

# BEER WEEK 2017

*A special section advertising opportunity  
with The Dallas Morning News*



## TAP INTO THE CRAFT BEER AND DINING OUT AUDIENCE

Don't miss out on the fourth annual NTX Beer Week, a 10-day celebration of the diversity and quality of craft beer in the metroplex at breweries, bars, restaurants and retail stores.

Just a few years ago, North Texas was home to just a handful of breweries. Today that number is over 40, with a dozen or so in various planning and opening stages. Our special NTX Beer Week Guide pull-out will feature everything readers need to know to make the most out of these 10 days and is the only one of its kind in the entire country.

### The Beer Week Guide Key Facts:

556,098 readers 21+  
236,840 readers 21 - 54  
59% male/41% female  
263,480 readers have HHI \$75,000+  
Avg. HHI \$90,738

*240,714 readers drank  
beer during the past  
30 days.*



To reserve advertising space, contact your BMG sales and marketing consultant at 214-842-6864 or 877-265-3995

Ad Sizes	Dimensions	Rates
Full Page	9.66" x 11"	\$5,050
1/2 Page Vertical	4.75" x 11"	\$3,000
1/2 Page Horizontal	9.66" x 5.41"	\$3,000
1/4 Page Cube	4.75" x 5.41"	\$1,750

Rates include full color.

Premium positions: inside front cover, inside back cover, back page 25%

<b>Publishes</b>	Friday, Oct. 27, 2017
<b>Space Deadline</b>	Wednesday, Oct. 11, 2017
<b>Ad Materials</b>	Tuesday, Oct. 17, 2017
<b>Electronic</b>	Wednesday, Oct. 18, 2017
<b>Final Ad Release</b>	Friday, Oct. 20, 2017

### What's brewing

- 400 events, 100+ venues
- Opportunities to meet brewery reps, owners and brewers
- Beer dinners and tastings; special beer releases
- The 4th annual Brewer's Ball
- Fun and educational events

### DMN's Beer Guide targets a socially active crowd ...

148,389 readers attended a music concert in the past year  
67,828 readers ate at a restaurant 3+ times during the past month  
118,037 drank an imported beer  
32,814 drank a microbrew/craft beer

Source: Scarborough 2015/2016 Release 1