



MediaPack

Let us introduce you to our readers. We think you'll like them.



Adventures in the world of drinking



WHAT IS HOT RUM COW?

Hot Rum Cow is a magazine about beers, ciders, wines and spirits. It's written and designed for people who are enthusiastic and curious about what they're drinking; a modern magazine steeped in our historic love affair with beers, wine, spirits and the finer things in life.

The Summer 2012 Launch of the magazine (named after a warm and satisfying rum & milk cocktail) reflected a resurgence in the UK of independent breweries, boutique distillers and specialist suppliers of niche beers, wines and spirits.

This highly quality magazine is published three times a year.

From an advertiser's perspective, *Hot Rum Cow* is about speaking to an ABC1 audience of consumers who have a very high disposable income and a passion for premium products

– whether they're beers, wines, spirits or other lifestyle products.

STOCKISTS

The current total readership of *Hot Rum Cow* (print & digital) is 26,000 per issue. The publication is distributed in the UK by MMS and Menzies Distribution, as well as being available in Selfridges, Foyles, flagship Waterstones shops and a UK-wide selection of WHSmith stores. We also supply a number of high-end design and drinks stores directly – including the Museum of Modern Art in New York, and have a growing subscription base. In addition, *Hot Rum Cow* is distributed to a worldwide network of retailers by Export Press, including Barnes & Noble stores in North America.

500 copies of each issue of the magazine are mailed to key drinks figures in the UK drinks industry.

Hot Rum Cow is supported by a very popular [website](#) and a monthly newsletter. The full magazine is now available online. We have an energetic social media strategy that has built up a strong online community, which we will be using to launch UK-wide reader events, providing further opportunities for advertisers and partners.

SCHEDULE 2016

	On sale	Artwork deadline
Iss 10	25 April	1 April
Iss 11	15 August	15 July
Iss 12	5 December	18 November



Followers on Twitter:
3,026



Likes on Facebook:
1,593

FACTS AND FIGURES

(as of 16 December 2015)

Subscriptions and one-off sales are available on the *Hot Rum Cow* [website](#), as is a PDF edition that can be read on all mobile devices. It is also available on the [Readly](#) app.

Total readership:

26,000 per issue (print and digital)

Website activity 14 September - 15 December 2015:

- Page views: 46,789
- Unique visitors: 27,647

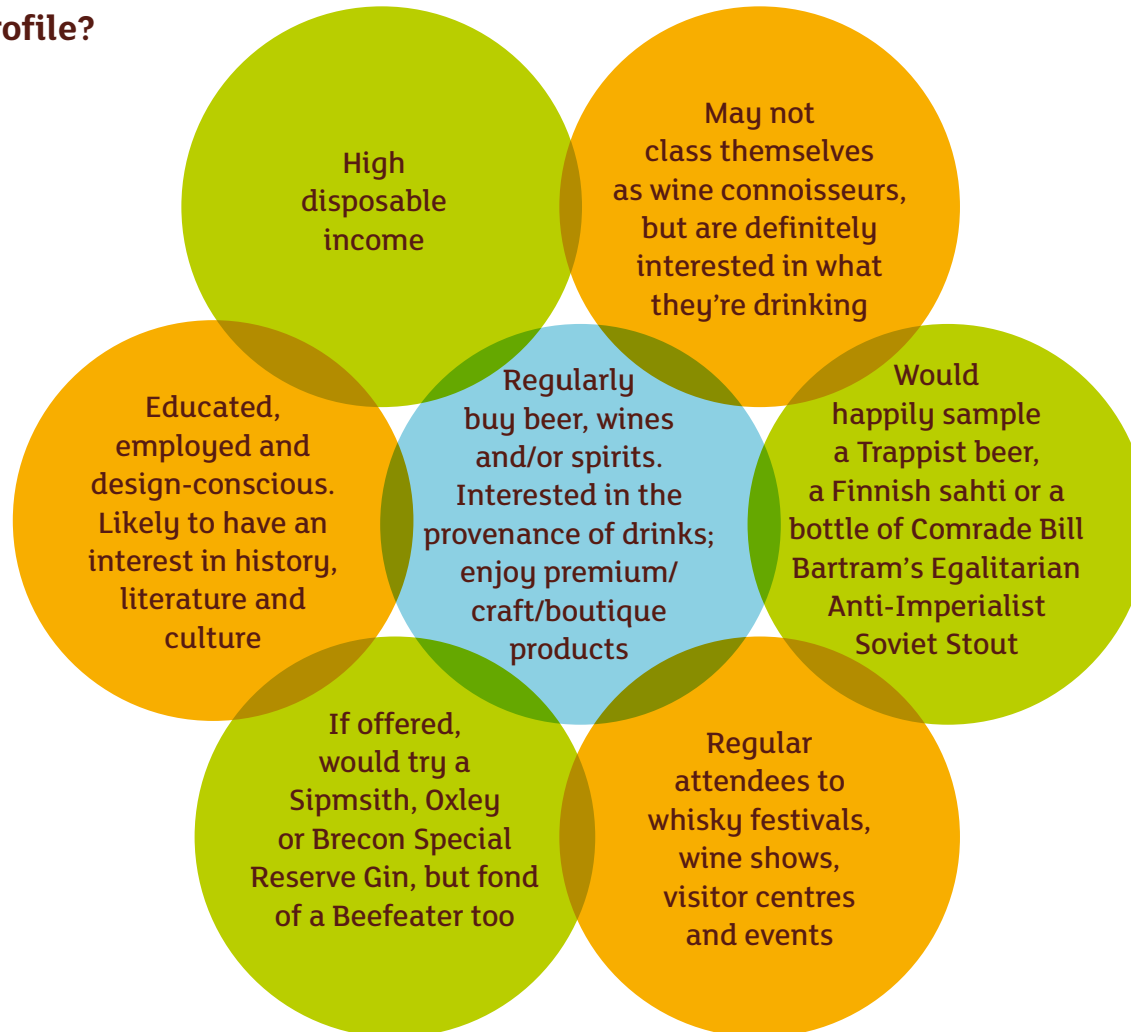
Newsletter stats:

