

2010 DRINKS GUIDE

Drinks Guide (formerly *Thomson's Liquor Guide*) is not only Australia's oldest liquor industry publication, celebrating 33 years of publication, but also the most comprehensive drinks catalogue on the market. *Drinks Guide* lists over 15,000 local and imported products available for the trade to purchase. The complimentary product listings in *Drinks Guide* are the backbone of the publication, breaking down each category and product by brand name, giving the wholesale price, packaging and WET component. Since 2009 an additional 200 pages of essential information has been added to provide the subscriber with a reference tool that has seen a 75 per cent increase in subscriptions in a single year.

Content - tabbed sections

The Annual: The year in review, sponsor a chapter and display your range across 8 pages.

Suppliers Directory: Provide an outline of your company structure and position in the Australian liquor trade including brands, services, state offices, distributors and key personnel. Put a face to your business and control the corporate and brand message to the trade.

Awarded: Showcase your awarded brands in this rundown of all the major domestic and international awards in beer, wine and spirits. From San Francisco to London to Sydney, all the winners are listed.

Essential cocktails: Discover the most popular cocktail served across Australian bars this year. Essential cocktails accesses data from leading bar operators alongside votes from over 3000 bartenders, and finally decided upon by our panel of leading experts. Showcase your brand as the core ingredient by sponsoring the photo shoot. We bring together some of Australia's leading bartending talent in a step by step guide to making Australia's top selling cocktails.

Product catalogue: Advertising is available on the TABS or alongside your listing. TABS include;

Beer – Imported and domestic **Wine** – red, white, rosé, fortified & dessert and sparkling & Champagne **Spirits** – armagnac, bourbon, brandy & cognac, calvados, gin, liqueurs, ouzo, rum, vodka, whisk(e)y, other. **RTDs, Cider, Non-alcoholic**

Industry services and suppliers – includes point-of-sale, designers, furniture, bar tools, behind the bar, refrigeration etc...

ADVERTISING RATES – Drinks Guide

ADVERTISING OPTIONS

ADVERTISING OPTIONS	PRIME POSITIONS		
Double page spread	\$5500	Front Cover – only in package	(see below)
Full page	\$3950	Inside Front Cover DPS	\$7500
1/2 page (horizontal or vertical)	\$2600	Inside Front Cover FP	\$4950
1/3 page (horizontal)	\$1820	Inside Back Cover FP	\$4300
1/4 page	\$1250	Outside Back Cover	\$4950

SPECIAL OPTIONS

FRONT COVER PACKAGE 1

\$8550

Front cover logo
DPS in Suppliers Directory (transferable)
Highlighted company listing
TAB of choice (be fast)
FP advertisement in section of choice
50% discount on cocktail offer (see below)
20 copies (customer gifts)

FRONT COVER PACKAGE 2

\$6500

Front cover logo
FP in Suppliers Directory (transferable)
Highlighted company listing
TAB of choice (be fast)
30% discount on cocktail offer (see below)
10 copies (customer gifts)

CLASSIC COCKTAIL PACKAGE

Includes product shot and use in recipe + 50 word history

Sponsor a cocktail	\$1750	Two cocktails	\$1550 (each)
Three cocktails	\$1350 (each)	Four cocktails	\$1150 (each)