



just-drinks

media pack

2020 Edition



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**just-drinks helps
beverage industry
professionals grow
their business”**

just-drinks can help your business, and you, achieve your marketing objectives.

Dear advertiser,

In the drinks industry, everyone is looking for a competitive advantage. Here at just-drinks, we have made it our mission to help beverage industry professionals make the right decisions and formulate successful business strategies. To deliver on this promise, we've spent lots of time listening to customers and have already started to reflect what we have learnt on our site. By doing so, we have been able to analyse and share opportunities for growth with more than 99k of our loyal users. With 87% of the beverage companies in the Forbes 2000 list of the world's leading companies using just-drinks as part of their competitive intelligence, we offer you the perfect place to showcase your product and influence the industry. Together, just-drinks can help your business, and you, achieve your marketing objectives.

Olly Whering

Managing editor, just-drinks

www.just-drinks.com



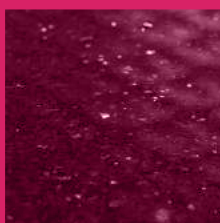
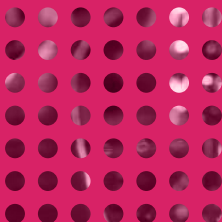
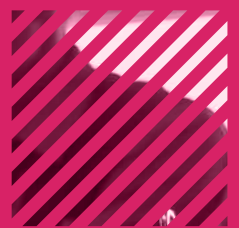
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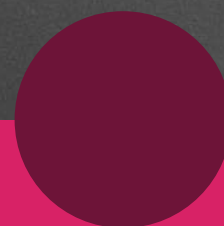
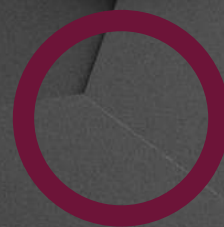
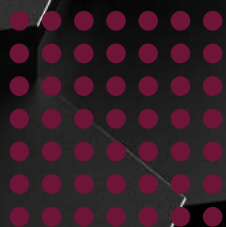
just-drinks' monthly
users would fill
the Royal Albert
Hall more than 19
times over”

Main Sectors

just-drinks' content is segmented into different thematic sections.

Key areas of the site include our continually updated news section including articles on sustainability and product launches, exclusive drinks executive interviews, expert comment & analysis and detailed industry trends data.





01

News

02

Comment & Analysis

03

Retail Roundup

04

Hot Issues

05

Thought Leaders

Coverage by Topic

just-drinks covers the complete drinks and beverage industry. Generally, our editorial team focuses on the following themes:



