

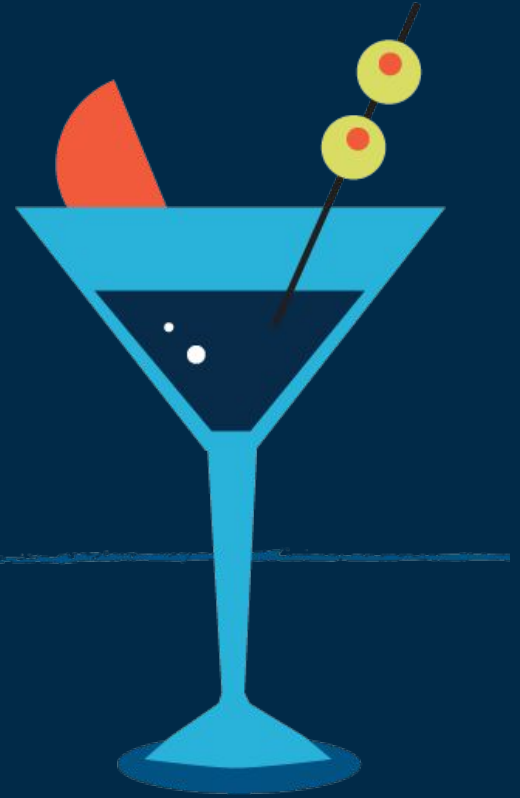
**PROVI**

SevenFifty Daily and Beverage Media

**Partnerships**

**Media Kit**

2024



# Our Mission

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Our mission is to bring greater efficiency to the beverage alcohol industry and the existing three-tier system.

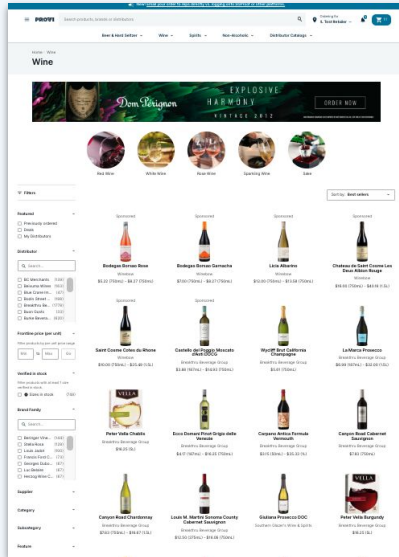


Our job is to make the lives of buyers, distributors, sales reps, suppliers, and media partners easier.



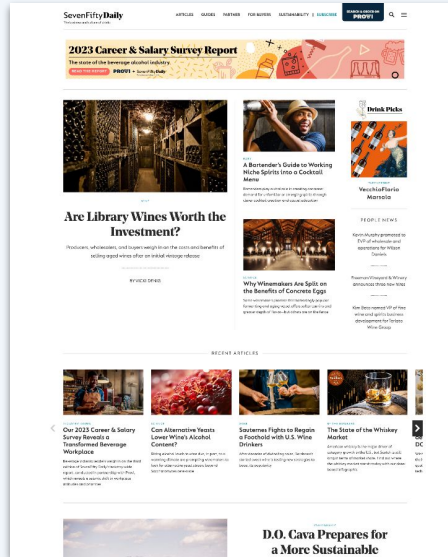
# Three platforms to convey your message

## Provi Marketplace



Digital eCommerce

## SevenFifty Daily



Digital Publication

## Beverage Media



Monthly Print Publication



# Our Reach



## Provi Marketplace

### Audience

More than **1,500** distributors  
More than **2,000,000** products  
**200,000** buyers in the U.S.

### Buyers

**95%** Independently owned  
**85%** on-premise buyers  
**92%** urban markets



## SeventyFive Daily

65,000+ monthly visitors

### Audience

Buyer (39%)  
Supplier (23%)  
Distributor (16%)  
Consumer (11%)  
Media/Industry (11%)

### Top States

California (19%)  
New York (11%)  
Texas (6%)  
Illinois (6%)  
Florida (5%)  
Virginia (3%)  
Massachusetts (3%)  
Washington (3%)



