

2024
MEDIA KIT

in the Mix

WHO WE ARE

Previously, *in the Mix* served as a national magazine focusing on the on-premise national account segment of the market. Now, *in the Mix* is a digital panorama of all things IMI and all things beverage and hospitality.

in the Mix boasts a digital subscriber distribution of over 13,000 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.

Key decision-makers 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 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 Mallory Ambrose at Mallory@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 that has been 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: **43.63%**

Average Monthly Unique Visitors: **1.5k**

Engaged Sessions: **7,203**

Average Site Views: **3.7k**

AVERAGE CLICK THROUGH RATE: 15.56%

SOCIAL



3,288
Followers

FACEBOOK: **2.7K** Fans

INSTAGRAM: **206** Followers

LINKEDIN: **382** Followers



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in the Mix

THE NUMBERS + THE ANALYTICS

AUDIENCE

Each week, *in the Mix* sends the “Weekly Roundup” e-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.



Weekly Roundup NEWSLETTER

PUBLISHED **EVERY FRIDAY**, EVERY WEEK



13,000+
Subscribers



24%
Open Rate

Click Through Rate: **3.62%**

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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 E-newsletter

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 E-newsletter

#3

+ Choose all or mix and match from below:

HOME PAGE

1 Billboard
1 Logo in Sponsors Section
1 Email Blast **OR** 1 E-newsletter

A LA CARTE OPTIONS

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

ADVERTISING

EDITORIAL CALENDAR

2024

Q1	Q2	Q3	Q4
New Years Beverage Trends Non-Alcoholic Spirits Black History Month Future of Mixology Science of Flavor Vibe Conference TAG Spirit Awards Bar & Restaurant Expo St Patrick's Day Irish Whiskey Cocktails Garden-to-Glass	Spring Wines HEE Conference Cinco de Mayo Allure of Rosé Wines Kentucky Derby Hard Seltzers The Art of Tiki Cocktails 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 Wine & Food Pairings: IMI Manage Pairings Platform Gin & Tonic Craft Beer Aperitifs & Digestifs Wine Harvest Season Negroni Week	Park City F&W Festival Halloween Holidays Magic of Mulled Wine Whiskey Tastings & Barrel-Aged Cocktails Holiday Cocktails & Liqueurs

For advertising, please contact
Celeste@IMIAgency.com