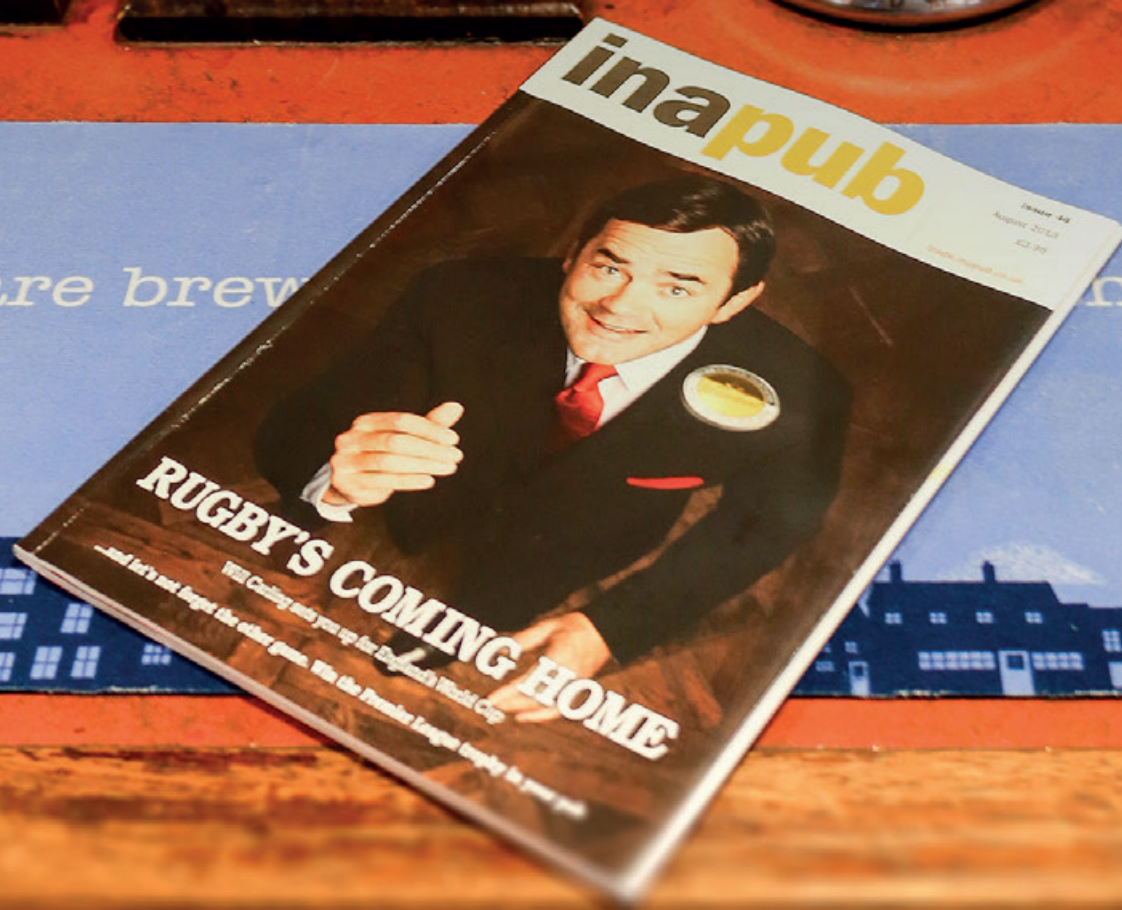


# inapub

MEDIA PACK  
2016



A woman with reddish-brown hair, wearing a black and white floral patterned top, is seated at a bar. She is holding and reading a magazine titled 'Inapub'. The magazine cover features a man in a suit and the headline 'COMING HOME'. In the background, there is a Guinness beer tap on the left and an Aspath beer tap on the right. A sign on the wall behind her reads 'UNDER 25? Please be prepared to show proof of age when buying alcohol' and 'OVERKAMP.CO.UK'. Another sign partially visible says 'Children under 18 are not allowed in the bar'.