## Beverage Media

41,000+ on- & off- premise buyers

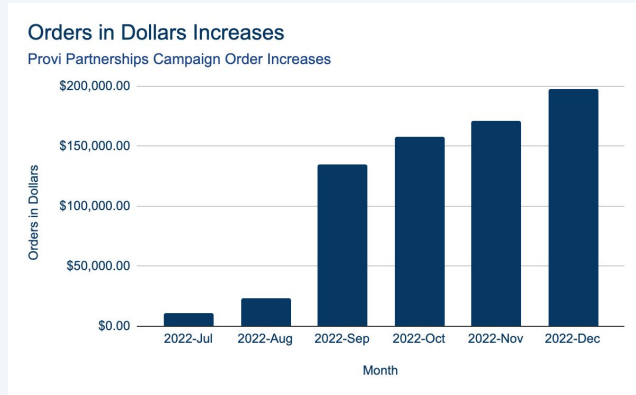
California Beverage Industry News\*  
Connecticut Beverage Journal  
Florida Beverage Journal  
Hawaii Beverage Guide  
Maryland Beverage Journal  
Massachusetts Beverage Business  
New Jersey Beverage Journal  
New York Beverage Media  
Pennsylvania Beverage Media  
Rhode Island Beverage Journal  
Washington DC Beverage Journal  
*\*published bi-monthly*



# Our Impact for Active Campaigns

## Success for Regions

**Brand Awareness:** 25+ successful current campaigns  
**Average ROAs on biddable ads:** 5:1  
**Average Conversions of biddable ads:** 87%



Campaign started September 2022 and ended December, 2022

## Success for Brands

**Brand Awareness:** 36+ successful current campaigns  
**Average ROAs on biddable ads:** 4.5:1  
**Average Conversions of biddable ads:** 45%



# Products for Regions

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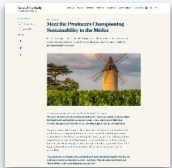
## Custom Landing Page on Provi

An eCommerce landing page to educate Provi's buyer while promoting your region.



## Regional Guide

A long-form educational guide to present everything to know about your region, from key grapes to current initiatives.



## Sponsored Feature

A feature story specially crafted to appeal to our our trade audience that will drive attention to your brand's overall portfolio, multiple brands, or a new initiative.

- Add a [webinar](#) or [buyer roundtable](#)
- [Sustainability Hub Sponsor](#) with two features and share of voice in our Sustainability Section

Samples: [SevenFifty Daily](#) and [Beverage Media](#)



## Drink Picks

An article of your brand's drink of choice - whether it's a bottle of wine or a cocktail, we'll help you promote it!



## Events

A curated trade activation to showcase your brand to qualified trade members.

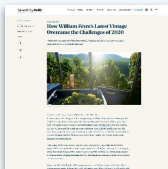


## Print Ads

- A full-page, full-color ad in the monthly Beverage Media print magazine
- A two-page spread in full color



# Products for Brands



## Sponsored Feature

A feature story specially crafted to appeal to our trade audience that will drive attention to your brand's overall portfolio, multiple brands, or a new initiative.

- Add a webinar or [buyer roundtable](#)
- [Sustainability Hub Sponsor](#) with two features and share of voice in our Sustainability Section

Samples: [SevenFifty Daily](#) and [Beverage Media](#)



## Corporate Feature

A feature capturing your corporate impact and initiatives.

Samples: [SevenFifty Daily](#) and [Beverage Media](#)



## Brand Profile

A profile of your brand, concisely outlining applicable brand heritage, key products, and notable facts.

Samples: [SevenFifty Daily](#) and [Beverage Media](#)



## Drink Picks

An article of your brand's drink of choice - whether it's a bottle of wine or a cocktail, we'll help you promote it!



## Events

A curated trade activation to showcase your brand to qualified trade members.



## Print Ads

- A full-page, full-color ad in the monthly Beverage Media print magazine
- [Brand Profiles](#) & [Corporate Features](#)



# Events Partnerships

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## Provi will plan a trade activation for you!

Either a curated lunch, dinner, seminar, or something completely bespoke can be arranged to target your key market. Utilizing our audience and trade network, we will plan an event to showcase your region's or brand's offerings to buyers and other members of the trade.





