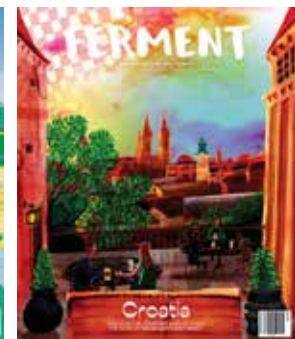
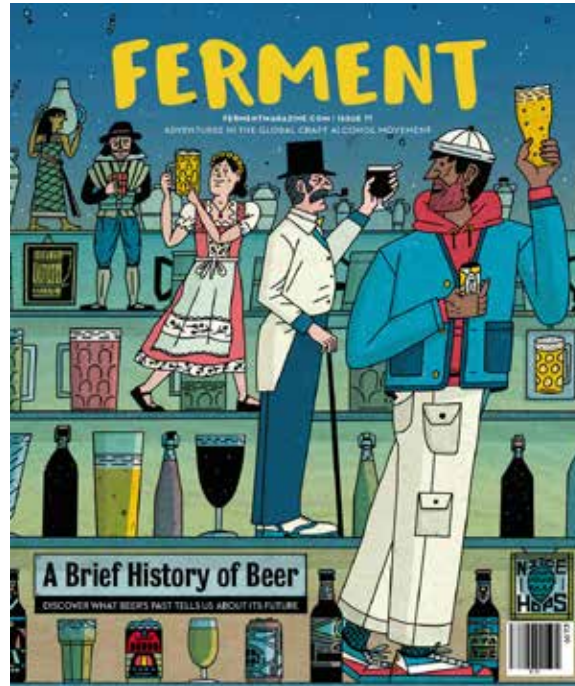
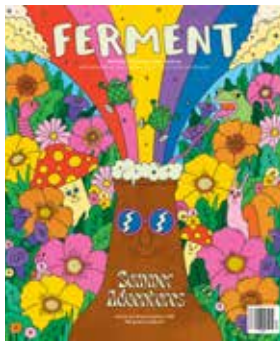


# FERMENT

ADVENTURES IN THE GLOBAL CRAFT ALCOHOL MOVEMENT



MEDIA PACK 2022

# 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.

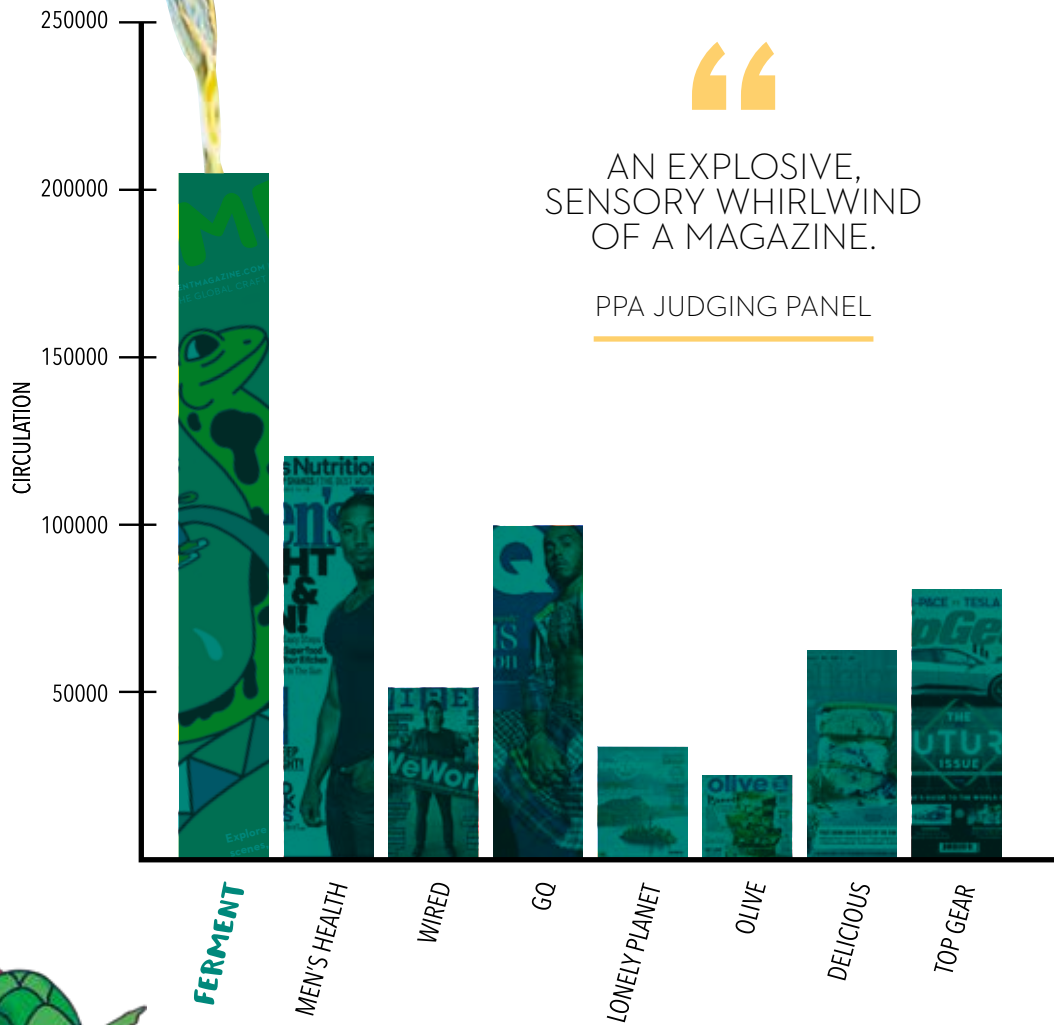
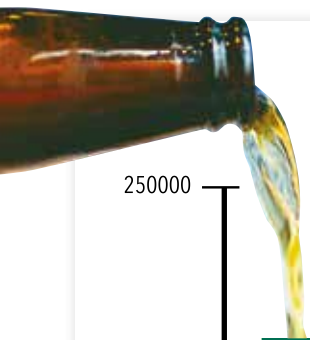
*Ferment* is on sale in WHSmith and independent newsagents, as well as being distributed to key bottle shops and bars around the United Kingdom.