01 Spirits



02 Beer & Cider



03 Wine



04 Soft drinks/water



05 Product Launches/Emerging Markets/M&A



06 HR/Legislation/Company Results



07 Environment/CSR/Marketing



08 Ontrade/Offtrade

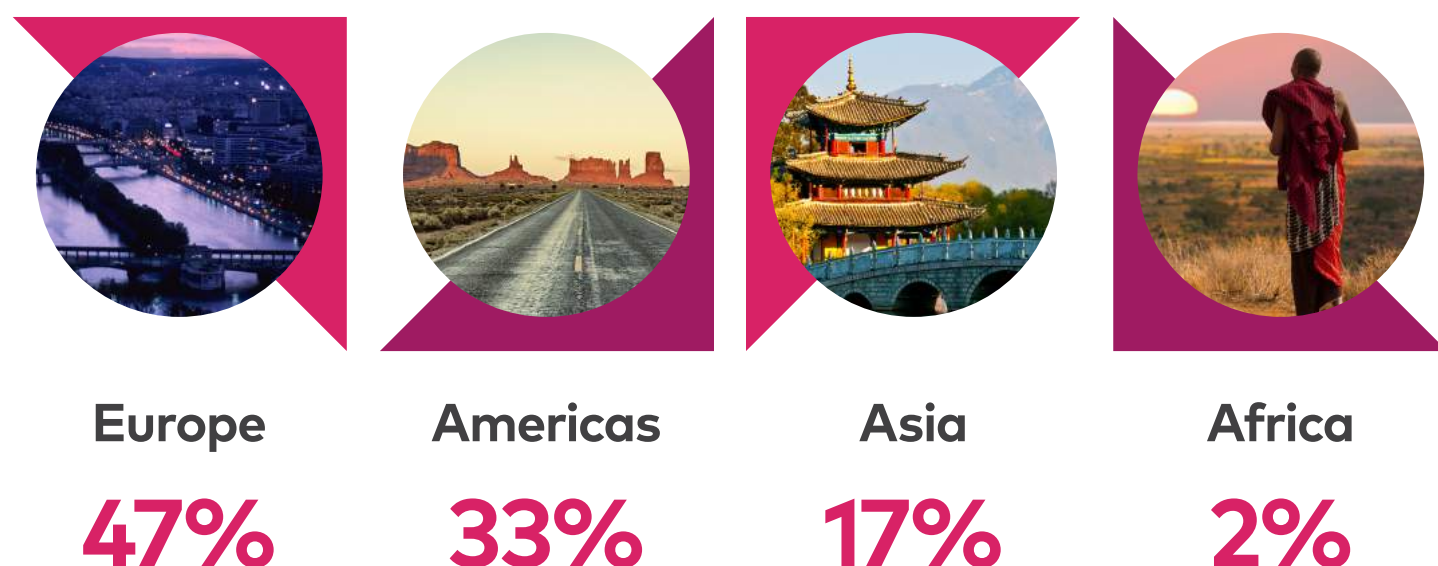
World Coverage

just-drinks is the drinks and beverage industry website with a truly global reach. With a 14% increase in users year-on-year, just-drinks remains the prime media outlet for marketers seeking to reach drinks executives worldwide.

Total Audience



Audience by region



Source: Google Analytics July 2019

Editorial Team

Olly Wehring

Managing Editor

Olly Wehring is just-drinks' managing editor. A wellknown drinks industry personality, he has travelled around the world, visiting distilleries, breweries, vineyards and bottling lines as far afield as Jamaica, South Africa, Argentina and Russia. He has interviewed the heads of most of the major drinks companies, including Diageo, Carlsberg, Constellation Brands, Pernod Ricard and Heineken. He often appears in national press and on TV, and has written for the Sunday Times, Retail Week and The Daily Mirror.

Andy Morton

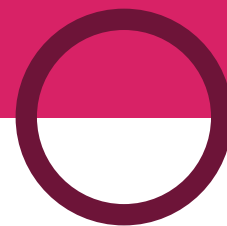
News & Insights Editor

just-drinks' reporter Andy Morton has worked for a number of top newspaper titles across the world, including the Daily Mail, the Shanghai Daily and the Sydney Morning Herald. He spent five years in China, during which time he was publications manager for the South West China branch of the European Chamber of Commerce.

Lucy Britner

Regular Commentator

Lucy Britner was formerly just-drinks' deputy editor. She has been a drinks journalist for ten years and she holds a diploma in wine and spirits. She has travelled to wineries, breweries and distilleries around the world and she enjoys sampling drinks as well as writing about them. Her work has appeared in several major drinks publications including Imbibe, Decanter. com, Drinks International, Publican's Morning Advertiser and Harpers. She also spent a year on consumer magazine, Square Meal, where she covered restaurants and drink in London.



Ben Cooper

Sustainable Business Editor

Ben Cooper is just-drinks' sustainable business editor and specialises in business ethics, corporate social responsibility, policy and sustainability. Ben has written in-depth management briefings on alcohol policy, sponsorship, and environmental issues. He also writes regularly for Ethical Corporation magazine which specialises in the corporate social responsibility field. He holds MAs from Cambridge University and the University of London, respectively in social and political sciences and social Policy.

Chris Losh

Regular Commentator & Analyst

Chris Losh has been writing about drinks for 15 years and still doesn't wear a tweed jacket! He has edited Wine and Spirit International and Wine Magazine. He has written columns for just-drinks for ten years and is never short of opinions. With a particular focus on wine, especially in Western Europe, Chris continues to make sense of the drinks industry for our members.

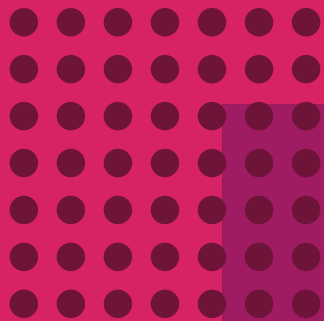
Ian Buxton

Regular Commentator

Columnist Ian Buxton writes about the brown spirits category for just-drinks. A former marketing director of Glenmorangie, Ian is a member of the international tasting panel for the annual 'World Whisky Awards'. He writes for The Whisky Magazine, The Malt Whisky Yearbook, The Tasting Panel, WhiskyEtc, Scottish Field and The Times, and has also written a successful series of books about Scotch whisky.

