



# the Alchemist

## MEDIA KIT

[thealchemistmagazine.ca](http://thealchemistmagazine.ca) • [@thealchemistmag](https://www.instagram.com/thealchemistmag)

# About us



## OUR PRINT ISSUE

*The Alchemist* is a B.C.-based magazine devoted to the dynamic, increasingly diverse world of micro-distillers and craft cocktails.

International in scope but with a local emphasis, our aim is to entertain and inform readers with stories about the passionate, talented people who are changing what and how we drink for the better.

The writers and photographers at *The Alchemist* deliver readers authoritative and stylish commentary on the fascinating characters and brands that all play their part in elevating the timeless ritual of enjoying a cocktail. Beautifully designed and smartly portable, our seasonal magazine is made to be a keepsake.

## THE ALCHEMIST ONLINE

Find us at [thealchemistmagazine.ca](http://thealchemistmagazine.ca), where we share information about and stories from our print issues, as well as exclusive web-only content that includes recipes, spirit recommendations, breaking industry news and other timely features that don't make it into print. Visit our online store to buy subscriptions and single issues of the magazine.

## OUR SOCIAL REACH

We engage regularly with our followers on Instagram, Facebook and Twitter. Our print and web stories are supported with regular posts, with an aim to both send traffic to our website and drive sales of our print issues.

## OUR READERS

*The Alchemist* has a readership base of over 120,000 people—made up of spirit-loving consumers and folks who work in the B.C. food and beverage industry.

*The Alchemist* readers are successful professionals who pick up the magazine every issue for its on-trend coverage of B.C.'s rapidly growing cocktail culture. Our readers care deeply about what they eat and drink and how they live. Our loyal community of fans are deeply devoted to living the good life and they spend accordingly. They also dig deeply into the magazine for stories about craftspeople and tastemakers, drink trends, local spirited news, educational columns, drink recipes, and what you need for your home bar.

Our readers also consist of industry professionals who use the magazine to keep an eye on industry trends, products and services for building and expanding their businesses. Bars, restaurants and liquor stores use the magazines as an ordering guide so they can continue to offer the best in B.C. craft. We cover what our local B.C. distilleries have to offer ensuring that new products are listed as they come out and new distilleries are listed as they open.

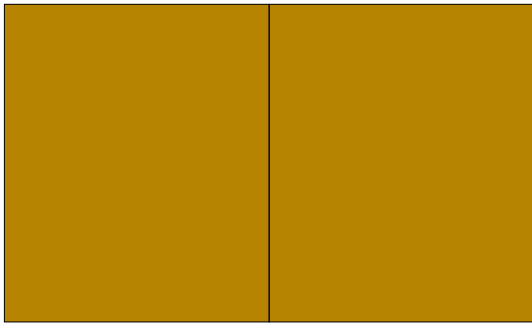
We are an excellent resource to get your brand directly in front of the right target market.

## DISTRIBUTION

We distribute throughout B.C. to cocktail bars, restaurants with a bar program, independent liquor stores, distillery tasting rooms, gourmet grocery stores, coffee shops, barware stores and retailers that suit the demographic of people who stay on trend, are social and will spend more on quality. We also have a large subscriber base who have new issues delivered directly to their door as we publish.

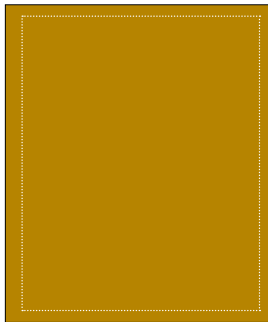
# Advertise with us

Reach over 120,000 annual craft spirit and cocktail-loving readers and industry folks with a print ad in our highly collectible and widely read issues.



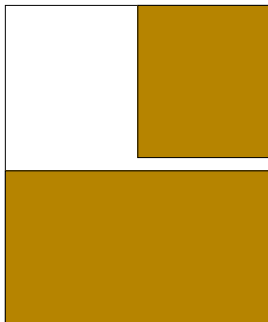
## TWO PAGE SPREAD

TRIM  
12" x 7.2"  
SAFE IMAGE AREA  
5.275" x 6.6" (on each page)  
BLEED  
0.25"



## FULL PAGE

TRIM  
6" x 7.2"  
SAFE IMAGE AREA  
5.275" x 6.6"  
BLEED  
0.25"



## 1/4 PAGE

2.5" x 3.2"

## HALF PAGE

5.2" x 3.2"

## SPONSORED CONTENT 1+ PAGES

*Ask us about developing your custom package.*

Rather than rely on traditional advertising pieces, we're partnering with businesses to present sponsored content that fits with your brand and vision, and is useful for the reader. Successful campaigns have included topics such as bartender profiles, bar/restaurant cocktail and food programs, distillery profiles, product launches, product background with tasting notes and competition round ups.

Partnered content not only raises awareness of your brand, but provides informative, entertaining content for our readers. We're looking for new ideas. We're open to anything that suits our editorial vision, and we're open to working with businesses to brainstorm ideas and come up with solutions that work for both of us. We look forward to working with you.

## BARTENDER PROFILES

(1-2 pages)



## DISTILLERY/BAR/RESTAURANT PROFILES

(1-2 pages)



## OTHER SERVICES

Ask us about our creative partnership opportunities including digital advertising packages, sponsored stories, social media partnerships, web design, programmatic display, brand video, social media management, social media advertising, SEM, SEO, and more.

FOR MORE INFORMATION OR TO BOOK YOUR AD, CONTACT

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