

# Micropub Magazine

## Media Pack

### What is a Micropub?

A micropub according to the Micropub Association is defined as follows:

*"A micropub is a small freehouse which listens to its customers, mainly serves cask ales, promotes conversation, shuns all forms of electronic entertainment and dabbles in traditional pub snacks".*

Launched  
February  
2020

February 2020 saw the launch of the new A4 sized print publication Micropub

We will report on all the latest news and views from the Micropub scene along with features, analysis, interviews, area focus, competitions and much more!

Our website will bring all the up-to-date news and information along with a comprehensive micropub directory

### Print Circulation

The readers of Micropub magazine will all share a common bond - a dedication to the supply of good beers along with other alcoholic drinks, for the local community to enjoy and to meet in conversation for entertainment.

The prime audience of Micropub magazine will be micropubs, brewery taps, microbreweries, sector suppliers, wholesalers and the general public.



# Media Pack

## Features:

### FEBRUARY:

Feature: **Rise of the Micropubs**

Area Focus: **West Yorkshire**

Interview: **Martyn Hillier, Micropub Association**

### MAY:

Feature: **Why aren't Micropubs launching in Scotland?**

Area Focus: **East Sussex**

Interview: **Debbie & Simon Rutherford, Owners, Rutherfords Micropub, Kelso, Scottish Borders**

Special: **Gin Supplement**

Features, Interviews, Festival details

### AUGUST

Feature: **How have micropubs coped with the fallout from Coronavirus?**

Area Focus: **Merseyside**

Interview: **Lucy Do, Owner, Dodo Micropub, London**

### NOVEMBER:

Feature: **Funding and Insurance for Micropubs**

Area Focus: **Nottinghamshire**

Interview: **Richard Green, Owner, Dovecote Brewery, Denbigh**

## Advertising rates:

### Display Advertising:

Full page:	£900
Half page:	£600
Quarter page:	£450
Inside front cover:	£950
Inside back cover:	£950
Outside back cover:	£950
Double page:	£1500

File Format: 300dpi high resolution PDF

### Banner Advertising:

Banner advertising rates and dimensions available on request.

### Magazine Carrier Sheet Sponsorship:

(for advertising, promotion or sponsorship)

1 issue:	£2000
2 issues:	£1750
3 issues:	£1500
4 issues:	£1250

### Subscriptions:

1 year (4 issues) - £12.99  
2 years (8 issues) - £23.99

Visit [www.micropubmagazine.co.uk](http://www.micropubmagazine.co.uk) to subscribe

## Specifications:

<b>FULL PAGE AD</b> 297 x 210mm (add 3mm bleed)	<b>HALF PAGE HORIZONTAL AD</b> 130 x 184mm
	<b>FULL HALF PAGE HORIZONTAL AD (FULL BLEED)</b> 142 x 210mm (add 3mm bleed)

<b>QUARTER PAGE VERTICAL AD</b> 134 x 88mm	<b>HALF PAGE VERTICAL AD</b> 273 x 88mm	<b>HALF PAGE VERTICAL AD (FULL BLEED)</b> 297 x 104mm (add 3mm bleed)
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## Publication Schedule:

	Copy deadline:	Issue posted:
<b>February</b>	5/2/20	12/2/20
<b>May</b>	28/4/20	6/5/20
<b>August</b>	29/7/20	6/8/20
<b>November</b>	29/10/20	5/11/20

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