



Bringing you rum since 2001, from the grass to your glass!

# Rates and Editorial Calendar



**2013** Magazine  
& Website



# Magazine & Website 2013 Rates and Editorial

## Demographics

### Circulation

"Got Rum?" has a combined (printed and electronic) monthly readership of close to 100,000, not including PDFs that are re-posted in other websites or forwarded via email.

### Male/Female Audience

Male 59%  
Female 41%

### Age Groups

Under 21 1%  
21-30 20%  
31-40 26%  
41-50 27%  
51-60 23%  
Over 61 3%

### USA Distribution

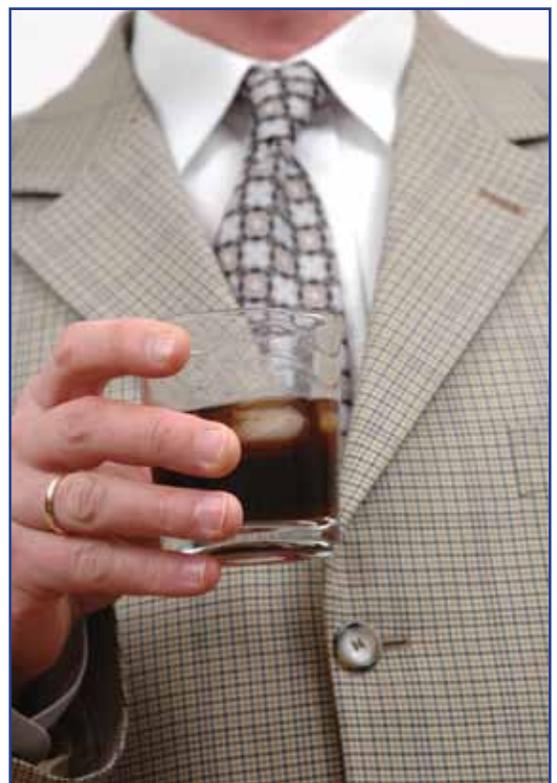
(States with % readership greater than 1%):

California 21.59%  
Washington 12.83%  
New York 8.40%  
Texas 4.98%  
Virginia 3.97%  
Florida 2.25%  
Georgia 1.62%  
Arizona 1.38%

### International Distribution

(Countries with % readership greater than 1%):

United States 69.19%  
Russian Federation 4.18%  
Japan 3.73%  
United Kingdom 3.27%  
Canada 2.76%  
Ukraine 1.64%  
Germany 1.59%  
France 1.27%  
Australia 1.08%



# Magazine & Website

## 2013 Rates and Editorial



## Columns

### From the Editor

Observations and commentary about the state of the rum industry, recent rum-related events and more. by Luis Ayala.

### The Angel's Share

Named after the rum evaporation loss in the aging warehouses, this column is dedicated to the organoleptic assessment of commercially-available rums and their cocktails.

### Bartender's Corner

Dr. Ron A. Ñejo is a seasoned bartender completely devoted to exploring the many facets of rum. It has been said that he has rum running through his veins. He is used to serving up fine spirits and offering words of wisdom to all those lucky enough to find an open seat at his bar. In this section of "Got Rum?" Dr. Ron addresses topics ranging from mixology to relationships and etiquette.

### The Rum Library

Join us as we review rum books published around the world, as well as, conduct interviews with authors to get a behind-the-scenes look at what inspired them to write their masterpieces.

### The Rum Lab

Have you ever wondered how to make your own spiced rum, perhaps your very own Bay Rum aftershave or even a Mamajuana? The Rum Lab offers technical know-how for those interested in mastering the recipes behind many perennial favorites.

### Exclusive Interview

Reading about rums, books and events is not enough to fully understand the politics, techniques and motivations fueling today's rum industry. Join us as we interview the people behind the curtain and unfold their stories and their passion for rum. We've interviewed Distillery CEOs, Master Distillers and Blenders, Festival Organizers, Rum Marketers, Trade Association Directors, Policy Makers and many other figures of the industry.





# Magazine & Website 2013 Rates and Editorial

## Columns (continued)

### Rum in History

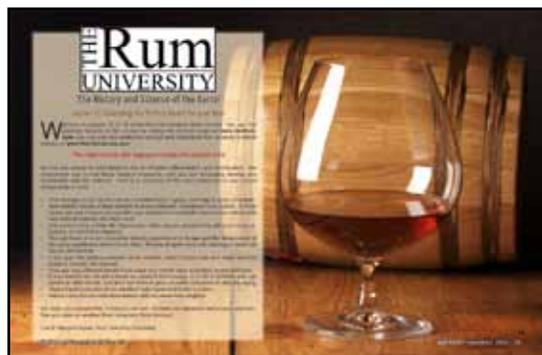
Learn what historical events took place each month, helping shape the rum industry. From the propagation of sugarcane in the new world to innovations in distillation, we take you on a journey of discovery and enlightenment.

