 Supplier Guide
March	Feb. 23	Feb. 26	March 3	March 15	Bottled Water, Domestic Beer		Energy Drink Guide
April	March 26	March 29	April 5	April 14	Coffee, CSDs, Powders	Expo West Report, FMI Preview, Nightclub and Bar Report	
May/June	May 17	May 21	June 1	June 11	Energy Drinks, Sports and Nutrition Drinks	BevNET Live Report, FMI Report, Fancy Foods Summer Preview, IFT Preview	
July/August	July 13	July 19	July 23	August 4	Iced Tea, Imported Beer	Fancy Foods D.C. Report, IFT Report	Bottled Water Guide
September	August 23	August 27	Sept. 3	Sept. 15	Juices, Energy Shots	Expo East Preview, NACS Preview <i>with distribution at NACS</i>	
October	Oct. 11	Oct. 11	Oct. 18	Oct. 27	Diet Energy, Enhanced Water	NACS Report, PACK Expo Preview	
Nov/Dec	Nov. 19	Nov. 29	Dec. 6	Dec. 15	Metabolism Drinks, Boutique Sodas, Malternatives	Expo East Report, NBWA Report	BevNET's Best Of, 2012 Beverage Guide

CIRCULATION

WHO READS BEVERAGE SPECTRUM?

Beverage Spectrum is read by professionals who create, market, distribute, and retail beverages in the United States. By offering the most in-depth coverage of new products, trends, and innovation, *Beverage Spectrum* consistently reaches the most influential readers in the industry.

All readers go through a stringent qualification and our circulation is BPA audited.

CIRCULATION BREAKDOWN

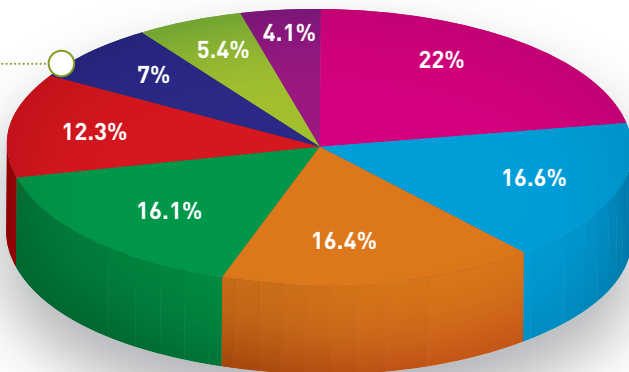
TOTAL AUDITED CIRCULATION – 17,623

(six month average as per PBA circulation statement)

CIRCULATION BY REGION:

(publisher's own data)

- North Central – 22%
- Pacific – 16.6%
- Mid Atlantic – 16.4%
- South Atlantic – 16.1%
- South Central – 12.3%
- Mountain – 7.0%
- New England – 5.4%
- Other – 4.1%



**REACHING OVER 1,400
UNIQUE BEVERAGE
COMPANIES**

CATEGORY BREAKDOWN

(May/June 2010, publisher's own data)

RETAILERS – 3,054

Includes all of the key retail channels, including convenience, drug, grocery, mass, club, liquor, wine, and beverage only/specialty.

BEVERAGE DISTRIBUTORS & WHOLESALERS – 4,371

Includes traditional DSD and beverage wholesalers, as well as brokers and food distributors who deal in beverage products.