The just-drinks User

just-drinks continues to attract an influential, senior audience from beverage manufacturers and retailers.



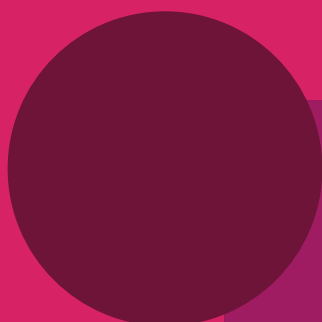
Users who are in senior management roles

63%

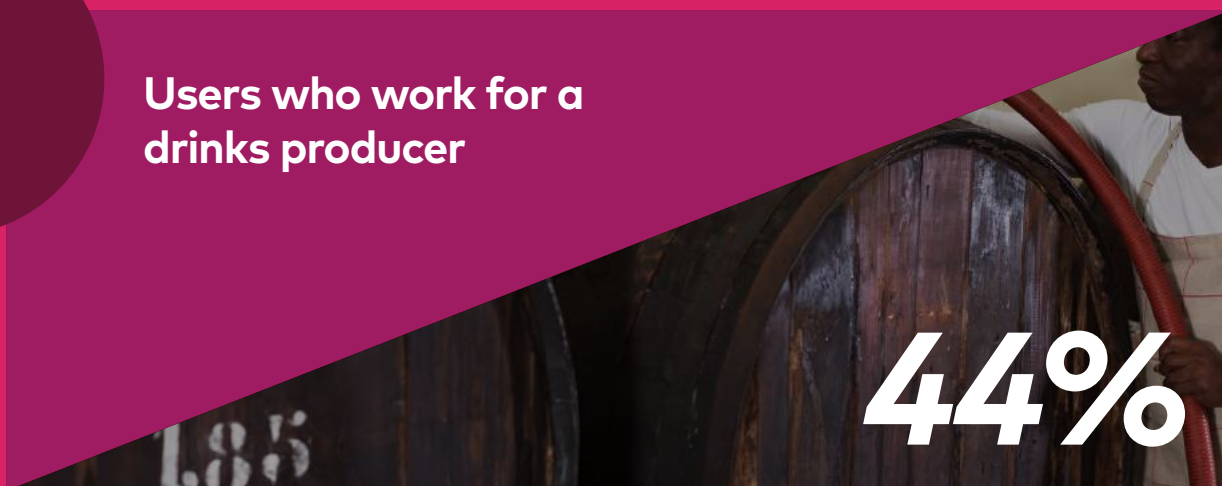


Users who are in director or board level roles

40%



Users who work for a
drinks producer



44%



Users work in organisations
with over 1,000 employees



47%

The just-drinks User

just-drinks continues to attract an influential, senior audience from beverage manufacturers and retailers.



77%

of just-drinks users agree that just-drinks helps them do their job.



82%

of just-drinks users agree that just-drinks helps them find new products and services.



66%

of just-drinks users agree that they use information from just-drinks in their decision making.



76%

of just-drinks users use just-drinks to gain competitive advantage.

A background image showing several people in business attire sitting around a table, engaged in a meeting. They are looking at documents and using pens.

84%

of just-drinks users pass on or discuss content from just-drinks with their colleagues.

A background image featuring a dark blue background with glowing green and blue line graphs and data points, representing financial or market trends.

92%

of just-drinks users use just-drinks to gather information and inform the rest of their business.

A background image showing a row of large, copper-colored industrial brewing tanks in a brewery setting.

98%

of just-drinks users use just-drinks to stay up-to-date with what is happening in the drinks industry.

A background image showing a person's hands holding a tablet computer, with a blurred background suggesting a professional or office environment.

88%

of just-drinks users use just-drinks to stay ahead of industry trends.

