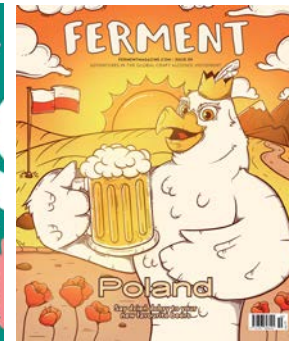
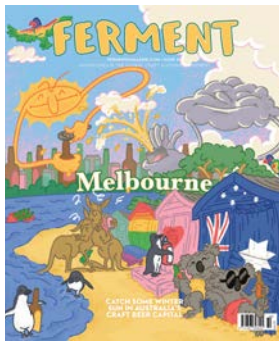


FERMENT

ADVENTURES IN THE GLOBAL CRAFT ALCOHOL MOVEMENT



MEDIA PACK 2021

FERMENT

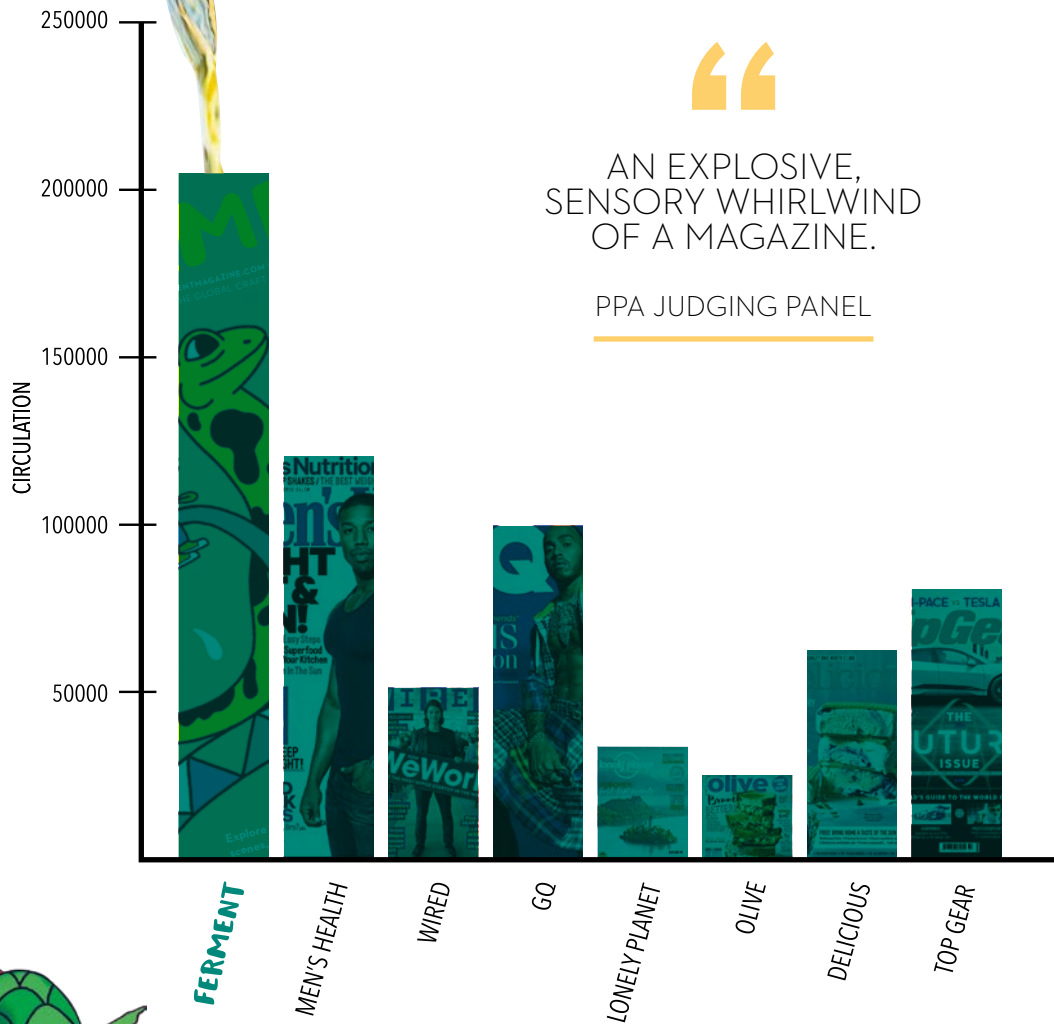
The UK's largest craft beer publication, *Ferment* scours the world in search of the hottest breweries and most intriguing beer-related culture. We work with the most respected writers in the industry, including Melissa Cole, Katie Mather, Mark Dredge and Matt Curtis, as well as internationally renowned photographers and illustrators, to bring our readers an exceptional experience each and every month.