20  
24

EDITORIAL CALENDAR

## BEVERAGE MEDIA GROUP / SEVENTIFTY DAILY

For inquiries, please reach out to  
marlena.blitz@provi.com**January****TRENDS TO WATCH**

Looking ahead at 2024 wine, beer, and spirits trends

SPACE 11/30/23  
MATERIAL 12/7/23

**February****THE CAREER ISSUE**

Featuring our Career and Salary Survey report, plus features on changing jobs and advancing in your career

Plus: **NOLO Beverages**

SPACE 12/30/23  
MATERIAL 1/7/24

**March****KNOW THIS GRAPE**

Focusing on lesser-known grape varieties from around the world, and why they should be on professionals' radars now

Plus: **Irish whiskey**

SPACE 1/25/24  
MATERIAL 2/7/24

**April****THE SUSTAINABILITY ISSUE**

Our annual feature of eco-innovations and sustainability initiatives in the industry

Plus: **Cinco de Mayo Purchasing**

SPACE 2/25/24  
MATERIAL 3/7/24

**May****THE NEW ECONOMICS OF CRAFT BREWING**

An in-depth look at the financials of the craft brewing industry today

Plus: **Hard Seltzer**

SPACE 3/25/24  
MATERIAL 4/7/24

**June****THE COCKTAIL ISSUE**

Creative uses of cocktail ingredients, effective pricing and inventory management, and more

Plus: **Rum**

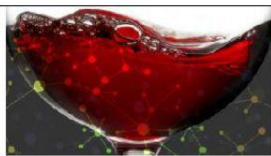
SPACE 4/26/24  
MATERIAL 5/6/24

**July****THE DOMESTIC WINE ISSUE**

Examining what's happening in key wine states, the emerging regions to watch, and changing legislation

Plus: **Vodka**

SPACE 5/25/24  
MATERIAL 6/7/24

**August****THE SCIENCE ISSUE**

Diving into the science behind wine, beer, and spirits

Plus: **Gin**

SPACE 6/24/24  
MATERIAL 7/7/24

**September****DRINK INNOVATORS 2024**

Our annual spotlight on industry trailblazers and forward thinkers

SPACE 7/26/24  
MATERIAL 8/5/24

**October****ALL ABOUT WHISKEY**

Subcategories to watch and SKUs garnering attention this fall

SPACE 8/26/24  
MATERIAL 9/7/24

**November****HOLIDAY GIFT GUIDE**

Our annual holiday gift products feature

SPACE 9/26/24  
MATERIAL 10/7/24

**December****AN END-OF-YEAR REVAMP**

Starting fresh and setting yourself up for success in 2025

Plus: **Sparkling Wine**

SPACE 10/26/24  
MATERIAL 11/7/24

**Regional Focus Partnership Opportunities**

Our editorial team can spotlight and promote your unique region through profiles, sommelier panels, and guides.

**Special Features**

- New Products
- The Find
- Wine Buzz
- Whiskey What's New
- Buying Preview
- Category Focus
- Know this Grape
- News
- Around Town

**Beverage Media Group Publications**

- California Beverage Industry News\*
- Connecticut Beverage Journal
- Florida Beverage Journal
- Hawaii Beverage Guide
- Maryland Beverage Journal
- Massachusetts Beverage Business
- New Jersey Beverage Journal
- New York Beverage Media
- Pennsylvania Beverage Media
- Rhode Island Beverage Journal
- Washington DC Beverage Journal

\*Published bi-monthly

**BMG** BEVERAGE MEDIA GROUP

SevenFiftyDaily

**PROVI**

BMG was founded in 1936 and has long served as the dominant business-to-business communication platform for the beverage alcohol industry. BMG's magazines reach over 41,000+ on-and off-premise accounts. Featured articles may appear in both BMG magazines and SevenFifty Daily.

SevenFifty Daily is an award-winning online magazine reflecting the business and culture of the beverage alcohol industry. SevenFifty Daily reports on breaking news impacting all three tiers of the industry, and profiles the people, places, and traditions behind the bottle.

Editorial subject to change

# Custom Landing Page

The **Sponsored Story Pages Premium Package** enhances the shopability of your Display Banners by driving customers to a curated page highlighting your region and product(s) through robust storytelling units, PLUS additional features such as video and branded content blocks on your Brand Family page and Product Detail Page (PDP).

## Page Features:

- Title
- Banner
- Product List
- Data Reporting
- Introduction
- Spotlight Section (including video)
- Content Blocks
- Link to downloadable content
- Video content in Spotlight Section
- Branded content on Brand Family Page + Product

## Sponsored Story Page





# Contact Us

**Marlena Blitz**

Director, Partnerships

[marlena.blitz@provi.com](mailto:marlena.blitz@provi.com)





**Cheers!**

**PROVI**