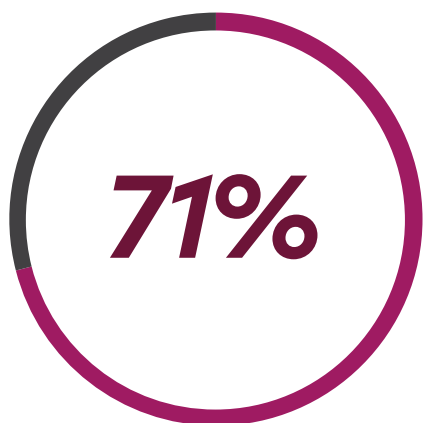
User Traffic



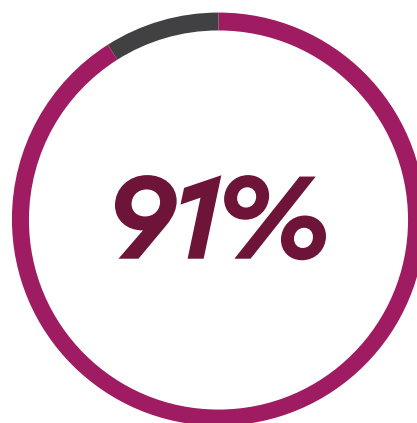
just-drinks' users are the driving force behind many of the biggest companies in the beverage industry. And because more than three quarters of just-drinks' users choose to visit just-drinks every week, you can be sure that they'll be ready to read about your brand first.

Percentage of just-drinks' users work in organisations with over 10,000 employees

27%



Visit once a **week**



Visit once a **month**

Departmental Budgets



just-drinks.com is the chosen go-to site for news and industry analysis.

In fact, almost two-thirds of just-drinks' users have a departmental budget of over \$1m, giving you the opportunity to put your products and services in front of an affluent, influential audience.

Percentage of just-drinks' users work in organisations with turnovers in excess of \$100m

