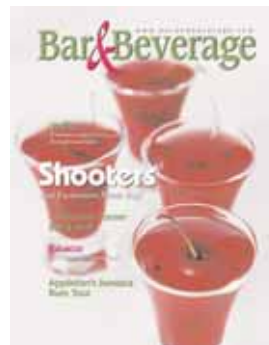


Bar & Beverage

BUSINESS MAGAZINE



{2009} MEDIA KIT



SERVING THOSE WHO SERVE ALCOHOL!

Editorial Schedule 2009

REGULAR DEPARTMENTS

- Beverage News** Wine, water, beer, spirits – if you can drink it we’re covering it.
- Events** From festivals to fundraisers we report on what’s happening in the biz.
- Spirits** A basic staple of the bar trade, we look at two different segments each issue with an eye to full market analysis, recipes and a review of hot brands.
- New Products** In this section we cover what’s new.
- Out There** Kelly gives us an overview of what’s happening in the industry from coast to coast.
- Equipment** A regular examination of the latest in tools and services.
- Foodservice** From frozen to fresh and from deep fried to baked and broiled, all the dish on products and the equipment that keep patrons munching.
- Promotions** Yeah baby! An issue by issue sampler of the best in bar spectaculars that drive business.

*The above sections will appear in all five issues of **Bar & Beverage Business Magazine**. Please feel free to send us any information and photos on exciting happenings within your company so that we can cover them in the above departments.*

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website: www.barandbeverage.com

January 2009

Deadlines

Booking: December 1
Artwork: December 8
Released: Mid-January

SPIRITS: Flavoured, Caesars
FOODSERVICE: French Fries
EQUIPMENT: POS
PROMOTIONS: Valentine's Day

Plus...

- Fashion
- Gaming

Bonus circulation distributed at the BC Foodservice Expo, the Rendez-vous HRI Show and Salon Bars & Boissons

March 2009

Deadlines

Booking: February 16
Artwork: February 23
Released: Early-April

SPIRITS: Coolers & RTDs, Rum
FOODSERVICE: Equipment
EQUIPMENT: Blenders
PROMOTIONS: Patio

Plus...

- Sports Bars
- Prepared Mixes

Our Official Show Guide

Bonus circulation distributed at our 2009 Calgary Bar & Beverage Conference & Expo (April 28 & 29, Roundup Centre, Hall-D) and APEX.

May 2009

Deadlines

Booking: May 4
Artwork: May 11
Released: Early-June

SPIRITS: Tequila, Gin
FOODSERVICE: Chicken Wings
EQUIPMENT: Security
PROMOTIONS: Summer Signatures

Plus...

- Post-Show Report

7th Annual Buyer's Guide Issue.

If you can't find it here, you don't need it! Our annual compendium.

September 2009

Deadlines

Booking: July 27
Artwork: August 3
Released: Early-Sept.

SPIRITS: Vodka, Martinis
FOODSERVICE: Battered Up
EQUIPMENT: Loss Prevention
PROMOTIONS: Halloween

Plus...

- Garnishes
- Sports Programming

Our Official Show Guide

Bonus circulation distributed at our Atlantic Canada's Expo for the Hospitality Industry (Sept. 15 & 16, 2009, WTCC, Room 200) and the AB Foodservice Expo

November 2009

Deadlines

Booking: October 19
Artwork: October 26
Released: Mid-Nov.

SPIRITS: Liqueurs, Whisk(e)y
FOODSERVICE: Pizza
EQUIPMENT: ATMs
PROMOTIONS: New Year's Eve

Plus...

- Alternative Beverages
- Sound & Lighting

Bonus circulation distributed at the BC Hospitality Industry Conference & Expo

Bar & Beverage

BUSINESS MAGAZINE

2009 Advertising Rates

RATE CARD NO. 10
EFFECTIVE JANUARY 1, 2009

General Advertising Rates

— Canadian Dollars, Gross

	<u>per insertion</u>			
	1 ISSUE B/W	1 ISSUE COLOUR	5 ISSUES B/W	5 ISSUES COLOUR
D.P.S. (includes four colour process)	\$6,630.00	\$6,270.00
1 Page	\$2,970.00	\$4,000.00	\$2,745.00	\$3,775.00
2/3 Page	\$2,440.00	\$3,470.00	\$2,345.00	\$3,375.00
1/2 Page (Island).....	\$2,130.00	\$3,160.00	\$2,060.00	\$3,090.00
1/2 Page	\$1,845.00	\$2,875.00	\$1,770.00	\$2,800.00
1/3 Page	\$1,430.00	\$2,460.00	\$1,335.00	\$2,365.00
1/4 Page	\$1,170.00	\$2,200.00	\$1,060.00	\$2,090.00
1/6 Page	\$725.00	\$635.00
Card Size	\$540.00	\$515.00

COVER RATES

(includes four colour process)

	1 ISSUE	5 ISSUES
IFC & IBC	\$4,380.00	\$4,145.00
OBC	\$4,600.00	\$4,400.00

Cover positions are non-cancellable.