Travel with the *Ferment* team from Lapland to South Africa, and North Korea to California, meeting the brewers and beer lovers that make each of these destinations unique. Learn new skills, from home brewing to bushcraft, as *Ferment* explores the wild frontiers of craft beer culture.

Ferment is on sale in WHSmith and independent newsagents, as well as being distributed to key bottle shops and bars around the United Kingdom.



CUSTOMER MAGAZINE OF THE YEAR - PPA SCOTLAND SCOTTISH MAGAZINE AWARDS 2017



AN EXPLOSIVE,
SENSORY WHIRLWIND
OF A MAGAZINE.

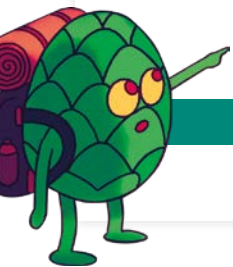
PPA JUDGING PANEL

SUBSCRIPTIONS

200k+

UK-BASED SUBSCRIBERS

Ferment is one of the UK's leading titles. Our readers include the UK's most engaged craft alcohol consumers - targeting a male, 35-55, ABC1 audience, interested in food & drink, travel, and discovering new things.



SEE THE WORLD OF CRAFT ALCOHOL FROM A NEW ANGLE, EVERY ISSUE



BEER52

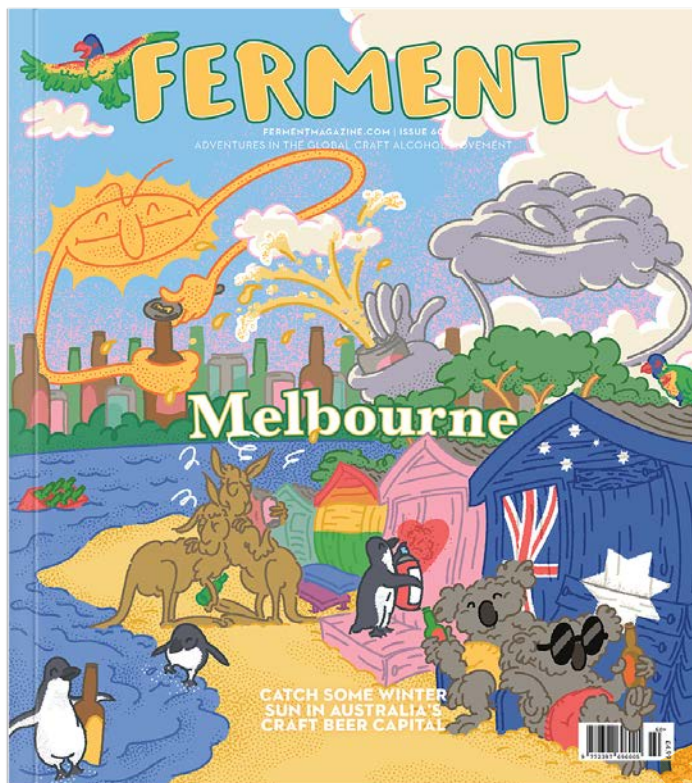
CRAFT BEER CLUB MEMBER DEMOGRAPHICS

- 82.4% male
- 57.5% married
- High index between 30-54 years old.
- High index in Scotland, East Anglia and South East England
- High indexes for IT, Computer engineering, Senior Professional, Middle Management, Skilled Trade
- 80% "ABC1" professionals
- £40k+, "affluent"

Likes: World travel, UK travel, Skiing, outdoor adventure, cycling, gym, fine food, national trust, current affairs, golf, personal computing, theatre, going to pub (surprise) & hiking

Consumer audience segment: "Tech-savvy, financially comfortable, established couples & families"

WITH FEATURES ON TRAVEL, SPORT AND THE ARTS, *FERMENT* IS MORE THAN A BEER MAGAZINE



Ferment works with world-class photographers and illustrators, so that every issue looks as delicious as a cold, crisp beer on a hot day

A CLASSIC PRINT MAGAZINE THAT'S A PLEASURE TO OPEN, CONSUME AND KEEP

SPECIFICATION

Ferment is 100 pages, perfect bound and printed in full colour with a matt laminate outer cover.