- Open rate: 42%
- Click through rate: 16%



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What is the reader profile?





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RATECARD

Full page:	£1,400
Half page:	£800
Quarter page:	£450
Double Page Spread (DPS):	£3,000
DPS on opening spread of magazine :	£3,300
Inside Front Cover (IFC):	£2,000
Inside Back Cover (IBC):	£2,000
Outside Back Cover (OBC):	£3,000
Agency discount:	10%
Newsletter sponsorship:	£1,400

We are also happy to discuss options for advertorials and inserts.

FOR MORE INFO OR TO MAKE A BOOKING CONTACT

David Riddell

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david@hotrumcow.co.uk

ADVERT PAGE SIZES?

All creative should be emailed or sent via an online file transfer service (eg We Transfer) to eric@hotrumcow.co.uk.

Please ensure that all creative has a bleed and trim size. All fonts, images and text to be included.

If you need assistance please email eric@hotrumcow.co.uk or call +44 (0) 131 555 6494.

File Formats

Artwork must be supplied as a high resolution pass4press pdf (pass4press.com). Images must be 300dpi.

SPECIFICATIONS

Single Page:

240mm high x 200mm wide

Double Page Spread:

240mm high x 400mm wide
Please include a 3mm bleed.

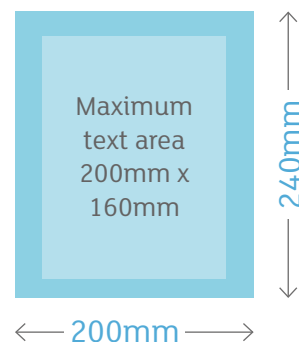
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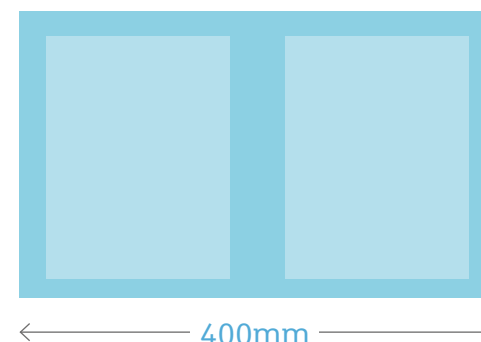
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Single Page

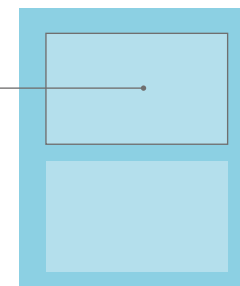


Double Page Spread

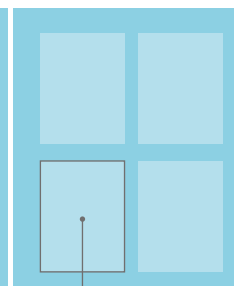


Half page

97mm x 165mm



Quarter page



97mm x 78mm



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