# A bit ABOUT OURSELVES

Inapub is the UK's leading supplier of business building solutions to the UK pub trade. Complementing our industry-leading digital marketing products is the heart of our media portfolio: Inapub magazine - the UK's leading monthly title for independent pubs. Recognising the specific requirements of entrepreneurial pub owners and their customers, Inapub offers everything a modern licensee requires in today's competitive environment.

## The Magazine

Inapub magazine offers practical business building information written by licensees and industry journalists, including Matt Eley and Robyn Black. Circulated to circa 20,000 independent pub owners, Inapub's premium magazine is the leading monthly title for the UK on-trade.

Each month, Inapub offers its 80,000 readers\* market insight, trends, category-led business building advice and fun, easy to digest food, drink, entertainment and case study features all written specifically for licensees to help them make the most of their business. Steering away from corporate news and jargon, Inapub is the only monthly title that offers licensees the information they need to grow their business day to day, and suppliers with the opportunity to reach this unique audience.

\*Source: Inapub readership survey 2015.

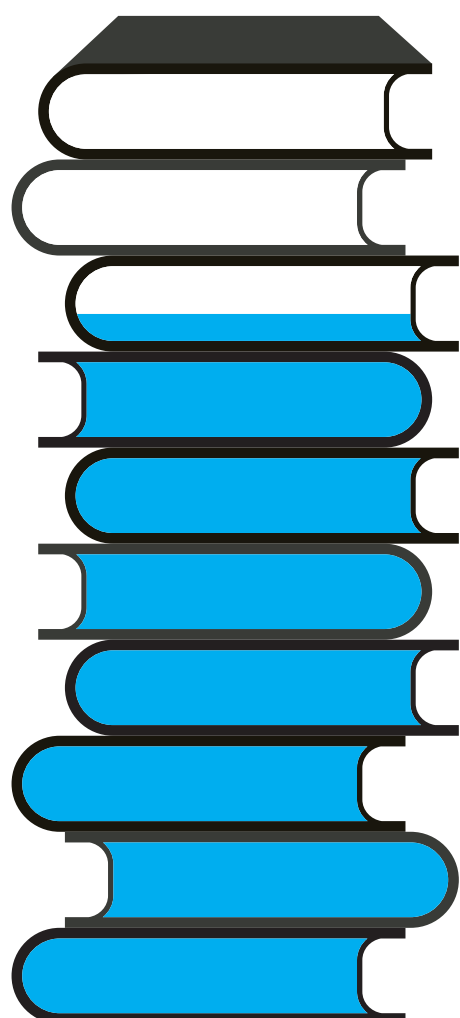


# Circulation

Inapub is circulated to 20,000 independent pub owners each month.

In 2015, Inapub surveyed its readership to analyse how they use the magazine and to find out how we can improve our offer.

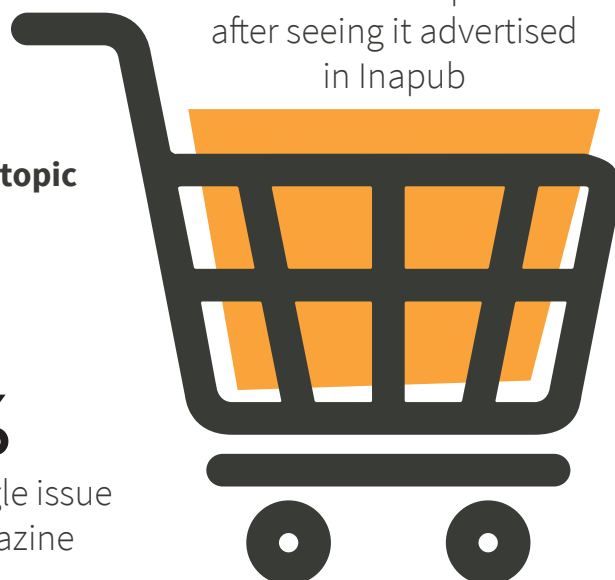
We discovered the following:



**'New products'  
is the most read topic  
in the magazine**

**73%**

read every single issue  
of Inapub magazine



**52%**

have stocked a product  
after seeing it advertised  
in Inapub



**43%**

share the magazine with  
their customers

**29%**

said they keep the magazine for future use

# Print Advertising

Inapub offers a range of creative print advertising solutions to help your business reach our audience of decision-making pub operators. Inapub's glossy, monthly magazine has been designed to offer your marketing messages maximum impact and our sales and marketing team provide a range of creative print solutions to help achieve your specific objectives.

