

# Beverage Journal

Maryland • Washington, DC



## WHO SEES YOUR ADVERTISEMENTS?

Our Beverage Journals are the official magazines for the beverage alcohol trade in Maryland and the District of Columbia.

The Beverage Journals are received by all three tiers of the licensed beverage industry; Retailers, Distributors, and Suppliers.

The Beverage Journal is considered the "Tool of The Trade."

Total Qualified Circulation: 2,420

2.67% average readers per issue; 6,400 readers per month

Our subscribers are owners and/or managers of their establishments

Subscriber Demographics:

Retail Store (A/BWL & A/BW) 45%  
Restaurant/Tavern (B/BWL) 34%  
Bar/Lounge/Nightclub (D/BWL) 8%  
Social/Private Club (C/BWL) 5%  
Other Licensees 8%

For more information on licensee classifications, go to:

## ASK ABOUT OUR DIGITAL ADVERTISING OPPORTUNITIES

Total Digital Circulation 4,900

20% average open rate ... 12% average click rate

## MECHANICAL REQUIREMENTS

### DISPLAY ADVERTISING

Image/Live Area: .....8" x 10.5"

Overall/Trim Size: .....8.25" x 10.875"

Bleeds:.....8.625" x 11.25"  
(.375" safety all the way around)

Materials: ..... Press/High Quality PDF  
(fonts embedded—no security)

Other Advertisement Dimensions;  
1/2 Page – 8" w x 5.25" h

Classified Advertising: \$25 per unit:  
1 Unit = 2.25" w x 1.00" h

## MATERIALS TO BE SUBMITTED TO:

[steve@beveragejournalinc.com](mailto:steve@beveragejournalinc.com)

Contact us for file transfer protocols.  
410 796-5455

