D+ Communication Media Group

DRINKS+

2021 Media Kit

Print
Digital
MIX marketing
Network

27 **YEARS ON THE MARKET**

FLAGSHIP
WINE, GASTRO, TRAVELING
MEDIA

DRINKS+ Magazine **DRINKS+ №200 guide** **Drinks'o'Clock e-newspaper** **MENU gastronomy newspaper**

PRINT

DRINKS+ MAGAZINE

Professional B2B magazine
on wine, alcohol, gastronomy, traveling

Number of issues: 10 per year

Circulation: 20 000

- **Published since 1994**
- **Bilingual** (Russian/English)
- **2 covers** (DRINKS+ and DRINKS Bars & Restaurants)
- **Direct-mail** in Ukraine to owners and top-managers of wine, alcohol, beverages, HoReCa and trade business
- **Circulation** at the world's most influential trade shows, wine and gastronomy events
- **A professional journalists team**

- Wine judges at international competitions (Mundus Vini, Mondial de Bruxelles, VinItaly);
- Members of the Ukrainian Sommelier Association;
- Participants of international wine summits and premieres (Anteprima Amarone, Prima Nebbiolo, Tuscany, Sicilia, Austrian Wine Summit, Must Fermenting Ideas, UNWTO Global Conference on Wine Tourism etc.)

PRINT DRINKS+ MAGAZINE 2021 issue plan

Issue # * month * events participation

01 FEBRUARY
Local Food&Wine Events

02 MARCH
Local Food&Wine Events

03 APRIL
London Wine Fair, Great Britain, May 17-19 (digital)

04 MAY
Vinexpo Paris, June 14-16
Wine Paris, June 14-16
Vinitaly, Verona, June 20-23

05 JUNE
Local Food&Wine Events

06 JULY-AUGUST
Local Food&Wine events

07 SEPTEMBER
Barometer Kyiv, Ukraine, September 24-26
Bacuse d'Or Ukraine, Kyiv, October 11

08 OCTOBER
Warsaw Wine Experience, Poland, October
Wine&Spirits Ukraine, Kyiv, November, 2-4
World Food Ukraine, Kyiv, November, 2-4
Enoexpo Krakow, Poland, November

09 NOVEMBER
XVIII Ukrainian Best Sommelier & IV Best Caviste of Ukraine 2021, Kyiv, November
Wine Forum UKRAINE, Kyiv, November

10 DECEMBER **New Year issue**

PRINT

DRINKS+ MAGAZINE

audience

PRINT DRINKS+ MAGAZINE advertising

	1-2 issues price per issue (Euro)	**3-5 issues** price per issue (Euro)	**6-10 issues** price per issue (Euro)
TOP COVER* top cover placement + 1 page image and PR article in the issue	on the year contract basis only	on the year contract basis only	2 500
INNER COVER* inner cover placement + 1 page image and PR article in the issue	2 000	1 800	1 600
1 PAGE AD	1200	1 000	900
1/2 PAGE AD	700	600	500

*Placement subject to all restrictions of the Advertising Law: without product image and logos, with link on the PR article

PRINT

SPECIAL PROJECTS

Guide, newspaper, brochure, etc.

Drinks+ 200

Wine-producing countries guide

Wineries, exiting gastronomic and cultural locations, interviews with reputable wine personalities.

- **1 per year**
- **Circulation: 25 000**

MENU

Gastronomic newspaper

with the original design and concept.

Published for the customer's projects

Tasting brochure

Developing and print for the customer's tasting event

DIGITAL www.DRINKS.ua concept

The whole universe of drinks at one website!

Views per month – 232 900

Over 23 000 visitors per month

Countries

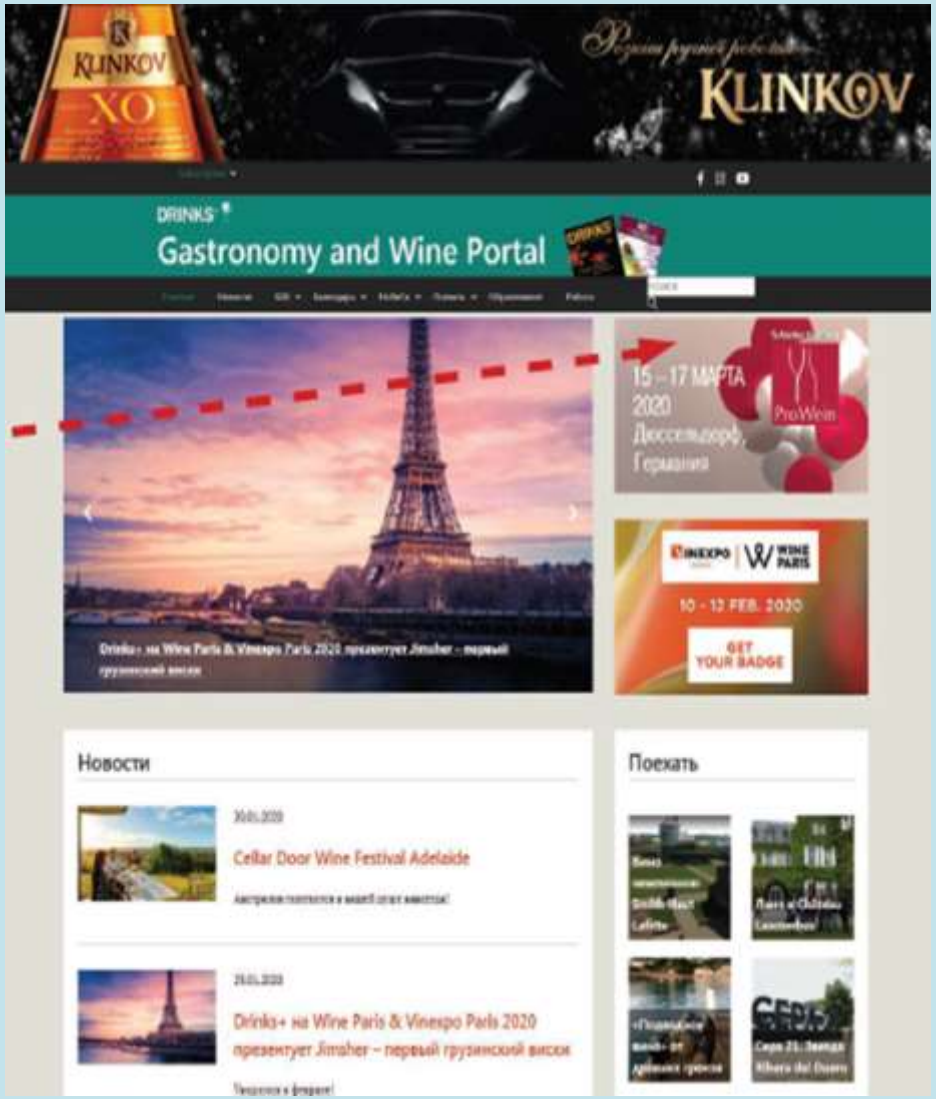
Ukraine – 61%
Eastern Europe - 22%
Central Europe- 3%
USA - 7%
Others - 5%