Magazine advertising rates:

2 Page Cover Wrap tipped into DPS	£17,000
Inside Front Cover Gatefold	£13,000
Double Page Spread	£7,000
Full Page/2 Side Bound-in Insert	£7,000
Outside Back Cover	£5,000
Full Page	£4,000
Advertorial Design Fee	+£500



# Digital Advertising

## News website (trade.inapub.co.uk)

Inapub's news website has been designed to offer licensees further business building advice and features exclusive blogs, stories and competitions as well as hosting the digital edition of the magazine.

Attracting over 100,000 unique visitors, advertising on trade.inapub.co.uk will allow you to bring brand campaigns to life and through the creative display, social and video advertising opportunities available to maximise ROI and measure response.

Website advertising rates:

Website Takeover	£8,000	Exclusive of site, large leaderboard and MPU/Half Page
Large Leaderboard	£4,000	
MPU	£4,000	
Half Page Skyscraper	£4,000	
Sponsored Editorial Feature	£5,000	Exclusive page with copy, images and video
HTML Solus email	£4,000	

\*All media costs are monthly



# Digital Advertising

## Email sponsorship

Inapub subscribers' list consists of over 19,000 independent pub owners which can be segmented to your target audience. To reflect the individual needs and interests of each of these licensees, Inapub currently sends the following editorial led, targeted emails every month.

# 25%

average open rate



# 32%

click-through rate

# 77%

of our audience find Inapub's weekly emails very useful



Email sponsorship rates:

Sponsored monthly EAT email	£2,000	Latest food related stories/tips/advice
Sponsored monthly DRINK email	£2,000	Latest drinks news/tips/advice
Sponsored monthly PLAY email	£2,000	Latest entertainment and sports news/advice/tips
Sponsored monthly EDITOR email	£2,000	Matt Eley's best stories/tips of the month



