



bar business

2022 *Media*
PLANNER



WHY BAR BUSINESS MEDIA?

Bar Business Media is the only B2B media brand dedicated to serving owners and operators of independently owned bars.

Bar Business Media empowers the diverse voices of the bar/restaurant industry by providing a platform to share their stories in our magazine, website, newsletters, and more.

From the smallest dive bar to the most sophisticated enterprise, we highlight members of the community inspiring others, transforming the guest experience, advancing company culture, and leading the industry into the future.

Why Bar Business Media? We keep the bar community connected, informed, and inspired.



WHO IS THE BAR BUSINESS MEDIA AUDIENCE?

The Bar Business Media audience is composed of owners, operators, and managers of independently owned bars.

80%

OWN/OPERATE AN
INDEPENDENTLY OWNED
BAR/RESTAURANT

70%

ARE THE OWNERS OF
A BAR/RESTAURANT

50%

HAVE ANNUAL SALES OF
MORE THAN \$750,000

According to a recent Bar Business Media audience survey, 100% of the owners/operators in our audience are directly responsible for purchasing products and services for their business and plan to purchase the following products over the next 12 months.

- Bar/Restaurant Furniture
- Underbar Sinks
- Draft Beer Dispensers
- Commercial Glass Washer Machines
- Bar Coolers and Refrigeration
- Point of Sale Software
- Food & Kitchen Supplies
- Tableware
- Glassware
- Bar Blender/Frozen Drink Machines
- Bartending Tools & Accessories
- Point of Sale Software
- Ice Machines
- Gaming/Music/Entertainment

THE BAR BUSINESS MEDIA PORTFOLIO

Our B2B portfolio reaches owners/operators of independently owned bars across all media channels.



Bar Business Magazine

Our quarterly digital publication reaches a circulation of **nearly 10,000**. For over ten years, Bar Business Magazine has been keeping the industry informed, connected, and inspired.

Bar Business Podcasts

Our podcast series, A Seat at the Bar, is a collection of interviews with leading figures in the bar industry covering everything from trends to challenges to stories of success.



Bar Business Webinars

Bar Business Media's webinar series, Mastering the Art, provides the industry with the chance to take a deep dive into topics of importance to bar owners and operators.



Bar Business Newsletters

Bar Business Media produces four newsletters—On Tap, Saturday Sips, Q&A, and Bar Essentials—which reach a combined total of **more than 55,000 bar owners and operators**.



Barbizmag.com

Our website is the foundation of our brand. It is home to recipes, features, daily news, trend pieces, and all of our digital resources. The website sees **15,000 unique visitors** and **over 25,000 pageviews** a month.



BARBIZMAG.COM

Our B2B website keeps bar owners and operators updated daily and hosts a collection of resources on operations and management.

Our website has achieved tremendous growth in the last three years with a 150% increase in pageviews and 200% increase in users.

Our news and recipes channels continue to garner the most visits, while an increased focus on operations and a new Q&A channel keep readers interested and informed.

The site is updated daily with breaking news, product releases, and features on topics important to today's bar owner/operator.

Each week, we feature a recipe roundup dedicated to a particular holiday or spirit, which is one of our most popular stories of the week.



200%
increase in
website users

EDITORIAL CALENDAR 2022



March

- **Health & Hospitality:** Recommit to Resolutions – Healthy Habits for 2022
- **Happenings:** Calendar of upcoming events and holidays.
- **On Tap:** News dispatches from around the industry.
- **Feature:** Bar Management Challenges and How to Solve Them
- **Feature:** Crafting the On-Premise Experience Through Aesthetics and Entertainment
- **Bar Tour**
- **Behind the Bar:** Trending Spirits in the On-Premise
- **Inventory**
- **Q&A**
- **BONUS DISTRIBUTION:** Bar & Restaurant Expo, March 21-23, Las Vegas



June

- **Health & Hospitality:** Eliminating Workplace Risks
- **Feature:** Creating the Optimal Outdoor Space
- **Bar Tour**
- **Behind the Bar:** A Spotlight on Clear Spirits
- **Inventory**
- **Q&A**



September

- **Health & Hospitality:** Managing Mental Health
- **Feature:** Tools of the Trade – Technology Upgrades
- **Bar Tour**
- **Behind the Bar:** Much Ado About Mixers
- **Inventory**
- **Q&A**



November

- **Health & Hospitality:** Combating Stress
- **Feature:** Preparing for Next Year – A Checklist of Considerations
- **Bar Tour**
- **Behind the Bar:** Delving Into Dark Spirits
- **Inventory:** Holiday Gift Guide
- **Q&A**

CLOSING DATES

March: 1/18/22

June: 3/24/22

September: 7/25/22

November: 8/29/22

AD MATERIAL DATES

March: 1/24/22

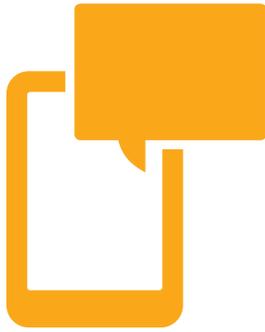
June: 4/1/22

September: 8/1/22

November: 9/9/22

THE POWER OF BAR BUSINESS MEDIA NEWSLETTERS

Bar Business Media has developed a portfolio of newsletters designed to meet the unique information needs of bar owners/operators and connect your marketing and brand message with key buyers.