### The Rum University

The Rum University is constantly offering new courses and lessons through its official website (RumUniversity.com). Due to the relationship with the institution, some material is produced exclusively for "Got Rum?" or is available to our readers before being published by the University.

### Tobacco and Rum

Are you ready to relax and enjoy some of the best pleasures life offers? Let our Cigar Sommelier guide you through the amazing world of Cigar and Rum pairings, from simple combinations to entire dining experiences!



## Features

### Citrus Rums

Join us as we review the best Lemon, Lime and Orange flavored rums and rum liqueurs the industry has to offer. We will tell you which ones you can sip and which ones you should mix.

### Spiced Rums

Do you like vanilla, cinnamon, nutmeg and clove? Do you like rum? Explore with us the space where these two worlds intersect to produce a wide range of spiced rums.

### Spooky Drinks (Halloween Special)

Some rums and cocktails are indelibly associated with warm Caribbean beach-front resorts while others are inexorably tied to fright and mischievousness. Gather up the courage to explore the dark world of cocktails such as the Bone Shaker, VooDoo Doctor and the Cursed Tiki!



# Magazine & Website

## 2013 Rates and Editorial



### Features (continued)

#### Rums for Lovers (Valentine's Day)

There is nothing like rum to bring together love, passion and a sense of tropical relaxation. Allow yourself to be inspired by our delectable and romantic suggestions for ways to celebrate Valentine's Day with rum!

#### Rums for Mom (Mother's Day)

Show your mother just how much she means to you with a gift she will truly enjoy! Each year we bring you creative, unique and rum-centric ideas for you to make her day special.

#### Rums for Dad (Father's Day)

If your father is a rum lover, what better way to celebrate his day than with a rum-themed present! Anyone can buy a bottle of rum at a liquor store, only we help you find the perfect rum present to show just how much he means to you.

#### Rum Cake Reviews

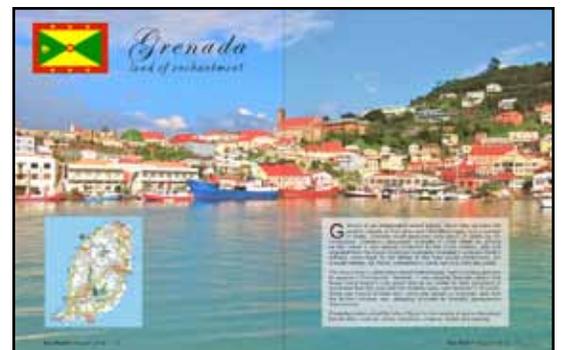
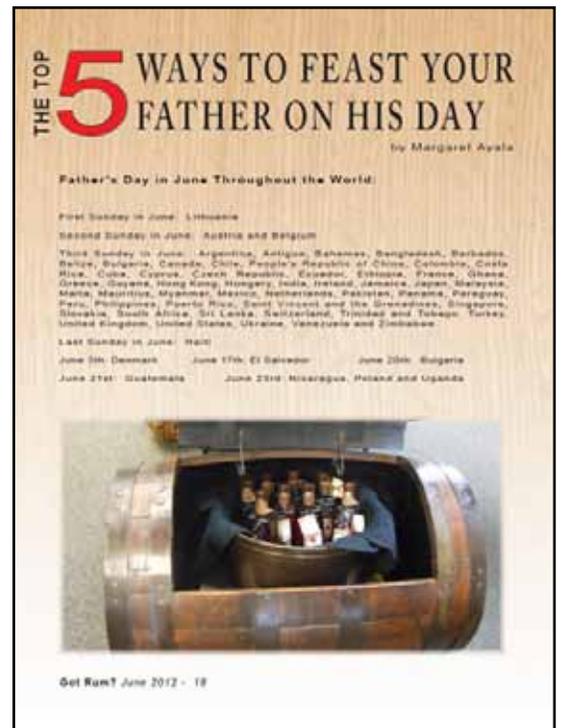
Having your rum cake and eating it too has never been easier! With the abundance of offerings, ordering these delectable treats online is extremely convenient. But being able to order them is only half the battle: knowing which ones to order is essential. We bring you expert reviews of the best rum cakes available, all you have to do is order and enjoy!

#### Rum Festivals Around The World

From the Caribbean through the Americas and on to Europe and Asia, we bring you news and coverage from the world's most influential rum festivals and competitions.

