



Beverage Industry

Beverage Industry delivers respected editorial coverage of established beverage brands and niche drinks to a global audience of beverage professionals. *Beverage Industry* provides an editorial scope that covers the entire beverage marketplace, and reports on a wide range of marketing and manufacturing subjects with emphasis on new products, R&D, packaging, production and distribution.



Channel Overview

June 2017 BPA Brand Report.

MAGAZINE

- Distribution: 12 times per year
- Total Circulation: 36,520

eNEWSLETTER

- Name: Beverage Industry Insider
- Distribution: 1 per week
- Average # of subscribers: 20,900

eBLAST

- Average eBlast Deployment: 27,000*

WEBINARS

- Average Registrants: 379

APPS

- Apple Cumulative Downloads: 3,939
- Android Cumulative Downloads: 1,334

WEBSITE

- Average Users: 56,915
- Average Pageviews: 127,759
- Average Sessions: 67,342

SOCIAL MEDIA

- LinkedIn: 9,591
- Twitter Followers: 13,186
- Facebook Likes: 2,844

SPECIAL ISSUES

- | | |
|--|--|
| JANUARY Bottler of the Year | JULY State of the Industry |
| FEBRUARY Health & Wellness | AUGUST Digital Marketing Trends/
Annual Manual |
| MARCH Annual Beer Report | SEPTEMBER Wholesaler of the Year |
| APRIL Annual Soft Drink Report | OCTOBER Executive of the Year |
| MAY Millennials | DECEMBER Innovations of the Year/
Contract Packaging |
| JUNE Top 100 Beverage Companies | |

SPECIAL PRODUCTS

- | | |
|--|---|
| APRIL State of the Industry LRB
& Alcoholic Sector Webinar | SEPTEMBER New Product
Development Webinar |
| JUNE Craft Beer Webinar | DECEMBER Craft Beer Report
Sponsorships |
| JULY State of the Industry Report
Sponsorships | |

EVENTS



April 24-25, 2018 | Chicago, IL

BeverageForum.com

The Beverage Forum is the place for top-level beverage executives to share knowledge, network and engage in intimate discussions with industry leaders.



Phoenix, AZ

BevOpsFleetSummit.com

This 4-day conference will address business challenges and industry trends of today's beverage marketplace. Showcase your beverage warehousing and distribution related products and services even by way of a ride & drive/equipment demo!

For more information about Beverage Industry, go to www.bnpsOLUTIONS.com/Beverage-Industry

MARKETS + AUDIENCE

Beverage Industry is part of the FOOD | BEVERAGE | PACKAGING GROUP (FBP). The FBP builds its strength from the breadth and depth of market coverage, content and audience. Each brand falls within several markets, audience segments and comprehensive content themes, which cross-over and expand the overall reach of the FBP as a collective, comprehensive group.

FBP MARKETS+

Breadth of market coverage refers to horizontal markets: BROAD content that speaks to the overall processes of food and beverage equipment, ingredients and packaging.

Depth of market coverage refers to vertical markets: FOCUSED industry segments, targeting a specific market, and are encompassed within the horizontal markets.

	BI	BP	CNDY	DF	FP	FE	FM	IA	IP	PS	PF	RFF	SWFB	NP
EQUIPMENT	•	•	•	•	•	•	•	•	•	•	•	•	•	•
INGREDIENTS	•	•	•	•	•	•	•	•	•	•	•	•	•	•
PACKAGING	•	•	•	•	•	•	•	•	•	•	•	•	•	•
BAKERY	•	•	•	•	•	•	•	•	•	•	•	•	•	•
BEVERAGE	•	•	•	•	•	•	•	•	•	•	•	•	•	•
CANDY/CONFECTIONERY	•	•	•	•	•	•	•	•	•	•	•	•	•	•
DAIRY	•	•	•	•	•	•	•	•	•	•	•	•	•	•
MEAT/POULTRY/SEAFOOD	•	•	•	•	•	•	•	•	•	•	•	•	•	•
FROZEN FOODS	•	•	•	•	•	•	•	•	•	•	•	•	•	•
SNACKS	•	•	•	•	•	•	•	•	•	•	•	•	•	•

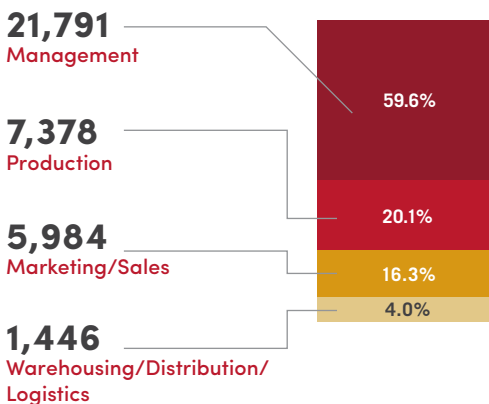
+Media Owner's Data, 2017

FBP THEMES

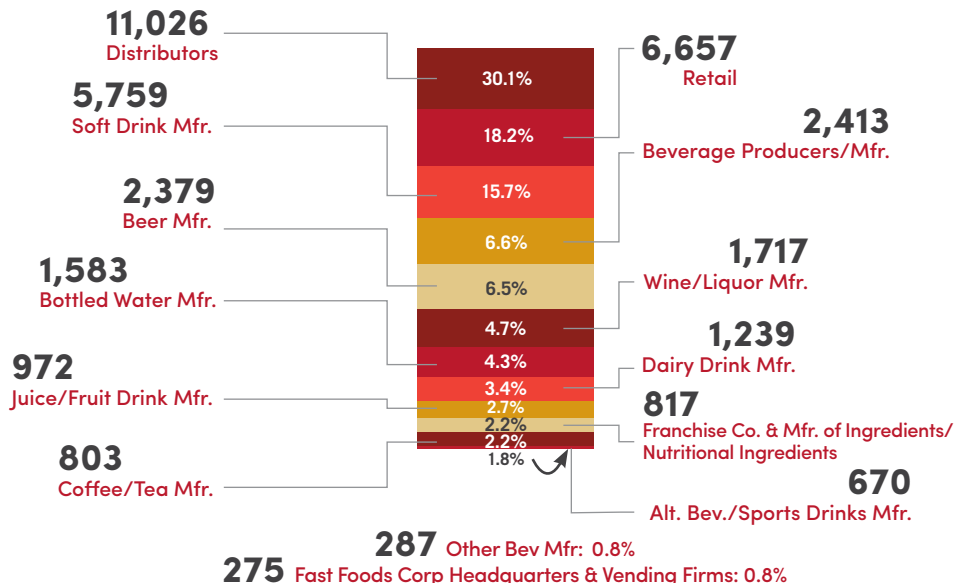
The FOOD | BEVERAGE | PACKAGING GROUP has examined our content to find common topics of interest across our brands. Each of the THEMES has a subset of more specific topics. Ask your sales strategists for details.

BEVERAGE INDUSTRY AUDIENCE OVERVIEW*

Circulation by Job Title



Circulation by Business & Industry



*June 2017 BPA Brand Report.