Bar Business On Tap

Delivered to over 13,000 subscribers twice a month, Bar Business On Tap covers the latest bar news, trends, and resources to help owners improve their businesses.



Saturday Sips

This Saturday newsletter delivers our weekly recipe roundup—one of our most popular stories—to nearly 16,000 subscribers.



Bar Business Q&A

A new addition to our newsletter line-up, Bar Business Q&A features an interview with a bar industry professional from our popular Q&A series. It is sent out once a month to over 13,000 subscribers.



Bar Essentials

Our brand-new newsletter takes a look at products, services, and equipment bar owners/operators need to run a successful business. It goes out to over 13,000 subscribers twice a month.

DIGITAL MARKETING OPPORTUNITIES

Bar Business Media provides several different ways to stay connected with bar owners/operators throughout the year.

CUSTOM EMAIL CAMPAIGNS

Send a targeted marketing message to nearly 37,000 bar professionals with Bar Business Media's custom emails.

SPONSORED WEBINARS/VIRTUAL EVENTS

The convenience and accessibility of virtual events provide the perfect platform to launch a new product or service, reach new audience segments, showcase your thought leadership, and generate highly qualified leads.

SPONSORED CONTENT

Storytelling is the most powerful way to communicate a brand message. Tell your brand or product story on barbizmag.com, in our newsletters, or within the pages of Bar Business Magazine through the use of case studies, Q&A, or anecdotes that showcase the value of your product or service to bar owners/operators.

A SEAT AT THE BAR PODCAST SERIES

The bar industry is made up of an eclectic mix of people, and our new podcast series aims to capture their stories. We sit down for conversations with leading bar industry figures on trends, business challenges, industry pain points, and more.

As a sponsor, you can align your brand's story with the people who shape, influence, and inspire the industry.

MASTERING THE ART WEBINAR SERIES

Bar Business Media's webinar series, Mastering the Art, takes a deep dive into topics that help bar and restaurant owners/operators manage a successful business. This "how-to" approach provides practical and actionable solutions that can be implemented immediately. As a sponsor, your product or service can be the tool that complements the solutions discussed in the webinar.



ADVERTISING & SPONSORSHIP RATES

WEBSITE ADVERTISING ON BARBIZMAG.COM

Units	Rate
Leaderboard + Medium Rectangle	\$995/Month

ON TAP AND Q&A NEWSLETTERS

Units	Rate
Top Leaderboard	\$995
Second Leaderboard	\$895
Medium Rectangle	\$650

SATURDAY SIPS NEWSLETTER

Units	Rate
Leaderboard + Sponsored Content	\$1,095

BAR ESSENTIALS NEWSLETTER

Units	Rate
Image (600 x 400 px), headline, 100 words of copy, URL	\$500/Month

SPONSORSHIP OPPORTUNITIES

Units	Rate
Custom Emails	\$995
Sponsored Podcast	\$795
Sponsored Webinar	\$3,500
Sponsored Content	\$2,500/Month

PRINT RATES & SPECS

DISPLAY ADVERTISING RATES

Four Color	1x	2x	3x	4x
Page	\$1,850	\$1,665	\$1,495	\$1,350
1/2	\$1,150	\$1,035	\$925	\$840
1/4	\$850	\$765	\$695	\$625

AD SIZES

Keep all art and type 1/2" from trim on all sides

Full Page	7.125" x 9.875"
1/2 page horizontal	7" x 4.875"
1/2 page island	4.5625" x 7.5"
1/2 page vertical	3.3125" x 9.875"
1/4 page horizontal	7.125" x 2.3125"
1/4 page vertical	3.375" x 4.875"

CONTRACT RATES

An ad contract year is a 12-month period from/including the issue in which an advertiser's first ad appears. When ad frequencies set forth in the contract schedule are not completed, the advertiser/agency will be re-billed at the actual rate earned for all advertising during the contract year. In lieu of a signed contract, ads will be billed at open rate.

Ad rates are net.

DIGITAL REQUIREMENTS

Electronic format: PDFs at 300 dpi, required ad format. We will also accept ads in the following Mac software formats: InDesign, Adobe Illustrator, Photoshop: All PMS colors must be converted to process color. Illustrator users: Save file as EPS. Photoshop users: Save file as either TIFF, EPS, or JPEG. Format all at 300 dpi resolution. Files should include all fonts, images, logos, and a digital proof of the ad.

COLOR PROOFS MUST ACCOMPANY ALL FOUR-COLOR ADS

Production charges will be added to the insertion cost for ads that do not meet these specifications, without notice or advisement of price, unless so requested on your insertion contract. A minimum of \$150.00 will be charged for any changes necessary.

