

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 14,400 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](mailto:intheMix@IMIAgency.com)  
For editorial content, please contact Celeste Dinos at [Celeste@IMIAgency.com](mailto:Celeste@IMIAgency.com)



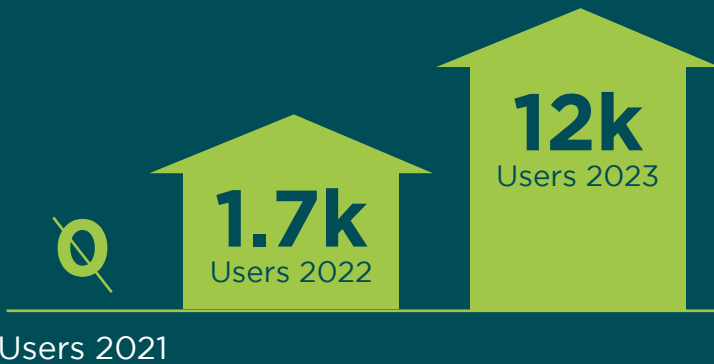
*in the Mix*

# 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



Average Monthly Engagement: **41.95%**  
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: **2.7K Fans**  
INSTAGRAM: **194 Followers**  
LINKEDIN: **316 Followers**

## Weekly Roundup NEWSLETTER

PUBLISHED **EVERY FRIDAY**, EVERY WEEK



**14,431**  
Subscribers

**24%**  
Open Rate

Click Thru Rate: **3.2%**



For advertising, please contact  
[Celeste@IMIAgency.com](mailto:Celeste@IMIAgency.com)

## REQUIRED SPECS

# AD SPACES

For advertising, please contact us at [intheMix@IMIAgency.com](mailto: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](mailto: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](mailto: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

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## #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](mailto:Celeste@IMIAgency.com)