

A close-up photograph of a bartender's hands pouring a golden-brown liquid from a copper shaker into a martini glass. The liquid is being filtered through a fine metal strainer held by the other hand. The background is a blurred bar setting with warm lighting. The text "2023 MEDIA KIT" is overlaid on the left side of the image.

2023
MEDIA KIT

in the Mix

WHO WE ARE

Come here often? If not, we think you should. Say hello to the new *in the Mix*! Previously, *in the Mix* served as a national magazine focusing on the on-premise national account segment of the market. Now, this new chapter will take *in the Mix* from a well-known and well-respected quarterly industry publication to a digital panorama of all things IMI and all things beverage and hospitality. The updates we've made to our approach will allow us to share new content sooner and expand our social media presence. Moving to an open-ended blogging/community resource will keep our audiences informed promptly and help us continue delivering a first-class experience.

in the Mix boasts a digital subscriber distribution of over 12,500 including key decision-makers and analysts like Corporate Buyers, Hotel GMs, Restaurant Managers, Executive Chefs, Food and Beverage Managers, Catering Managers, and more. *in the Mix's* parent company, IMI Agency, is home to major restaurant and hotel chains, sporting venues, convention centers, concession companies, management companies and other independent entities across the United States.

in the Mix from IMI is committed to Building Better Beverage Business™, which means bringing you up to date with the latest trends, developments, news and more. Visit us on our social media as we share even more content and bring you the latest in what's happening.

In the past, *in the Mix* was sent directly to the key decision-makers who now receive our newsletters and visit our site regularly for informative and substantive industry stories through commentary by expert columnists, feature focus articles, product information and tastings, new product introduction, and by covering topics such as mixology, training and education, and food and beverage pairings.

This website hosts an archive with past *in the Mix* magazines that showcase our great storytelling and the informational value we've contributed to the industry over the course of the magazine's 15 illustrious print years. We will continue contributing to our partnerships in the hospitality and beverage sectors.



For advertising, please contact us at intheMix@IMIAgency.com
For editorial content, please contact Celeste Dinos at Celeste@IMIAgency.com



in the Mix

THE NUMBERS + THE ANALYTICS

WHO IS IN THE MIX?

Previously a national print and digital magazine focusing on the on-premise national account segment of the market and now a blog site (launched March 2022) that is literally building from the ground up! The numbers for the blog site and social have been rising steadily, showing exceptional growth.

BLOG SITE



Users 2021

Average Monthly Engagement: **40.55%**
Average Monthly Unique Visitors: **1.6k**
Engaged Sessions: **3,715**
Average Site Views: **2.9k**
AVERAGE CLICK THRU RATE: 9.02%

AUDIENCE

Each week, *in the Mix* sends the “Weekly Roundup” newsletter to its subscribers. Consistently sharing industry news that is some news, some fun, some analytics and more, the compliments coming from our readers have been nothing but positive!

Our audience is made up of key decision-makers and analysts like Corporate Buyers, Hotel GMs, Restaurant Managers, Executive Chefs, Food and Beverage Directors, Catering Managers, and more.

To put it simply, our audience is made up of people we do business with, our clients, our partners...those who have asked to receive our newsletter. No lists are purchased or rented to inflate our reach.

SOCIAL

2,978
Followers

FACEBOOK: **2.8K Fans**
INSTAGRAM: **188 Followers**
LINKEDIN: **304 Followers**

Weekly Roundup NEWSLETTER

PUBLISHED **EVERY FRIDAY**, EVERY WEEK



12,918
Subscribers

24%
Open Rate

Click Thru Rate: **3.2%**



For advertising, please contact
Celeste@IMIAgency.com

REQUIRED SPECS

AD SPACES

For advertising, please contact us at intheMix@IMIAgency.com

Format:
*jpeg, png or gif
files accepted*



970x250

BILLBOARD

Do you need help creating an ad?

We can do that!

Contact Jean@IMIAgency.com



360x240

Image + LIVE Text
750-1000 Words &
Button Link



728x90

LEADERBOARD

ADVERTORIAL



160x600

SKYSCRAPER



300x600

HALF PAGE



300x250

MEDIUM



250x250

SQUARE



120x240

VERTICAL

ADVERTISING

PACKAGES

in the Mix offers a variety of advertising packages to meet your budget. Choose from the options laid out below or create a customized package that suits your needs perfectly. Start your conversation with us at intheMix@IMIAgency.com

#1

ADVERTORIAL

+ Choose all or mix and match from below:

HOME PAGE

1-2 Billboards
1 Logo in Sponsors Section

1 Leaderboard
1 Medium Banner
1 In-Article: Billboard **OR**
Leaderboard

SOCIAL

1 Sponsored Tag Social Post
1 Email Blast
1 Enewsletter

BLOG PAGE

#2

+ Choose all or mix and match from below:

HOME PAGE

1-2 Billboards
1 Logo in Sponsors Section

BLOG PAGE

1 Medium Banner
1 In-Article: Billboard **OR**
Leaderboard

SOCIAL

1 Sponsored Tag Social Post
1 Email Blast
1 Enewsletter

#3

+ Choose all or mix and match from below:

HOME PAGE

1 Billboard
1 Logo in Sponsors Section
1 Email Blast **OR** 1 Enewsletter

A LA CARTE OPTIONS

Advertorial
Billboard
Medium Banner
In-Article: Billboard or Leaderboard
Sponsored Tag Social Post
Enewsletter
Email Blast

ADVERTISING

EDITORIAL CALENDAR

2023

Q1	Q2	Q3	Q4
New Years Beverage Trends Dry January Black History Month TAG Spirit Awards South Beach F&W International Women's Day Bar & Restaurant Expo St Patrick's Day	Spring Beverage Trends HEE Conference NRA Aspen F&W Classic PRIDE Month Mother's/Father's Day	RTDs 4th of July/ Independence Day Summer/Fall Road Tripping Fall Beverage Trends Labor Day Oktoberfest	Park City F&W Festival Halloween B4 Summit Holidays

For advertising, please contact
Celeste@IMIAgency.com