# Digital Advertising

## SocialConnect

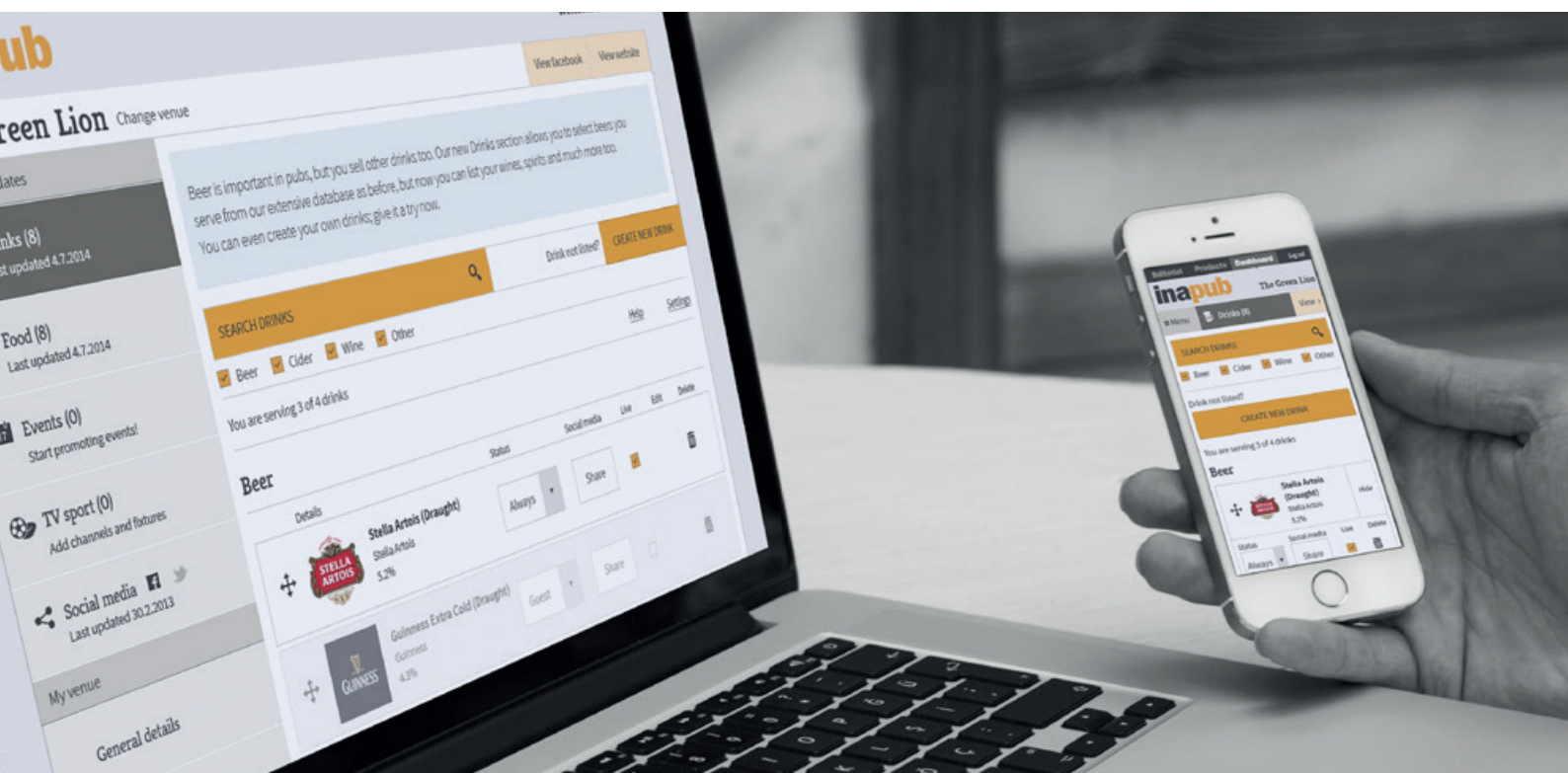
SocialConnect is Inapub's website and social media management tool used by thousands of licensees every day to update their drink, food, event and TV sport information online. Available to the entire on-trade, this unique tool is shaping the way licensees promote their business online.

To reach these forward thinking entrepreneurs, advertisers have the opportunity to sponsor the four core sections of SocialConnect:

SocialConnect advertising rates:

DRINKS section	£3,000
FOOD section	£3,000
TV Sport section	£3,000
Events section	£3,000
Digital Products Homepage	£3,000

\*All media costs are monthly



# Digital Advertising

## Social media

Inapub has acquired over 38,000 social media followers across Facebook, Twitter and Instagram who regularly share and engage with our blogs, features, trade conversation and business building content. These channels present new and unique opportunities to reach licensees who have become increasingly engaged with social content “poured” by their favourite title, Inapub.



Inapub Twitter

**19,219**

followers



Inapub Facebook

**8,251**

followers



Inapub Instagram

**11,004**

followers

**38,474**

total social media reach\*

Social media advertising rates:

Twitter Storm £5,000

Dedicated Twitter conversation hosted by your business. Our editorial team will drive engagement and conversation around your chosen theme.

4 Sponsored Tweets £2,000

\* Correct to October 2015



# Testimonials

“Inapub is a key trade media title for Marston's. The relationship enables us to directly communicate to the UK freetrade with innovative and engaging print and digital solutions.”

**Chris Keating, Marketing Manager, Marston's**

“Inapub has helped BT Sport increase sales and continues to be a key partner for our business. Through both the magazine and their digital solutions, Inapub has allowed us to reach thousands of independent pubs to deliver our key messages to the on-trade. The team are extremely creative and really insightful. We look forward to strengthening our partnership further over 2016 and beyond.”

**Jon Crownshaw, BT Sport**

“Inapub magazine is the ultimate mixology of tales, tuition, and titillation. A pretenseless, pint-sized publication that not only unites, but more importantly delights publicans and punters alike.”

**Lee Price, BII Licensee of the Year, The Royal Pier, Aberystwyth**

# Contact us

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