

# THE BUYER

CONNECTING THE PREMIUM ON-TRADE

MEDIA PACK

# KEY MEDIA DATA

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Since its launch in May 2016, The Buyer has become one of the world's leading and most influential digital content platforms for the drinks industry – specialising in the premium on-trade. We have become the number one choice for our community of networked drinks professionals – from wine, beer and spirits producers and distributors, through to those on the front-line as merchants, restaurateurs and sommeliers, with a global monthly audience of nearly 100k unique users.

## WHO WE ARE

The Buyer was launched in May 2016 by Richard Siddle and Peter Dean to offer a different voice for the premium on-trade. A new digital platform to help bring drinks producers, distributors, wine merchants, restaurateurs and sommeliers closer together. A publishing platform that is not about day-to-day news, but about providing the insights and analysis to help decision makers and buyers across the premium on-trade run their businesses better. Our dedication to sharing high level insight and opinion on industry trends and product analysis, coupled with our communication model of free, all access, digital, sharing platforms, means high levels of engagement and effectiveness – with the people that matter the most.



## TARGET AUDIENCE

The Buyer's target audiences are:

- Premium on-trade buyers for wines, beers and spirits covering sommeliers, F&B managers, restaurant, pub and bar groups, independent wine merchants.
- Owners, directors and decision makers across premium on-trade outlets.
- Buyers, directors/board level across drinks suppliers, distributors, wholesalers, service providers, logistics, marketing, advertising, PR.
- Producers, brand owners, distillers, brewers, wineries and winemakers

# HOW WE ARE DOING

Here is a breakdown of The Buyer's key performance figures and details on how we might be able to help you reach your target audience of major buyers and influencers across the premium on-trade.

## SINCE MAY 2016 THE BUYER HAS ATTRACTED:

**1,943,686**

UNIQUE USERS

**3,003,123**

PAGE VIEWS

**2,436,480**

UNIQUE VISITS

**03m:41s**

AVERAGE DWELL TIME

## EACH MONTH (LAST 30 DAYS)

**96,000**

UNIQUE USERS

**117,486**

PAGE VIEWS

**100,568**

UNIQUE VISITS

**05m:11s**

AVERAGE DWELL TIME

## REGION (SINCE MAY 2016)

The top 10 countries represents approximately 75% of total unique users – showing how widespread and international our audience is.

The top 10 countries

- |                 |              |
|-----------------|--------------|
| 1. UK           | 6. France    |
| 2. US           | 7. Italy     |
| 3. Canada       | 8. Germany   |
| 4. Australia    | 9. Singapore |
| 5. South Africa | 10. Spain    |

## BESPOKE MAILERS

The buyer's bespoke mailers to its email database of 4,500 receive on average 25% to 35% open rates.

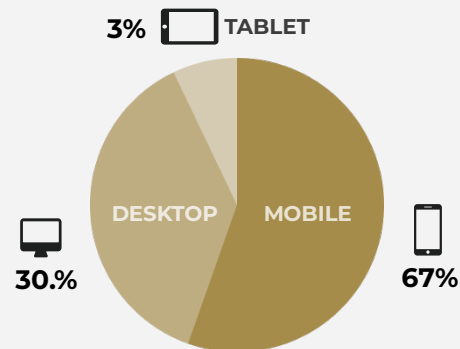
**5500**

SUBSCRIBERS

**30-35%**

OPEN RATE

## SESSIONS BY DEVICE



## USERS BY TIME OF DAY

Content is 24/7:



An average 12 hours will have up to 900 visitors.

## SOCIAL MEDIA

The Buyer's followers on social media include

Twitter overall: **27,000+**  
Including:

**9,000** followers

The Buyer: [@TheBuyer11](#)

**10,800** followers

Richard Siddle: [@richardsiddle](#)

**7,500** followers

Peter Dean: [@tweetadean](#)

Instagram:

**3,200** followers

The Buyer

Facebook:

**1,200** followers

Linked-in:

The Buyer: **3,000** connections

Richard Siddle: **3,750** connections

# HOW TO WORK WITH THE BUYER



You can work with The Buyer in a number of different ways from direct advertising on the site, targeted mailers to our subscriber database and a number of partnership deals to help you get closer to key buyers in the on-trade channels you want to target. (NB: All prices subject to VAT).