PRINT SPECIFICATIONS

Printing method: Web Offset
 Binding method: Saddle-stitched
 Ink: Standard Process
 Trim Size: 8.125" x 10.875"



DIGITAL SPECS

WEBSITE BANNERS

Dimensions

Leaderboard: 728 x 90 pixels

Medium Box: 300 x 250 pixels

Files must be under 1MB in size

Submission Instructions

Materials should be submitted to the salesperson and

Leia Sills lsills@sbpub.com

a minimum of five business days prior to start of scheduled run.

File Specifications

We accept creatives from most major ad serving networks. Inquire for more information or see accepted formats on Google Ad Manager.

- JPEG, PNG and GIF files must be below 1MB.
- Advertiser must include the clickthrough URL that the banner should link to.

Third Party Tags

- We accept third-party coding.
- Tags must be sent to us in a Text or Excel file that has been compressed into a ZIP file. This ensures that no coding gets stripped while being transferred.
- Please include detailed instructions on where to put clickthrough macros and cachebusting macros within your tags. We use Google's Ad Manager to serve banners.
- Third-party tags must be live at time of submission to enable testing prior to launch.
- We accept creative from most major ad serving networks. Inquire for more information or see accepted formats on Google Ad Manager's Support Center.

HTML5 Requirements for Ad Manager

- We accept HTML5 creatives in the form of a single zip file for following two sizes: 300x250, 728x90.
- Please follow all of the guidelines as specified by Google Ad Manager at the following link: <https://support.google.com/admanager/answer/7046799?hl=en>
- All HTML5 creatives must have a fixed dimension of either 300x250 or 728x90. No flexible "fluid" sizes are acceptable.
- You must add clickable exits in the coding and add click-throughs that use the "clickTag" variable.
- We don't recommend hard-coded click-through URLs in your asset because it prevents Ad Manager from tracking clicks and prevents traffickers from updating the URL.
- An example of html that uses the clickTag variable: ``
- Please inform us of the clickthrough URL to be used by the creative.

Limitations of HTML5 creatives in Ad Manager:

- Ad Manager does not currently support creatives that use SVG tags within HTML files. Instead, you can include standalone .svg files and reference them in the HTML.
- Also, Ad Manager macros are not currently supported within HTML files or destination URLs.

NEWSLETTER BANNERS

Dimensions

Full Banner: 728 x 90 pixels

Medium Box: 300 x 250 pixels

- Ads may be in the following formats: JPEG, GIF. Please note certain email clients do not support animated GIFs.
- All ad files must be under 45 KB.
- Include URL the ad should link to and optional alt text.
- Attach image files separately to email submission. Do not send images embedded in Word files, PDFs, or any other file types.
- Submit materials to salesperson and Ashley Bray at abray@sbpub.com.



CUSTOM EMAIL SPECS

LEVERAGE THE STRENGTH OF THE BAR BUSINESS BRAND AND AUDIENCE

A custom email allows your company to leverage the strength of the Bar Business brand and audience with a message tailored to your marketing and sales goals. Whether you are using the custom email campaign to generate leads, sell valuable products or services, or meet other business goals, this opportunity offers you the most direct and responsive approach to reach a captive audience with measured results. We can provide detailed analytics on your campaign, including open rate and click-through rate.

Deliverables:

- Full HTML with all links and images hosted on advertiser's server
- Subject line for email - 50 characters max recommended
- Test list / seed list - Include all email addresses that should receive test emails and deployment
- Suppression list (optional)

Specifications:

- All files must be received a minimum of 7 days prior to deployment date to allow for full testing.
- Send a fully assembled HTML file with all links and images in place. All images should be uploaded to advertiser's server and linked by absolute URLs.
- Maximum file size is 100K.
- Recommended width of HTML is 600 px. Maximum width is 800 px.
- All images should be resized prior to uploading to advertiser's server.
- To avoid triggering SPAM filters and to increase

deliverability, avoid the following items: image maps, animated gifs, forms, style sheets (CSS), background images, third-party tags, words in all caps, unusual punctuation, and excessive use of special characters.

- Use proper HTML codes for special characters to ensure they render correctly in different email clients.
- Use basic HTML to allow for differences in email clients, as in no layers, rollovers, or CSS. Use inline styles only.
- Many popular email programs automatically block images in emails so please keep all essential information in the text of your file. The use of alt text on images is highly recommended.

Materials Due:

Deliverables are due in full 7 days prior to deployment date. Please email to salesperson and Leia Sills at lsills@sbpub.com.

Production Charges:

Production charges will be added to the cost of custom emails that do not meet specifications. A minimum of \$250.00 will be charged for any changes necessary. If Bar Business needs to create the HTML, there will be an additional design charge of \$550 to use one of our standardized email templates.



CONTACT US

GROUP PUBLISHER

Gary Lynch

646-637-5206

glynch@sbpub.com

EDITOR-IN-CHIEF

Ashley Bray

212-620-7220

abray@sbpub.com

SALES MANAGER

David Harkey

973-563-0109

dharkey@sbpub.com