Bleed Pages.....no extra charge.

Special Position Guaranteed15% extra based on black and white rates.

InsertsRates on request.

Commissions and Cash Discounts: Agency commission (to advertising agencies only), 15%. Agency cash discount, 2% on payment within 20 days.

Advertising Contracts: No advertising contract is accepted for longer than twelve months from its date of issue.

Colour Rates

Standard ICA (AAAA) Colours\$415.00 extra per colour per page or unit thereof.

Matching Colours\$490.00 extra per colour per page or unit thereof.

Process Colours.....\$1,030.00 extra per page or unit thereof.

Cost is extra if magazine makes four colour separations or builds negatives.

Metallic InkRates on request.

SUBSCRIPTIONS: \$35.00 per year; \$52.00 two years; \$67.00 three years.

Canada only. Foreign rates on request. 5% GST is applicable to total cost of all ads/subscriptions.

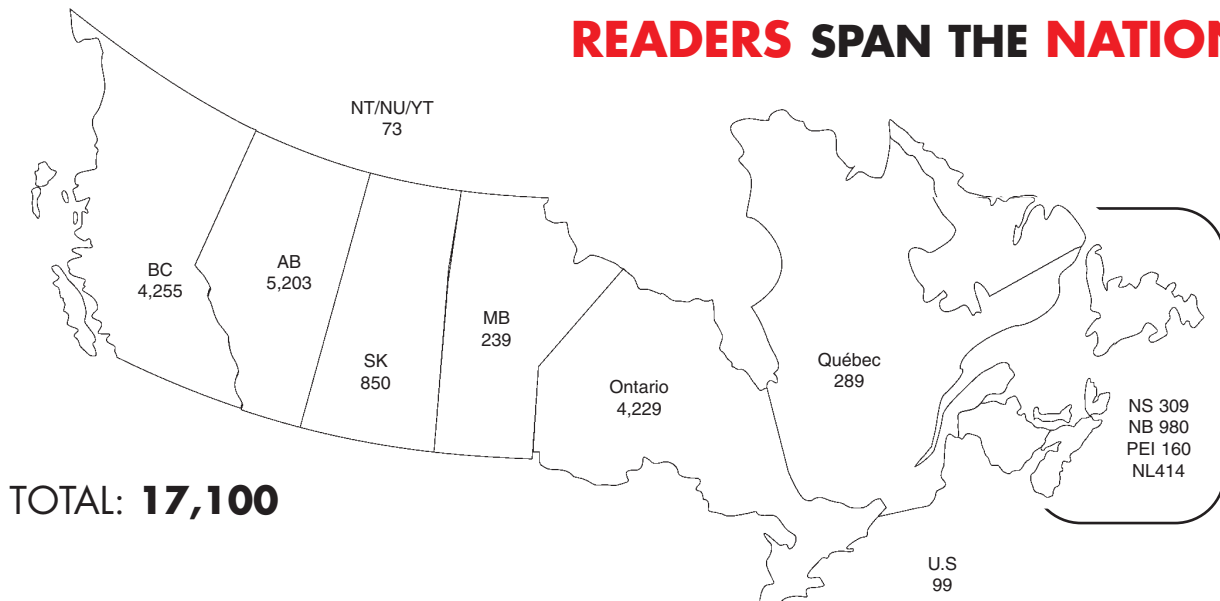


Serving Those Who Serve Alcohol!

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BAR & BEVERAGE CIRCULATION

READERS SPAN THE NATION:



TOTAL: 17,100

INDUSTRY BREAKDOWN

Bars, Brew-Pub, Cabaret, Canteen, Club, Dining Lounge, Neighborhood Pub, Night Clubs, Pubs, Restoration House, Tavern, Billiards.	10,660
Restaurants/Café (with Lounge)	1,026
Hotels, Motels, Resorts	811
Bicycle, Bowling, Concert Hall, Convention Center, Curling, Golf, Race Track, Rec Facilities, Sports Facility & Stadium, Theatre, Train, Yacht, Casino's Legions	560
General Merchandise (off-sale), License Retail Stores, Retail Liquor Stores	2,957
Beer & Ale, Beverages, Brew Pub, Breweries, Distillers, Winery Lounge	511
Food & Beverage Manufacturers & Processors	38
Food & Beverage Brokers/Distributors	29
Equipment Manufacturers	36
Equipment Dealer/ Distributors	36
Allied to the Field (associations, agencies, consulting, misc)	436

Bar & Beverage Personnel:

Frank Yeo, Publisher & CEO;
Robert Thompson, Associate Publisher & National Account Manager;
Margy Wilshire, Show Manager & Account Manager