The UK's  
**#1**  
Craft Beer  
Magazine



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



AN EXPLOSIVE,  
SENSORY WHIRLWIND  
OF A MAGAZINE.

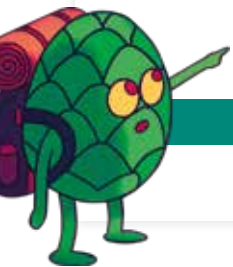
PPA JUDGING PANEL

## 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: £6.99

	<b>COPY DUE</b>	<b>ON SALE</b>
ISSUE 77:	7 Mar	9 Apr
ISSUE 78:	4 Apr	7 May
ISSUE 79:	2 May	4 Jun
ISSUE 80:	30 May	2 Jul
ISSUE 81:	27 Jun	30 Jul
ISSUE 82:	25 Jul	27 Aug
ISSUE 83:	22 Aug	24 Sep
ISSUE 84:	19 Sep	22 Oct
ISSUE 85:	17 Oct	19 Nov
ISSUE 86:	14 Nov	17 Dec
ISSUE 87	12 Dec	14 Jan



# 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:	<b>£3,400</b>
Double page spread:	<b>£2,800</b>
Inside cover:	<b>£2,800</b>
Full page:	<b>£1,750</b>
Half page:	<b>£950</b>

### Discounts for serial bookings:

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

## PARTNERSHIP Advertising:

6pg Feature story	<b>£5,500</b>
4pg Feature story	<b>£4,500</b>
2pg Feature story	<b>£2,950</b>
1pg Feature story	<b>£1,950</b>

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](mailto:fraser@beer52.com) or [james@beer52.com](mailto:james@beer52.com).



## HAPPY CLIENTS INCLUDE:



Mikkeller



BYRON



THATCHERS

BREW//LDN



THE TRIPLE DISTILLED  
AUCHENTOSHAN  
SINGLE MALT SCOTCH WHISKY





# CONTACT THE TEAM

## EDITORIAL

---

[richard@beer52.com](mailto:richard@beer52.com)

07977 578 929

## SALES

---

[advertising@beer52.com](mailto:advertising@beer52.com)

[matthew@beer52.com](mailto:matthew@beer52.com)    [nicky@beer52.com](mailto:nicky@beer52.com)

0131 225 6413

0131 629 4516

07958 725 481

07925 412 589

## PARTNERSHIPS

---

[fraser@beer52.com](mailto:fraser@beer52.com)    [james@beer52.com](mailto:james@beer52.com)

07872 832 726

07449 314 153



GET SOCIAL WITH US



[WWW.BEER52.COM/FERMENT](http://WWW.BEER52.COM/FERMENT)



[@FERMENTHQ](#)



[@FERMENTMAGAZINE](#)