BEVERAGE COMPANY – 4,197

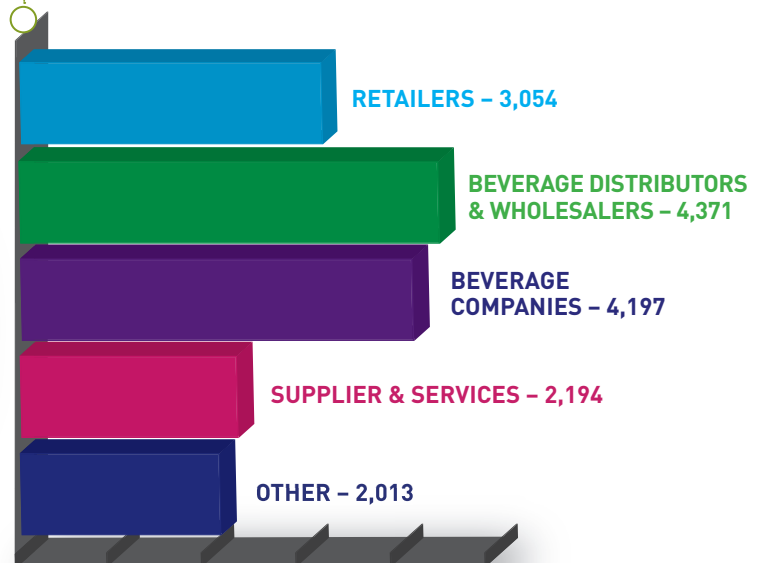
Companies that manufacture or market beverage products. Our circulation is skewed towards independent operators.

SUPPLIER & SERVICES – 2,194

Includes companies that produce materials, such as flavors and packaging, or offer services, such as co-packing.

OTHER – 2,013

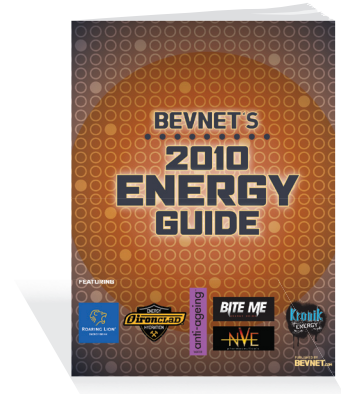
Includes other related professionals who have an interest in the beverage industry, including financial, research, and media.



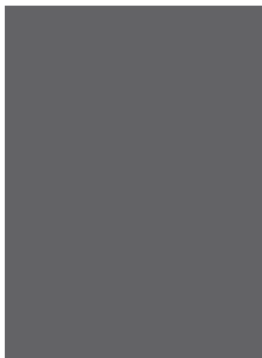
RATES

NET ADVERTISING RATES FOR ALL 4-COLOR ADS. (per ad)

	1x	4x	8x
Full Page	\$4,900	\$4,655	\$4,165
Premium	\$5,500	\$5,225	\$4,675
Back Cover	\$5,900	\$5,605	\$5,015
Two Page Spread	\$8,000	\$7,600	\$6,800
Half Page	\$2,500	\$2,375	\$2,125
One Third Page	\$1,700	\$1,615	\$1,445
Quarter Page	\$1,400	\$1,330	\$1,190

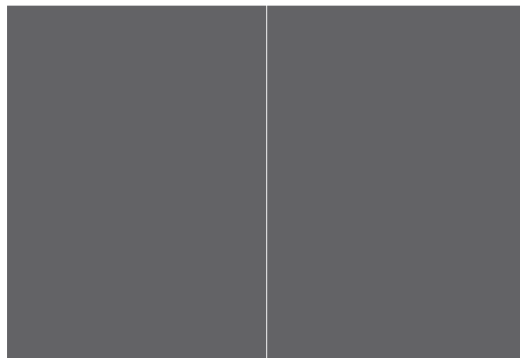


AD SPECIFICATIONS



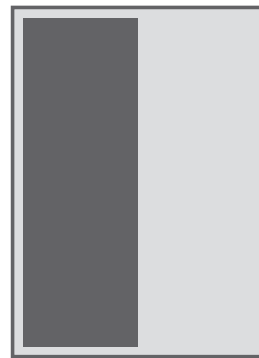
FULL PAGE

Bleed: 8.25"x11.125"
Trim: 8"x10.875"
Live: 7.25"x10.125"



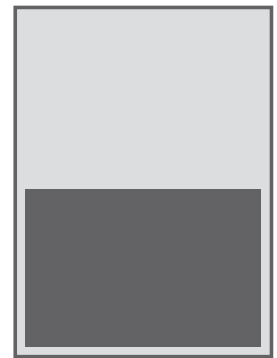
TWO PAGE SPREAD

Bleed: 16.25"x11.125"
Trim: 16"x10.875"
Live: 15.25"x10.125"



HALF PAGE VERTICAL

Live: 3.54"x10.125"



HALF PAGE HORIZONTAL

Live: 7.25"x5"

DIGITAL FILE REQUIREMENTS

For the best quality on printed materials, please comply with the following specifications.