## BANNER ADVERTISING

**Super Leaderboard top** (970px x 90px)

£280 a week, £1,000 a month

**Premium MPU** (300px x 250px)

£280 a week, £1,000 a month

## BESPOKE MAILERS

Want to promote a tasting or event or make a special announcement? Send a targeted mailer to The Buyer's email database of 4,500 or send to our individual list of on-trade buyers, sommeliers and independent wine merchants. Cost: **£450 per mailer**.

## JOB LISTING

Job listing on jobs page and in weekly newsletter

**£100 per week. £350 a month.**

## ROUNDTABLE DEBATES FROM £4,000

The Buyer will recruit, find a venue, host and write up a debate with key target buyers and trade figures on key industry themes and issues.

- Recruiting the buyers/panellists to take part.
- Sourcing a venue and covering its costs.
- Chairing the debate.
- Writing up the debate as a 32 page downloadable PDF report.
- Dedicated mailer to promote the publication of the report.
- NB: The cost is higher if you want to include food.
- Either in person debates or Zoom/online debates which can be recorded and then short video extracts produced to help promote the debate on social media.

Recent Roundtables with CIVB, Bourgogne Wine Council, Inter Rhone, Inter-Loire, Banfi

## THE BUYER RESTAURANT TOUR £6,000

All of the above but The Buyer will co-ordinate a tour of three to four different restaurants taking buyers to and from each one to showcase different winemakers/ drinks producer in each venue.

To include canapés paired with wines/drinks at each venue and transport.

(Projects to date include: Wines of Virginia, Sonoma County Wines, Vouvray Wines, Wines of South Africa).

## THE BUYER PARTNERSHIPS FROM £4,500

The opportunity to work with The Buyer over one year to promote and highlight different aspects of your business. To include:

- Dedicated section on The Buyer's Supplier page about your business
- Four separate advertising opportunities covering banner ads (minimum 2 weeks a time) or bespoke mailers.
- Minimum four editorial articles on different aspects of your business.
- Priority coverage of tasting and events through the year.

(Partners to date include: Bibendum, Corney & Barrow, Enotria&Coe, E&J Gallo, California Wine Institute, Louis Latour Agencies, Vinexpo, Wine Paris, Speciality Brands, Wine Owners, Armit Wines, Mentzendorff).

## THE BUYER'S TRIP TO REGION OR PRODUCER £4000



The Buyer will recruit buyers to go on a study tour to a specific drinks region, or producer to showcase their wines/beers/spirits. The Buyer will:

- Recruit the buyers.
- Help host the trip.
- Write up a 32 page downloadable PDF report from the trip.
- Dedicated mailer to promote the publication of the report.

Cost without 32 page report but article on The Buyer is £3,000. (Projects to date: Mionetto tour to Prosecco, Wines of California)

## THE BUYER'S CASE FROM £3,500

The opportunity for you to send a case of wine, beer or spirits products to target buyers asking them to taste and evaluate them. To include:

- Recruiting six to eight target buyers from across the premium on-trade.
- Feedback forms on each wine/beer/spirits in the case.
- A 32 page downloadable PDF report on the buyers feedback and reviews of all products in the case
- Dedicated mailer to promote the publication of the report.

(Projects to date: Castelnau, Cave de Saint Chinian, Foncalieu, Boisset FGV)

\* All prices subject to VAT. 10% agency commission is applicable. Specifications: All files must be provided in GIF or JPEG format. Files submitted must have a maximum file size of 40kb.

If you would like more information about any of these packages then please contact

**Richard Siddle on: [richardsiddle@btopenworld.com](mailto:richardsiddle@btopenworld.com)**

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