#### Rum Destinations (Travel and Leisure)

There is only so much one can learn about a country's rum tradition by only tasting its products. To fully understand each country's individual style and claim to fame, one has to visit the distilleries, sugar factories and plantations. One must also get to know the locals. Join us as we circumnavigate the world, bringing you the best that each rum destination has to offer.





### Editorial Calendar

#### 2013 Editorial Calendar for “Got Rum?”

Each month we will bring readers exciting and exclusive content under our regular columns:

- From The Editor
- The Angel’s Share
- Bartender’s Corner
- The Rum Library
- Tobacco and Rum
- The Rum Lab
- Exclusive Interview
- Rum in History
- The Rum University

We will also include the following special features, which will coincide with commonly-celebrated holidays or with events taking place around the world.

**NOTE:** “Got Rum?” content is subject to change without notice. Please contact us for the latest information or to coordinate coverage of your rum event.

<b>January</b>	<b>February</b> Rums for Lovers (Valentine’s Day)	<b>March</b> Green Cocktails (St. Patrick’s Day)
<b>April</b> Essential Rum Glassware	<b>May</b> Rums for Mom (Mother’s Day) Must-Know Cocktails, Part 1	<b>June</b> Rums for Dad (Father’s Day) Must-Know Cocktails, Part 2
<b>July</b> International Rum Conference – Madrid, Spain Summer Rum Cocktails	<b>August</b> Coconut Rums Review	<b>September</b> White Rums Review
<b>October</b> Spooky Cocktails (Halloween) Spiced Rums Review	<b>November</b> Rum Liqueurs Review Trend-Setting Rums	<b>December</b> Year End Review Rum Cake Reviews Winter Cocktails

# Magazine & Website 2013 Rates and Editorial



## Magazine Advertising Rates

Advertising Options	1x	2x	3x	Total
2 page spread, includes 20 hard copies of magazine	\$999□	\$850□	\$750□	
Full Page, includes 10 hard copies of magazine	\$550□	\$475□	\$400□	
Half Page, includes 5 hard copies of magazine	\$350□	\$275□	\$225□	
<b>Premium Pages*</b>				
Inside Cover (front), includes 20 hard copies of magazine	\$850□	\$750□	\$650□	
Inside Cover Two Page Spread, includes 30 hard copies of magazine	\$1500□	\$1300□	\$1100□	
Inside Cover (back), includes 15 hard copies of magazine	\$750□	\$650□	\$550□	
Back Cover, includes 25 hard copies of magazine	\$850□	\$725□	\$640□	
<b>Premium Package*</b>				
Full Page Ad and Feature Story, includes 40 hard copies of magazine	\$2000□	\$1750□	\$1500□	
<b>Grand Total</b>				

\* Premium Pages and Package are based on availability

### Payment Options

**Check (payable to Rum Runner Press, Inc.):**

Rum Runner Press, Inc.  
Attn. Margaret Ayala

Contact us for our mailing address

**PayPal:**

Margaret@GotRum.com

**Wire Transfer:**

Contact us for our wire transfer information.

**Note:** Orders are considered final only after payment has cleared our account.



# Magazine & Website 2013 Rates and Editorial

## Mechanical Requirements

### Printing Process

“Got Rum?” is printed in full color with a full bleed on HP Indigo digital presses. These commercial presses have been calibrated to provide a high quality output of all the content, from crisp text to brilliant graphics.

All Rum Runner Press publications (“Got Rum?” Magazine and Rum University material) are printed on paper that is FSC-certified, acid-free and fully recyclable.

### Mechanical Specifications:

- 8.25” x 10.75” Trim Size
- Sleek Saddle Stitch Binding

### Full Page Ad

Q: What are the dimensions?

A: 8.25” x 10.75” plus 0.125” Bleed on Top/Bottom and 0.25” Bleed on Left/Right edges.

### Double Page Ad

Q: What are the dimensions?

A: 16.5” x 10.75” plus 0.125” Bleed on Top/Bottom and Left/Right edges.

### Image Resolution

Artwork must be submitted in 300 dpi or higher resolution. Artwork submitted at less than 300 dpi will not be included in the magazine, even if payment has been made.

### Image Formats

PDF, JPEG, TIFF and Adobe Photoshop Files. We prefer CMYK Color Space.

### FTP/DropBox Instructions

Files smaller than 10MB may be emailed as attachments, but we prefer the use of our FTP server or DropBox. Please contact ads@GotRum.com for additional instructions.



