



Chartered  
Institute  
of Brewers  
and Distillers

BREWER **AND** DISTILLER  
INTERNATIONAL

## MEDIA PLANNER 2026

### Reach key opinion leaders and decision makers in the brewing, distilling, malting and allied industries worldwide

The Chartered Institute of Brewers and Distillers members' monthly magazine ensures that your messages reach the key decision-makers and opinion leaders throughout the brewing, distilling and allied industries worldwide.

Brewer and Distiller International magazine (BDI) boasts a truly industrywide reach with a circulation to members and students of the Chartered Institute of Brewers and Distillers.

The CIBD membership reaches across the entire industry supply chain, from those involved in the selection of raw materials all the way through to the brewing, packaging, logistics, dispense and distribution process. The profile of this membership is weighted toward those with leadership responsibilities, typically involving technical and 'capex' decision-making.

It is the mission of BDI to report on the latest developments - both the scientific and the practical - in brewing, distilling, malting and allied industries. This involves coverage from all the key industry conferences worldwide. The magazine also includes engaging news and comment sections, which have a strong resonance with the readers,



due in no small part to frequent contributions from the members themselves.

BDI features contributions from experienced practitioners within the brewing and distilling industry, reporting on a wide breadth of topics; from tours of plants around the world featuring the latest technological innovations, through to commentary on the rich heritage that underpins the hugely competitive industry of today.

All in all, BDI enables its highly engaged audience of key decision-makers and opinion leaders to be kept informed with compelling content that represents an essential overview of their industry.

### READERSHIP

Readership includes senior company executives and professionals in production, packaging, logistics, quality/technical, R&D, academia, engineering and procurement.

Whilst we are UK-based, we have an extensive distribution throughout the rest of the world. There is also a strong constituency of those studying for the CIBD professional qualifications and consequently members and students review the magazine in depth for the latest on relevant material. These are the senior directors of the future.

Monthly distribution for 2024 was between 3,400 and 4,600 magazines.

Meet the BDI team at the following events in 2026 ...

#### MARCH:

**SIBA BEERX 18-19 MARCH 2026**  
Liverpool, UK

#### MAY:

**WORLD DISTILLED SPIRITS CONFERENCE 4-7 MAY 2026**  
Edinburgh, UK

#### APRIL:

**CRAFT BREWERS CONVENTION 20-22 APRIL 2026**  
Philadelphia, USA

#### NOVEMBER:

**BRAUBEVIALE 10-12 NOVEMBER 2026**  
Nuremberg, Germany



## EDITORIAL/PUBLISHING SCHEDULE 2026

Each issue of BDI features a lead article on a special topic or event, which is always backed by news features and authoritative articles covering other aspects of brewing, distilling, malting and cider making.

Issue		Publication date
January/ February 2026	Craft brewing and distilling	30 January 2026
March 2026	Sustainable Brewing	27 February 2026
April 2026	Craft Brewers Conference preview	27 March 2026
May 2026	World Distilled Spirits Conference preview	1 May 2026
June 2026	Yeast and Fermentation	29 May 2026
July/August 2026	Brewing raw materials	1 August 2026
September 2026	Beer processing	29 August 2026
October 2026	Sustainable distilling	25 September 2026
November 2026	BraBeviale preview	30 October 2026
December 2026		27 November 2026
January/ February 2027		22 January 2027

The booking deadline is approximately 21 days before the publication date and the final copy date is approximately 14 days before the publication date. Please contact [cibdsales@redactive.co.uk](mailto:cibdsales@redactive.co.uk) for the full 2026 schedule.

Conference/Exhibition Preview editions (April, May and November) will offer the opportunity for advertorial (300 words plus image plus logo) for conference exhibitors only- free for magazine print advertisers.

## ADVERTISING RATES 2026

### DISPLAY ADVERTISING

Print advert within Brewer and Distiller International, the monthly magazine for CIBD's members, examination candidates and subscribers: Discounts are available for multiple insertions.

2-page spread	£2400
Full page	£1600
Half page	£1100
Quarter page	£700

### SPECIAL POSITIONS

Back cover	£1900
Inside front cover	£1800
Inside back cover	£1600

### SUPPLIER LISTINGS

Advertise within the Supplier Listing section of Brewer and Distiller International magazine:

2cm box (with logo)	£295
3cm box (with logo)	£395
4cm box (with logo)	£495

Prices shown are for 10 consecutive (full year) listings. Business listings are free (10 months) for advertisers placing full page adverts. Includes entry on the IBD on-line Suppliers Directory for 12 months.

