

# CRAFT brand AND MARKETING

The Voice of  
Craft Brands

MEDIA GUIDE 2020 » cbam-mag.com



## WHO WE ARE

While other publications and resources serve the craft brew community, none of them focus specifically on the discipline of branding and marketing. Until now.

## What we do

Published monthly, *Craft Brand And Marketing Magazine* (CBAM) will be available both digitally and in print. Each issue will deliver cutting edge content specific to the branding and marketing of the craft brewing community. We'll share success stories and techniques, showcase notable brands, introduce you to cool people, and highlight scores of innovative providers of products/services.

## What's our reach

Our primary community is the brewing aficionados in the marketing, promo, sales, events management, merchandising and brand development areas. In addition, our reach will touch design firms, brand consultants, distributors, product manufacturers and other craft brew providers of professional services.

## Our Story

*Craft Brand and Marketing Magazine* (CBAM) is the creation of F&J Publications LLC. For the last 20+ years, our team has published *Commercial Construction & Renovation Magazine* (CCR).

The monthly publication reaches nearly 25K+ industry professionals in the retail, restaurant and hospitality sectors. F&J also organizes the annual Commercial Construction & Renovation Summit, as well as numerous other networking opportunities throughout the year.

## Taking your brand to the streets

What is your brand's story? That's why we're here. Our mission is to help you build a loyal following of supporters for your products and services. As one of the industry's most important resources, *Craft Brand and Marketing* will be an essential vehicle for telling your story to the world. Our proven array of marketing tools are designed to help you get your message in front of current and prospective clients alike. From our monthly magazine and newsletter, growing online and social presence, and our groundbreaking series of unique and exclusive networking events, CBAM is a partner you can trust.



### Sponsorships

Our sponsorship opportunities can put your company in the spotlight.

### Magazine Ad Inserts

Reach out to our community through a series of creative advertising programs. It's a cost-effective way to promote your products and services.

### Reprints

Ad and editorial reprints will help build your company's industry presence and credibility.

### Ad Lamination Boards

Reinforce your advertising campaign by displaying these laminated ad boards at trade shows.

### Classified Advertising

Get your message to the street with our highly effective classified advertising placements. Promote your products and/or services or share job openings.

### List Rentals

Target leading craft brewing executives with your next direct marketing campaign by renting our CBAM subscriber list.

### Web Banners & Buttons

Get in front of your industry colleagues and increase your company's website traffic with a banner ad or button on our CBAM website.

Banner - 459 x 52 pixels.

Button - 120 x 90 pixels. FORMAT: GIF or JPEG.

FILE SIZE: Banner - 15K max; Button - 10K max.

### AD SIZE/RATES:

**2 page Spread** – \$800

(Trim 18x10.75; Bleed 18.25x10.75)

**Full page** - \$500

(Trim 9x10.75; Bleed 9.25x10.75)

**Half page** - \$400 (7.75x5 Non-bleed ad)

**Third Vertical** - \$300 - (2.35 x 9.5 Non-bleed ad)

**Quarter page** - \$200 - (3.75 x 5 Non-bleed ad)



**As one of the industry's most important resources, *Craft Brand and Marketing* will be an essential vehicle for telling your story the world.**

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