

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.)

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

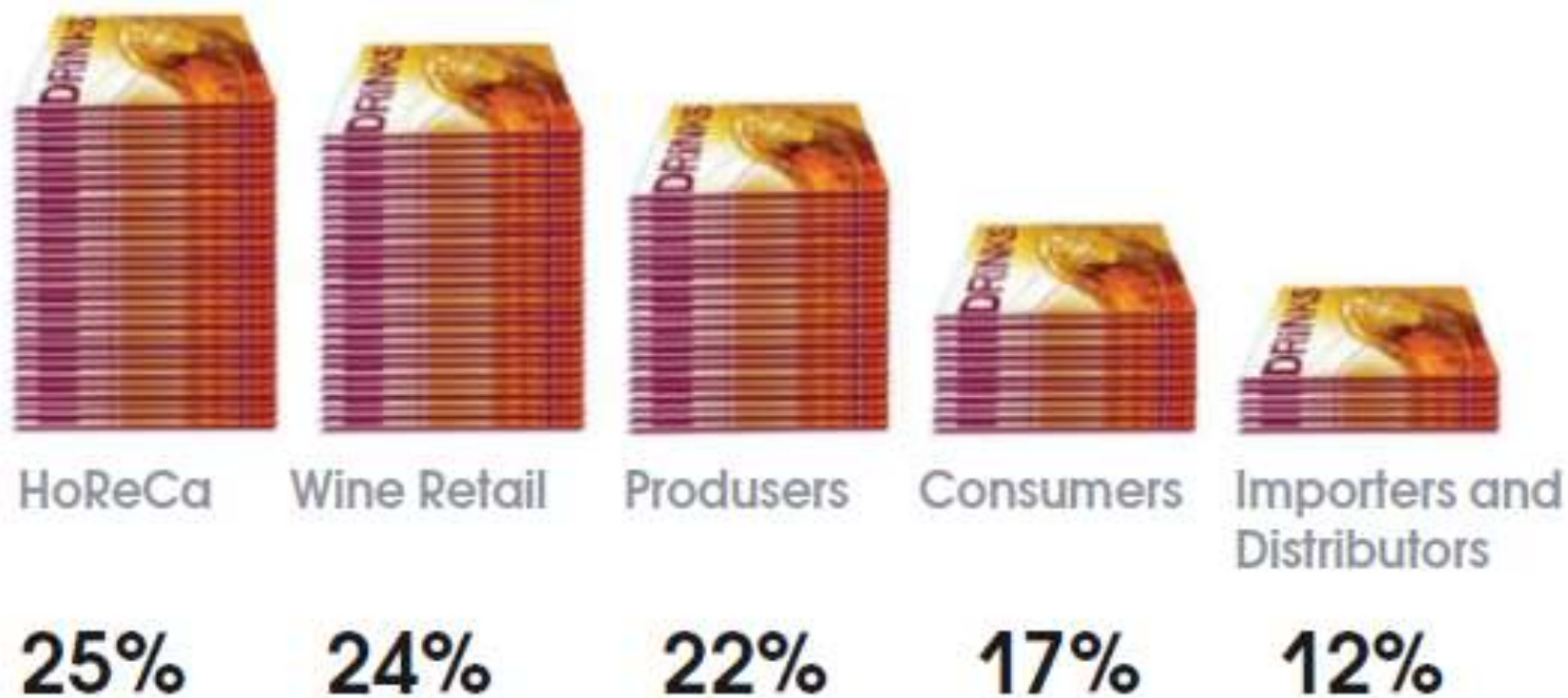
XVIII Ukrainian Best Sommelier & IV Best Caviste
of Ukraine 2021, Kyiv, November
Wine Forum UKRAINE, Kyiv, November

10 DECEMBER New Year issue

PRINT

DRINKS+ MAGAZINE

audience



	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

The whole universe of drinks at one website!

Views per month – **232 900**
Over 23 000 visitors per
month

Countries

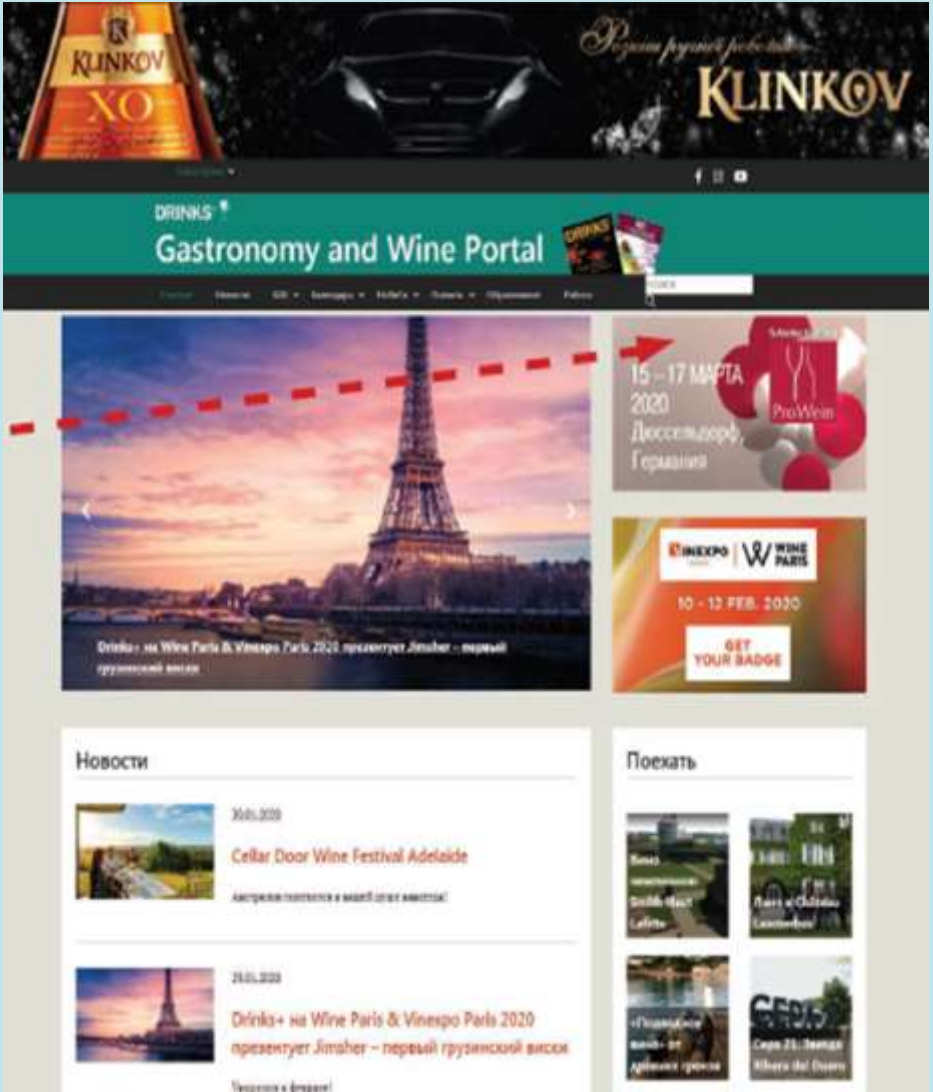
Ukraine – 61%
Eastern Europe - 22%
Central Europe- 3%
USA - 7%
Others - 5%

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



	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



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



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**

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

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