### SUPPLIER NEWS

### Supplier news listing

£595

An advertorial (300 words maximum) with photograph, contact details and logo within the Supplier News section (to fit 1/3 page horizontal).

### CONFERENCE/EXHIBITION PREVIEWS

£595

#### Exhibitor listing

An advertorial (300 words) with photograph, contact details and logo. Alternatively, advertorial is free of charge if a print advertisement is placed in the same edition.

### MAGAZINE INSERTS

£POA

#### Inserts (15g max)

### DIGITAL NEWSLETTER ADVERTISING

CIBD newsletters offer exciting advertising opportunities. Each newsletter features content for CIBD members, examination candidates and subscribers, including upcoming events and publications. The newsletter is deployed twice monthly (weeks two and four) and is fully optimized for mobile.

Circulation: over 16,750 recipients (members, students and subscribers):

Headline (single) banner position: £1000

Within body of newsletter:



Sponsored event listing	£1000
Advertisements:	
Banner	£800
Square	£1000
Portrait	£1500
(all per newsletter)	

lead generation (where legal) plus recording available in CIBD website's Media Library.

Contact us for further details including up to date participant numbers, available platforms and pricing.

## SPONSORSHIP OPPORTUNITIES

The CIBD offers internationally recognised gold-standard qualifications for industry professionals, supported by training from a world-class community of experts. Sponsorship opportunities exist within these qualifications, including:

- **Sponsorship** of CIBD Learning Materials

- **Scholarships** for candidates

- **Awards** for high achieving examination candidates

Multi-year packages are available for companies across all levels of CIBD qualifications.

Contact us for further details, including pricing and availability.

For all advertising opportunities, please contact Craig Dacey at [cibdsales@redactive.co.uk](mailto:cibdsales@redactive.co.uk)

## IBD WEBSITE ADVERTISING

Advertise with banner advertising on specific landing pages within the [CIBD.org.uk](http://CIBD.org.uk) websites:

- **Brewer and Distiller International** home page
- **CIBD Online Learning** home page
- **CIBD media Library** home page

Contact us for further details including up to date page views, available formats and CPM pricing.

## WEBINAR OPPORTUNITIES

Reach out to CIBD members, examination candidates and subscribers around the world with a sponsored webinar. Options include global or regional audiences, multiple time zones, selective fee structure (chargeable or free) and selective audience. Includes

## ADVERTISEMENT SPECIFICATIONS

Brewer & Distiller International size is an A4 publication: 297mm deep x 210mm wide. Printing is sheet feed and binding is perfect bound.

Advertisements should be submitted as high-resolution press-ready (300dpi) PDF files ensuring that all fonts are embedded, colour mode is CMYK and sized to the correct dimensions. Bleed: 3mm all round.

Advertisement sizes (mm height x width)

### Double page spread

Type area: 270 x 390 Trim: 297 x 420 Bleed: 303 x 426

### Full page

Type area: 270 x 183 Trim: 297 x 210 Bleed: 303 x 216

### Half page vertical

Type area: 270 x 96 Trim: 297 x 109 Bleed: 303 x 112

### Half page horizontal

Type area: 130 x 190 Trim: 145 x 210 Bleed: 151 x 216

### Half page junior

Type area: 195 x 130 Trim: 202 x 139 Bleed: 205 x 146

### Quarter page vertical

Type area: 115 x 75 Trim: 121 x 81 Bleed 127 x 87

### Quarter page horizontal

Type area: 65 x 200 Trim: 75 x 210 Bleed: 81 x 216

## NEWSLETTER BANNER ADVERTISEMENTS

Banner format – colour mode RGB, 4:1 (banner) aspect ratio. Note that images will be compressed to 1686px width for email version and 564px for web-based version of newsletters. Larger sizes at 1:1 (square) and 2:3 (portrait) aspect ratios.

## FOR ALL ADVERTISING ENQUIRIES, PLEASE CONTACT THE CIBD'S PUBLISHING PARTNER:

**Craig Dacey**

Redactive

T: +44 (0) 20 7880 7636 E: [cibdsales@redactive.co.uk](mailto:cibdsales@redactive.co.uk)

All bookings are subject to our terms and conditions available on request.