60%

63%

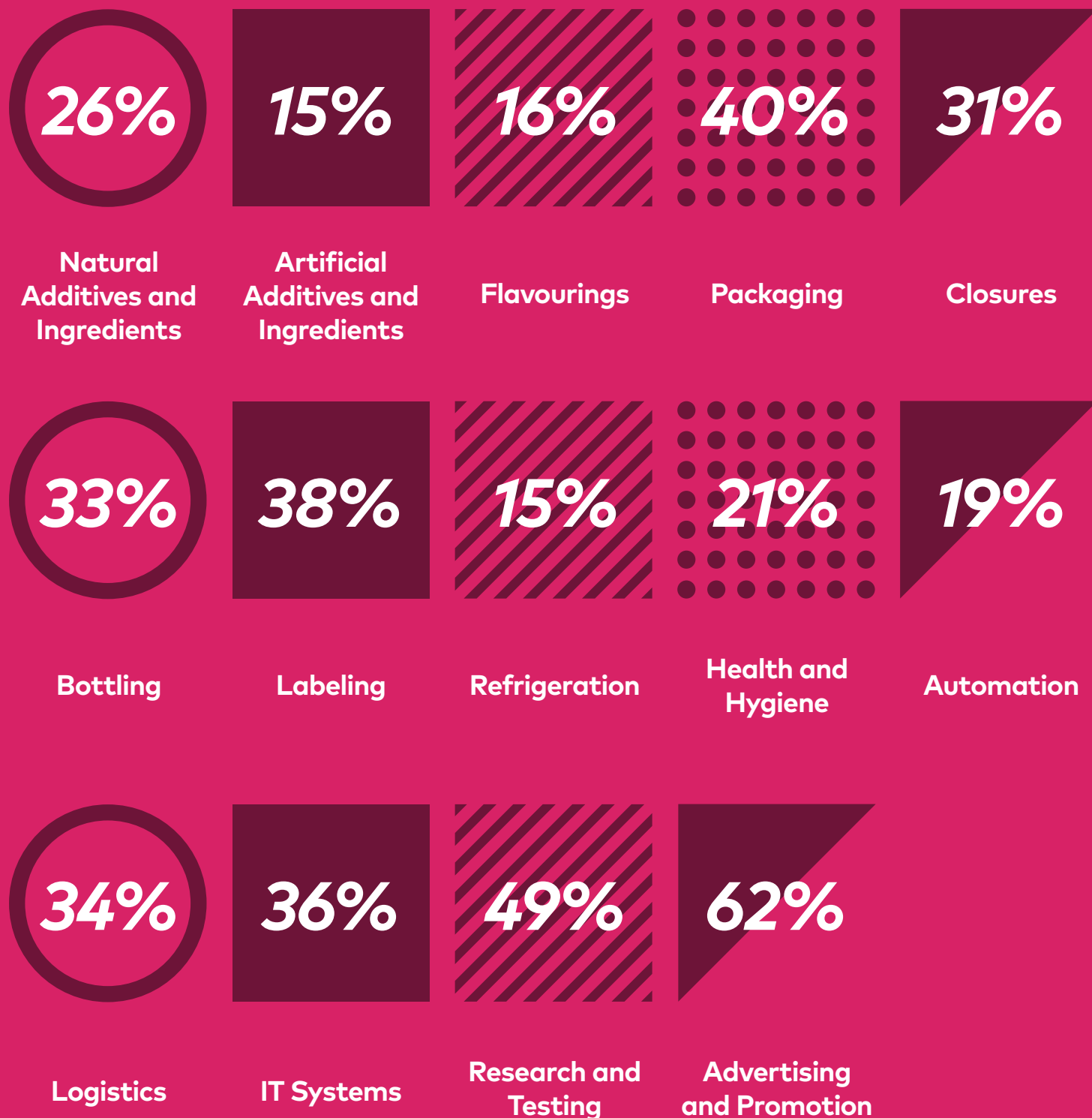
Budget of **over \$1m**

59%

Budget of **over \$5m**

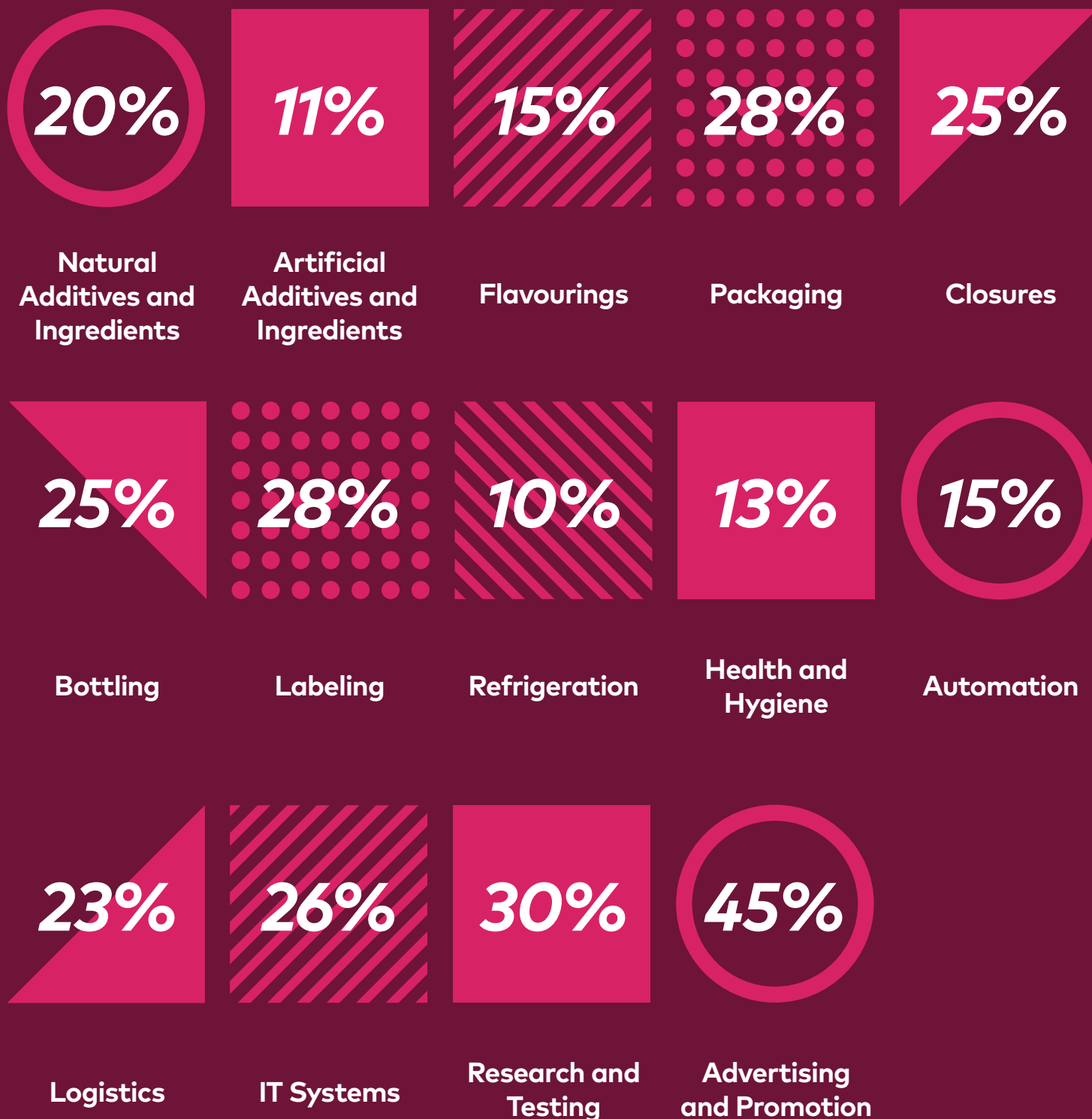
Purchase Influencers

Percentage of just-drinks' users involved in the purchasing decisions for the following products and services:



