

# Micropub Magazine

## Media Pack 2021

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”.*

### February 2020 saw the launch of our new publication Micropub Magazine

We report on all the latest news and views from the micropub scene along with features, analysis, interviews, area focus, pets corner and much more!

Our website brings 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.



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## Features:

### JULY:

Features: **The Fall & Rise from Covid Snacking at the micro!**

Area Focus: **East & West Sussex**

Interview: **The Stag & Lantern Micropub, London**

### SEPTEMBER

Features: **The Pub Micropub Franchise Microbreweries with Micropubs**

Area Focus: **Derbyshire**

Interview: **Weighbridge Inn Micropub, Burton-upon-Trent**

### NOVEMBER

Features: **Beer Cellar Systems Rum: The 'New' Kid on the Block**

Area Focus: **Cornwall**

Interview: **Little Ale House Micropub, Harrogate**

## Advertising rates:

### Display Advertising:

Full page:	£700
Half page:	£450
Quarter page:	£300
Inside front cover:	£850
Inside back cover:	£850
Outside back cover:	£900
Double page:	£1000

File Format: 300dpi high resolution PDF

### Banner Advertising:

Leaderboard:	£150/month
Square:	£75/month

### 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 2021:

	Copy deadline:	Issue posted:
<b>June</b>	15/7/21	22/7/21
<b>September</b>	10/9/21	16/9/21
<b>November</b>	12/11/21	19/11/21

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