

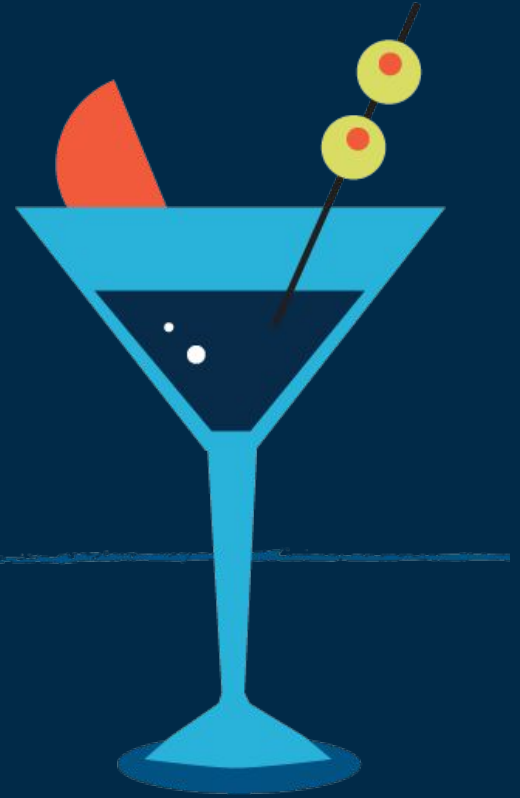
PROVI

SevenFifty Daily and Beverage Media

Partnerships

Media Kit

2024



Our Mission



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

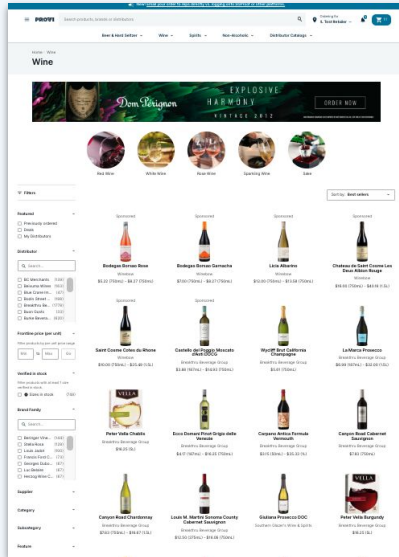


Our job is to make the lives of buyers, distributors, sales reps, suppliers, and media partners easier.



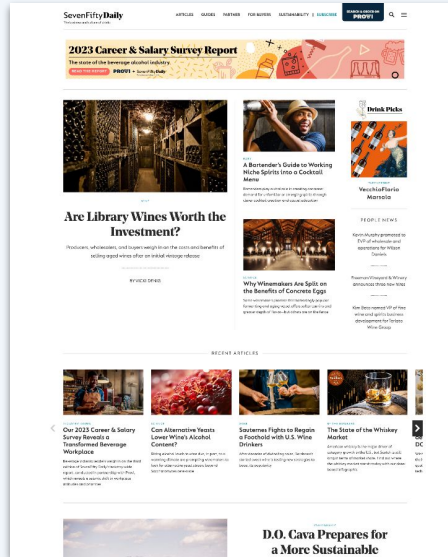
Three platforms to convey your message

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

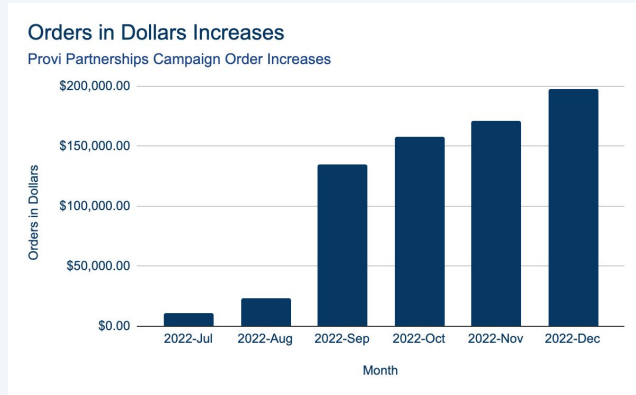
California Beverage Industry News*
Connecticut Beverage Journal
Florida Beverage Journal
Hawaii Beverage Guide
Maryland Beverage Journal
Massachusetts Beverage Business
New Jersey Beverage Journal
New York Beverage Media
Pennsylvania Beverage Media
Rhode Island Beverage Journal
Washington DC Beverage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



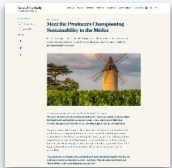
Custom Landing Page on Provi

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.

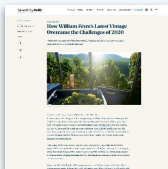


Print Ads

- 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

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.



2024 Editorial Calendar: Beverage Media Group



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

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

SPACE 1/25/24

MATERIAL 2/7/24

April



THE SUSTAINABILITY ISSUE

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

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 and industry today

SPACE 3/25/24

MATERIAL 4/7/24

June



THE COCKTAIL ISSUE

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

SPACE 4/26/24

MATERIAL 5/6/24

July



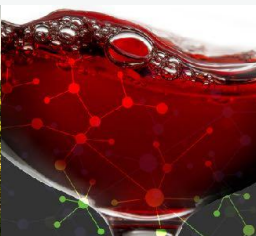
THE DOMESTIC WINE ISSUE

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

SPACE 5/25/24

MATERIAL 6/7/24

August



THE SCIENCE ISSUE

Diving into the science behind wine, beer, and spirits

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



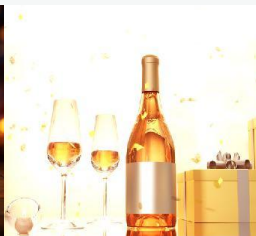
ALL ABOUT WHISKEY

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

SPACE 10/26/24

MATERIAL 11/7/24

Our National Network:

- California Beverage Industry News (published bimonthly)
- Connecticut Beverage Journal
- Florida Beverage Journal
- Hawaii Beverage Guide (published bimonthly)
- 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

Monthly Columns:

- New Products
- Wine Buzz
- Whiskey What's New
- Newsfront
- Around Town

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

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Cheers!

PROVI