Categories

- Articles about wineries, new products, restaurants and gastronomy
- News
- Interviews
- Wine tastings& Events reports
- Wine tourism
- Calendar of exhibitions and tastings all around the world
- Analytics and ratings
- Jobs and education
- Catalogue of distributors
- Offers for distributors
- Map of world wine roads
- Video recipes of cocktails

DIGITAL www.DRINKS.ua advertising

	6 months subscription, per month (Euro)	12 months subscription, per month (Euro)
DRINKS.UA HEADER	1200	1000
DRINKS.UA HOMEPAGE BANNER linked to PR article on your company/product (link to partner's page)	280	250
PR-publication package (up to 3000 symbols article in the top on the Main Page)	260	230



DIGITAL DRINKS'O'CLOCK advertising

E-mailing throughout more than 20 000 personal emails

The readers

- importers, buyers and distributors – 53%
- retail network representatives– 18%
- producers of alcoholic beverages – 22%
- specialized media and wine bloggers – 7%

The digital newspaper in English and Russian with news and Eastern Europe markets analytics for professionals all around the world.

The previous issues

https://drinks.ua/newspaper/

Advantages

- Useful content that guarantees a high number of openings
- Relevance to user interests
- Trigger mailing on personalized and segmented databases

First page (image and link to the article up to 3000 symbols)	880 EUR
PR-publication (the article up to 3000 symbols)	450 EUR
One page image	370 EUR
1/2 page image	200 EUR

MIX marketing

MIX MARKETING AGENCY

events

Drinks+ events it's the right way of promotion wines and food of your country/region/winery/company

Event formats
offline / online / hybrid

* **Walk around tasting** * **Road show** * **Master class**
* **Drinks+ Editor's Choice** tasting on exhibitions
* **Lecture** * **Presentation** * **Festival**

The audience
leading wine professionals (distributors, sommeliers,restaurateurs, chefs, ambassies, trade-offices and tourism departments representatives), press (journalists of specialized magazines on wine, gastronomy and tourism), wine lovers

Venues
varying from respectable hotels, restaurants, conference rooms to speakeasy bars, fairs and popular festivals

Advantages
* Professional Drinks+ team with great experience in wine and food
* Support and coverage in all Drinks+ media: print, online and social

The partner set the individual events options –
The Drinks+ team provides the best result

MIX marketing

MIX MARKETING AGENCY

promotion

Integrated promotion campaigns and additional services

- Campaigns using print & digital media of the Drinks+ group and events
- Campaigns using any media print, digital, TV, outdoor
- Organization of stands at exhibitions in Ukraine and abroad
- Content creation for websites and social media
- Promotion in social media

NETWORK PARTNERS

Drinks+ team enjoy continuous cooperation with the international companies, local and global brands, national promotion agencies and world's most influential industry shows, including such national promotion associations as

Consorzio Tutela Vini Valpolicella, Austrian Wine Marketing Board, Wines of Greece, Wines of South Africa, Wines of Moldova, US Meat Export Federation, National Agency of Georgia, Wines of Argentina, Kiwi from Greece, Peaches from Greece, EU Dairy, ProWein, Vinitaly, Vinexpo&Wine Paris, Brau Beviale, Drinktec, ProWine and Food&Hotel Asia, London Wine Fair, Alimentaria, Interwine China and many others.

NETWORK CONTACTS & social media

D+ Communication Media Group

58, Saksaganskogo str., of. 5, Kyiv, 01033, Ukraine

Iryna Diachenkova dimdi@ukr.net
+38 (067) 447 45 78 **WhatsApp, Telegram, Viber**

Viktorya Palinkash vika.palinkash@gmail.com
+38 (067) 933 55 58 **WhatsApp, Telegram, Viber**

Olga Pinevich-Todiriuk o.pinevich@gmail.com
+38 (097) 914 84 28 **WhatsApp, Telegram, Viber**

Facebook
Uadrinks
groups/DrinksPlus

LinkedIn
Drinks+ Media Group

Instagram
@drinks.ua

YouTube
Drinks.ua