Submit files in Macintosh versions of: Adobe InDesign, Adobe Photoshop, Adobe Illustrator (in EPS format), Adobe Acrobat PDF with embedded fonts, images converted to TIFF or EPS (no JPEG), color files converted to CMYK before conversion to PDF. Adobe Photoshop files must be at least 300 dpi and in CMYK mode. BevNET.com, Inc. cannot be responsible for converting RGB into CMYK due to dramatic color shifts. For rich blacks, the maximum saturation is 300%. Any rich blacks created out of 100% CMYK will be denied. Line art should have 1200 dpi minimum resolution.

FONTS

For best results, please convert all fonts to outlines.

Please include all fonts, when applicable, in a separate "fonts" folder. Files must include all fonts – or they must be converted to outlines – as well as all graphic and image links.

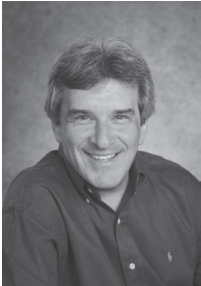
FILE SUBMISSION

Ads must be submitted on CD or via FTP. For FTP access please contact Matthew Kennedy at mkenedy@bevnet.com. Or send materials to:

Beverage Spectrum Magazine
44 Pleasant St. Suite 110
Watertown, MA 02472

KEY STAFF

SALES



Barry Nathanson

Publisher, *Beverage Spectrum*

A 30-year publishing executive, Barry Nathanson has spent the last 16 years in the beverage arena, and his experience has allowed him to serve as a resource to marketers, retailers and distributors, who recognize that his expertise and relationships, as well as his enthusiasm, lend him a unique perspective on their marketplace.

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John McKenna

**Publisher, BevNET.com;
Associate Publisher, *Beverage Spectrum***

John McKenna has written and consulted extensively in the area of foods and beverages. Before joining BevNET to write *Energy Drinks 2003*, John authored a report on Functional Foods and Beverages and worked as a reporter for FDC Reports covering dietary supplements. John is a graduate of Tufts University.

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Adam Stern, Associate Publisher

Prior to joining BevNET in 2005, Adam held a position at Decision Resources, a biopharmaceutical executive advisory service and consulting firm, as a Research Associate, covering business and technology drivers of the pharmaceutical and biotechnology markets. Adam is a graduate of Bates College with degrees in Biology and International Relations.

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Jeff Hyde, Account Executive

Jeff is a 2009 graduate of Union College and the latest addition to the BevNET team, where he has been interning since 2008.

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EDITORIAL

Jeffrey Klineman

Editor, *Beverage Spectrum*

Award-winning journalist Jeffrey Klineman has written for numerous publications, including *Boston Magazine*, *Self*, *George*, the *Chronicle of Philanthropy* and the *Boston Globe Sunday Magazine*. Jeffrey is a graduate of Yale University and Columbia University's Graduate School of Journalism.

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CORPORATE

John Craven, Editor/President

As founder and President of BevNET, John Craven is a widely-recognized authority on the beverage industry. He serves as the Editor-in-chief of BevNET.com and the Editorial Director of *Beverage Spectrum Magazine*, overseeing their day-to-day operations. John is a graduate of Boston College with a BS in Marketing and Computer Science.

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Jack Craven, Chairman

Jack Craven is a senior publishing executive with an excellent track record of growing publishing operations. He has held executive positions with American Media, Inc., where he served as the Executive Vice President / Chief Financial Officer, Time Inc., Jobson Publishing, and Lear Publishing. He is the former Chairman of the New York State Society of CPAs Publishing & Printing Committee and has been licensed as a CPA since 1974.

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