



# Rates and Editorial Calendar



**2015 Magazine  
& Website**



# Magazine & Website 2015 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

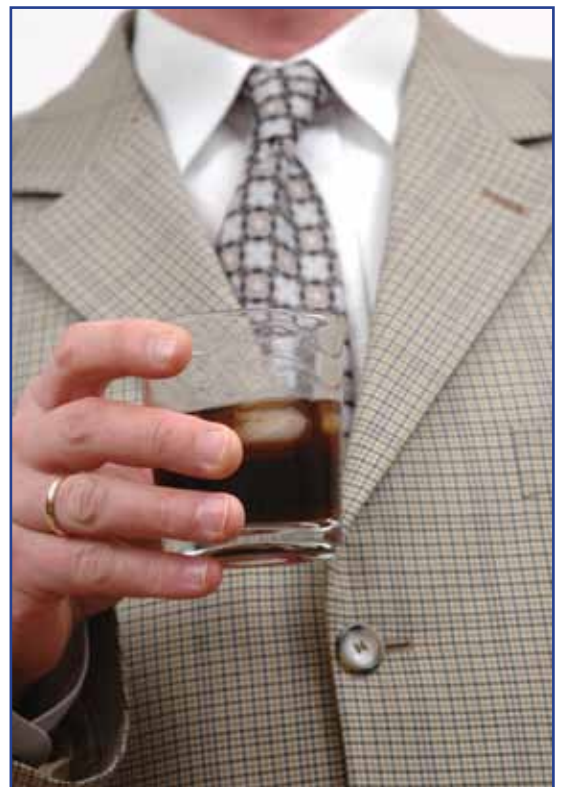
(States with % readership greater than 1%):

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

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### Columns

#### From the Editor - by Luis Ayala

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

#### The Angel's Share - by Paul Senft

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 - by Dr. Ron A. Ñejo

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 Historian - by Marco Pierini

Join us as we journey through rum's colorful and impactful history, from pirates and conquerors to merchants and chemists! Learn about sugarcane's and rum's impact on the economy and cultures around the world.

#### 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 - by Margaret Ayala

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.





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## Columns (continued)

### Rum in History

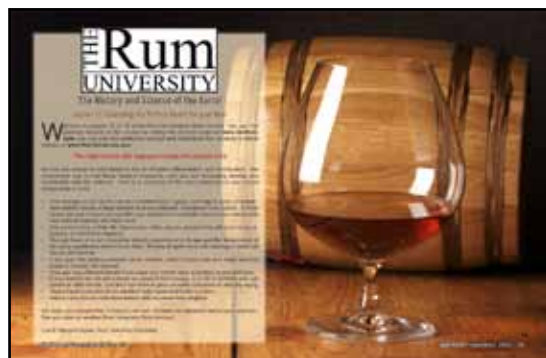
Learn what historical events took place each month, helping shape the rum industry. From the propagation of sugarcane in the new world to innovations in distillation, we take you on a journey of discovery and enlightenment.

### 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 - by Philip Ili Barake

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!



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### 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

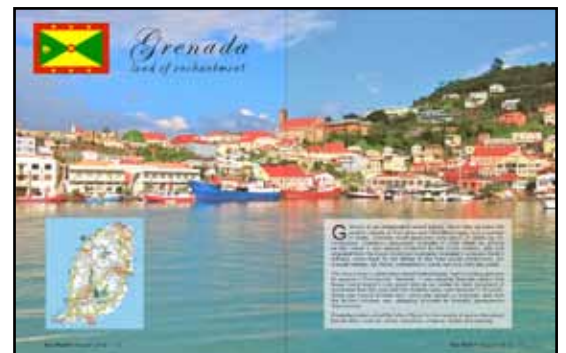
Having your rum cake and eating it too has never been easier! With the abundance of offerings, ordering these delectable treats online is extremely convenient. But being able to order them is only half the battle: knowing which ones to order is essential. We bring you expert reviews of the best rum cakes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





# Magazine & Website

## 2015 Rates and Editorial

### Editorial Calendar

Each month we will bring readers exciting and exclusive content through many of our regular columns:

- From The Editor
- The Angel's Share
- Bartender's Corner
- The Rum Library
- Tobacco and Rum
- Cooking with Rum (New for 2015!)
- Rum Events
- Exclusive Interview
- The Rum Historian
- The Rum University
- The Rum Lab
- Rum In The News

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.

January	February	March
2014 Review New Year Traditions from Around the world	Rums for Lovers (Valentine's Day) Chocolate Chocolate Rums	Green Cocktails (St. Patrick's Day) Mardi Gras Cocktails
April	May	June
Essential Rum Glassware Coverage Rum Trade Festival (Mexico) Craft Rums	Rums for Mom (Mother's Day) Naval Rums	Rums for Dad (Father's Day) Over-proof Rums
July	August	September
Coverage International Rum Conference (Spain) Summer Rum Cocktails	Coconuts Coconut Rums Tiki Special	White Rums Review Cocktail Garnishes
October	November	December
Spooky Cocktails (Halloween) Spiced Rums Review Sugarcane Harvest	Rum Liqueurs Review Agricole Rhums	Year End Review Rum Cake Reviews Winter Cocktails Extra Old Rums

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## Magazine Advertising Rates

Item Description (all prices are in USD)	1X	2X	3X
2 page spread, includes 20 hard copies of magazine	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,675	<input type="checkbox"/> \$2,500
Full Page, includes 10 hard copies of magazine	<input type="checkbox"/> \$2,150	<input type="checkbox"/> \$1,935	<input type="checkbox"/> \$1,830
Half Page, includes 5 hard copies of magazine	<input type="checkbox"/> \$1,290	<input type="checkbox"/> \$1,160	<input type="checkbox"/> \$1,095
<b>Premium Pages*</b>			
Back Cover , includes 25 hard copies of magazine	<input type="checkbox"/> \$3,225	<input type="checkbox"/> \$2,900	<input type="checkbox"/> \$2,750
<b>GRAND TOTAL</b>			

\*Premium Pages are based on availability

## Magazine Advertising Deadlines

### Publication Date - Materials and Payment Deadline

January 2015 - December 19th, 2014  
 February 2015 - January 16th, 2015  
 March 2015 - February 20th, 2015  
 April 2015 - March 20th, 2015  
 May 2015 - April 17th, 2015  
 June 2015 - May 15th, 2015  
 July 2015 - June 19th, 2015  
 August 2015 - July 17th, 2015  
 September 2015 - August 14th, 2015  
 October 2015 - September 18th, 2015  
 November 2015 - October 16th, 2015  
 December 2015 - November 13th, 2015

### 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 2015 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

## 2015 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 the following websites:

- www.GotRum.com
- www.FaceBook.com
- www.Twitter.com
- www.MagCloud.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 for additional information.





# Magazine & Website

## 2015 Rates and Editorial

### Contact

#### Publisher

Luis Ayala. Rum Consultant, Book Author, Rum University Founder and Director of Curriculum Development. Luis@GotRum.com

#### Executive Editor

Margaret Ayala. Rum Consultant, Book Author, Rum Runner Press Director of Social Media. Margaret@GotRum.com

#### The Rum Historian

Marco Pierini, Official Rum Historian, International Rum Judge, owner of La Casa del Rum and Italian importer of fine rums . Marco@GotRum.com

#### Angel's Share (Rum Reviews)

Paul Senft. Publisher of Rum Journey, Tiki Cocktail expert, rum judge and official reviewer of rums for "Got Rum?". Paul@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 also the Director of Cigar and Rum Pairings. Philip@GotRum.com