RRP: £4.99

	COPY DUE	ON SALE
ISSUE 65:	5 Apr	8 May
ISSUE 66:	3 May	5 Jun
ISSUE 67:	31 May	3 Jul
ISSUE 68:	28 Jun	31 Jul
ISSUE 69:	26 Jul	28 Aug
ISSUE 70:	23 Aug	25 Sep
ISSUE 71:	20 Sep	23 Oct
ISSUE 72:	18 Oct	20 Nov
ISSUE 73:	15 Nov	18 Dec
ISSUE 74:	13 Dec	15 Jan
ISSUE 75:	10 Jan	12 Feb



PRINT ADVERTISING



DOUBLE PAGE SPREAD
 BLEED: **396 x 236mm**
 TRIM: **390 x 230mm**
 TYPE: **380 x 210mm**



FULL PAGE
 BLEED: **201 x 236mm**
 TRIM: **195 x 230mm**
 TYPE: **175x 210mm**



HALF PAGE
185 x 107mm

DISPLAY Advertising:

Back cover: **£3,400**
 Double page spread: **£2,800**
 Inside cover: **£2,800**
 Full page: **£1,750**
 Half page: **£950**

Discounts for serial bookings:

x2-5 7%
 x6-10 10%
 x10+ 15%

PARTNERSHIP Advertising:

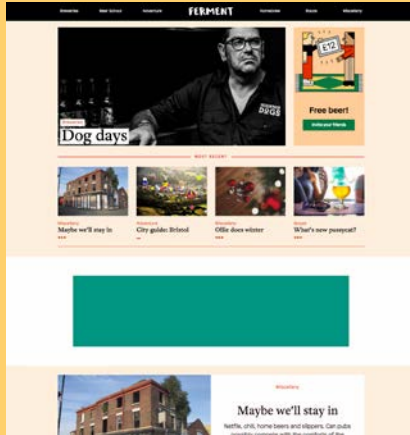
6pg Feature story **£5,500**
 4pg Feature story **£4,500**
 2pg Feature story **£2,950**
 1pg Feature story **£1,950**

Inserts **£95**

Per 1,000 DL or A5
 Minimum booking: 20,000

- Artwork should be saved in PDF, EPS, or TIFF format.
- Images must be 300 dpi to ensure quality reproduction.
- Maximum ink coverage must be **no more than 300%**.
- All fonts must be embedded or converted to outlines.
- **CMYK only** - do not include spot/special colours or RGB. Any RGB files we receive will be converted to CMYK and may not reproduce as intended.
- If the advert could be mistaken for editorial, it must state 'PROMOTIONAL FEATURE' at the top of the artwork.

WEB PACKAGES



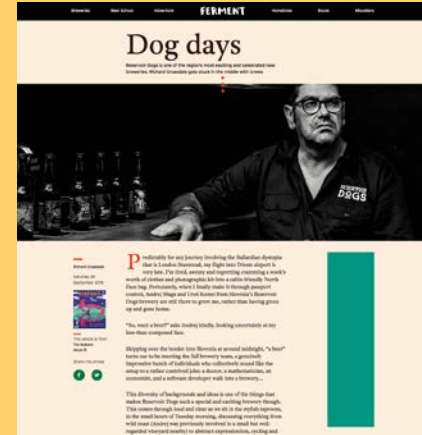
HOMEPAGE BANNER

SIZE: 970px x 250px



SECTION BANNER

SIZE: 160px x 600px



ARTICLE BANNER

SIZE: 160px x 600px

DISPATCH email advert:

67% OPEN RATE

£12/1000

Minimum booking: 50,000

FERMENT Website takeover

Beer52 receives 210,000 pageviews per month.

Article advert on 350+ live articles:

£950 per month.

FILE REQUIREMENTS:

- File types: JPG/PNG/GIF
- File weight: <75kb



EVENTS & PARTNERSHIPS



Ferment has a strong track record of working creatively with brands, co-hosting successful events and providing bespoke editorial solutions, including feature-packed festival guides.

To discuss how Ferment could add value to your event – whether it’s a tasting event, a brewing project or a full-scale festival – email fraser@beer52.com or james@beer52.com.



HAPPY CLIENTS INCLUDE:



Mikkeller



BYRON



THATCHERS



CONTACT THE TEAM

EDITORIAL

richard@beer52.com

07977 578 929

SALES

advertising@beer52.com

matthew@beer52.com nicky@beer52.com

0131 225 6413

0131 629 4516

07958 725 481

07925 412 589

PARTNERSHIPS

fraser@beer52.com james@beer52.com

07872 832 726

07449 314 153



GET SOCIAL WITH US



WWW.BEER52.COM/FERMENT



@FERMENTHQ



@FERMENTMAGAZINE