# Magazine & Website

## 2013 Rates and Editorial



## Website Advertising

### Circulation

“Got Rum?” has a combined (printed and electronic) monthly readership of close to 100,000, not including PDFs that are re-posted in other websites or forwarded via email. Most of this traffic is generated from several of Rum Runner Press’ websites:

- [www.GotRum.com](http://www.GotRum.com)
- [www.RumShop.net](http://www.RumShop.net)
- [www.RumBook.com](http://www.RumBook.com)
- [www.RumUniversity.com](http://www.RumUniversity.com)

### Your Ads are Served and Tracked by Google

Our ad rotators are fed by Google DoubleClick for Publishers. All impressions and clicks are tracked by Google.

### 728 x 90 Leaderboard Banner

This is the most prominent banner option available. It appears above the “Got Rum?” Main Logo on all pages throughout the website. It also appears on the bottom of each page, above the lower menu ribbon. Cost: \$50 per 1,000 impressions.

### 205 x 90 Home Banner

This banner is prominently displayed at the top of the website but, unlike the Leaderboard Banner, it does not appear anywhere else. Cost: \$25 per 1,000 impressions.

### 300 x 250 Feature Banner

These feature banners are perfect for promoting products or events in an easy to read format with plenty of space. Cost: \$40 per 1,000 impressions.

### Image Resolution and Preferred Formats

Artwork must be submitted at 72 dpi. Artwork submitted at a resolution lower or higher than 72 dpi will not be published, even if payment has already been made. Files can be emailed to us as attachments. Multiple files can be emailed as ZIP files or can be uploaded to our FTP server or DropBox. Contact [ads@GotRum.com](mailto:ads@GotRum.com) for additional information.





# Magazine & Website 2013 Rates and Editorial

## Contact

### Publisher

Luis Ayala. Rum Consultant, Book Author, Rum University Founder and Director of Curriculum Development. Luis also serves as Anchor Judge and Judge at different rum competitions around the world. Luis@GotRum.com

### Executive Editor

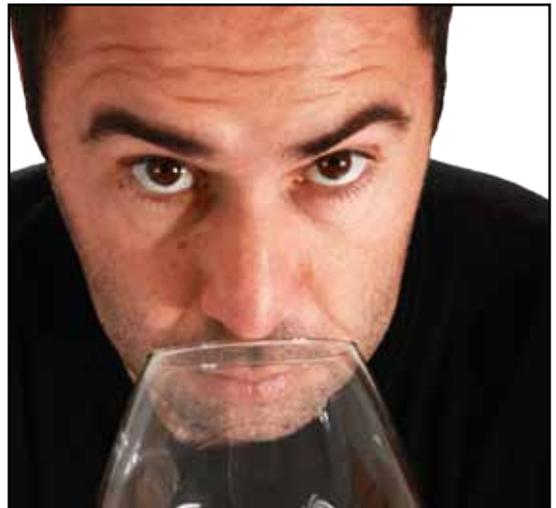
Margaret Ayala. Rum Consultant, Book Author, Rum Runner Press Director of Social Media. Margaret serves as Judge at different rum competitions around the world and is the organizer of the Annual "Got Rum?" Rum Cake Review. Margaret@GotRum.com

### Mixology

Dr. Ron A. Ñejo. Doctor Ron is a celebrated bartender who is as passionate about aged rum as he is about bar etiquette and preserving traditions. His columns are always informative and his advice is priceless. Ron@GotRum.com

### Tobacco and Rum

Philip Ili Barake. Professional Sommelier, 2010 winner of the Cigar Sommelier Competition and first South American (from Chile) to earn the prestigious award. Philip is the Director of Cigar and Rum Pairings and we are extremely pleased to have him as part of the team. Philip@GotRum.com



# Magazine & Website 2013 Rates and Editorial



## Additional Opportunities

### Rum University Lesson/Course Sponsorship

Additional opportunities are available through the sponsorship of individual lessons of "Rum Appreciation in the 21st Century". The cost per lesson, for 12 months of sponsorship is \$2,000.

The following courses can also be sponsored in their entirety. Sponsors get a 2 page ad at the end of each course, recognition in the introduction page and company name or website at the footer of each page:

- The Classifications of Rum
- The History and Science of the Barrel

The cost of the sponsorship is \$5,000 for 12 months.

### Rum University Hands-On Training

All Rum University Courses are available as in-person training at a cost of \$1,000/day plus associated travel expenses (maximum of 10 attendees):

- Rum Appreciation in the 21st Century (1 day)
- The Classifications of Rum (1 day)
- The History and Science of the Barrel (1 day)
- The Art of Rum Making (3-5 days)
- The Art of Rum Blending (3-5 days)