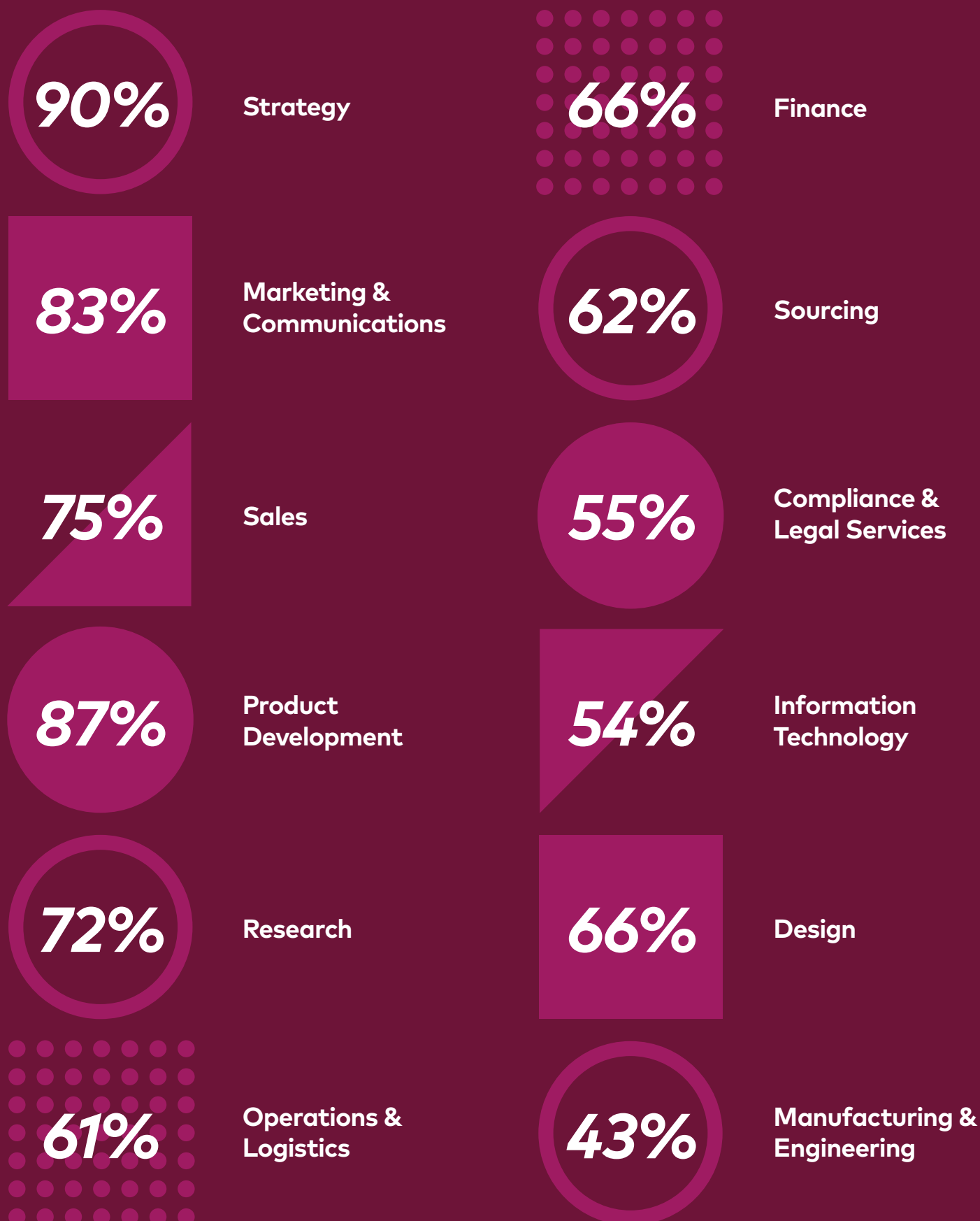
Receptive Audience

Percentage of just-drinks' users reviewing their supplier/suppliers for the following products and services in the next 36 months:



Users By Business Function

Percentage of just-drinks users involved in the following business functions:



Trade Shows

just-drinks offers the perfect environment for event organisers to get their message out. Almost half of just-drinks' users say they would like to visit a trade show once every three months.



69%

Percentage of just-drinks' users who **ATTEND** at least one trade show per year.

58%

Percentage of just-drinks' users who **LIKE** to attend at least one trade show every six months.

Most drinks industry websites offer advertising. just-drinks goes the extra mile.

Our Marketing Services team works with B2B marketers, like you, to develop impactful campaigns that generate both awareness and a real financial return.

This is our pledge to you:

1. You can always rely on us to deliver to our promises.
2. We don't bombard our customers. We find that by doing this, customers are more responsive to the advertising messages we choose to share with them.
3. Unlike other media owners, we will always give you honest advice to help you build a successful, long-term campaign.

I would love to show you how just-drinks can be the key part of your next campaign. When you are ready, you can call me, Heather Thorp, directly on **+44 (0)1527 573 611**. I am looking forward to working with you.



Heather Thorp

Marketing Services Manager, just-drinks

www.just-drinks.com



Marketing Solutions

From brand awareness campaigns to lead generation pushes, just-drinks is ready to meet your marketing objectives.



Email Advertising

Email remains one of the most popular and effective B2B marketing channels. Our daily and weekly newsletters feature prominent text ad positions designed to drive traffic to your site. Increase the reach and frequency of your activity by adding email marketing to your campaign with just-drinks.



Display

just-drinks' half-page and MPU ad formats deliver impact. Our Google Ad Manager server lets you target users by country, and even by company. By using our IAB-standard banner ad positions you will be able to build your brand and drive clicks and engagement.



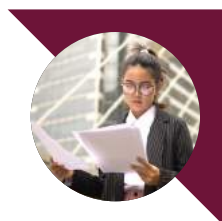
Webinars

A hosted webinar offers the perfect vehicle to educate, involve and generate interest from just-drinks senior beverage audience. This solution gives you first hand access to our knowledge-seeking executives and leads right to your sales team. Including a full promotional programme before the event, plus recording, reporting and on-demand hosting post-event, a hosted webinar will showcase your expert event to the beverage industry.

Thought Leaders



Our thought leaders section lets you share your knowledge with decision makers actively seeking solutions and products. Whether your goals are to generate leads, educate or to build brand awareness, we have options to suit your needs, these include:



White papers



Expert articles



Advertorials



Videos



Customer case studies



Informative infographics

Enjoy guaranteed exposure around just-drinks, including the homepage, plus a year's worth of content hosting. For those who prefer a mixture of all of these options we can provide a complete solution in the form of an Expert Resource page.

Influence the right people, and showcase your product

Advertising costs and package samples:

Option 1

Reach our validated
subscriber
database and drive
traffic to your site/
landing page from

US\$ 750

Option 2

A focused branding
and awareness
campaign

US\$ 1,256

Option 3

Lead generation
and guest content
publication
including traffic
driving promotions

US\$ 5,544

Our products and services won't suit everyone's needs, but that's ok. Our clients receive tailored campaigns and a personalised service to suit each of their different requirements; a level of benefit everyone can expect when they work with just-drinks.

If you'd like to find out whether just-drinks can help you, let's arrange a quick telephone call and we can chat through your options.



Heather Thorp

Marketing Services Manager, just-drinks

Contact Us

You've seen what we have to offer. A

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are you ready to talk?

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