

Tennessee
Craft Beer

INFO PACKET

REPORT

presentation created by:



Fox in a Box Marketing & PR
www.foxinaboxpr.com

REACH

OF

TENNESSEE CRAFT BEER

a glimpse at the magazines reach in both print and digital formats and social media

PRINT MAGAZINE



120 DISTRIBUTED LOCATIONS



15,000 TO PRINT ON NEXT RUN



90,000 MAGAZINES PRINTED TO DATE



Average Weekly Reach

11,146

Online Media

at a glance



Facebook
1,282 Likes



Twitter
464 Followers



BEER STATS

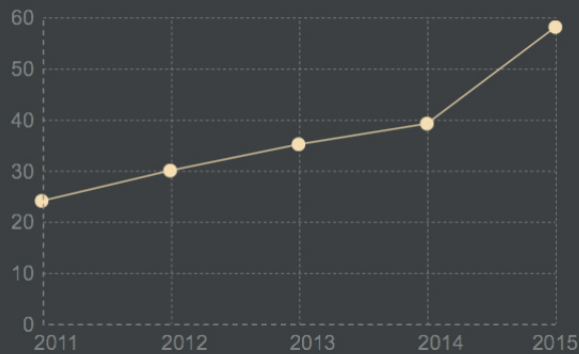
OF TENNESSEE

Tennessee is quickly emerging as a beer destination, and the proof is in the numbers

BREWERY GROWTH

58 breweries now
in Tennessee

48.7% Growth from
2014 to 2015



Tennessee Craft Beer tracks all brewing operations in the state, providing authoritative information on the Tennessee's thriving beer scene.



Breweries Per Capita*

1.19

*per 100,000 21+ adults

75% of Tennessee consumers live within 10 miles of a craft brewery

15%

of total craft beer
consumption is
comprised of
women ages 21-34

49%

of Millennials say craft
beer appeals to them,
which is the largest
percentage of any
target market

93%

of Imported Beer
drinkers agree
discovering new
beer is vital to the
beer community



WORKFORCE

OF

TENNESSEE CRAFT BEER MAGAZINE

a look at the writers, photographers
and businesses that TN Craft Beer influences

STAFF

Tennessee Craft Beer currently employs 25 professionals from across the state.

5 
Editors



Further funding will allow increased compensation for staff members and room to add additional writers and photographers.

5 
Photographers

15 
Writers

ADVERTISING

Tennessee Craft Beer currently provides advertising opportunities for 24 companies throughout the southeast.



Through ads, special events and cross-promotional strategies, the magazine is vital for small business.

24 Businesses*

* Ben Clark Designs | Bubba's Barrels | Dixie Beverage Containers | EcoGrowler | Good People Brewing | Green Man Brewery | Growler Collar | Hillwood Pub
Hops in the Hills | Hops for Hope | Jackalope Brewing Company | Kingsport Oktoberfest | Knox Beer Week | Melrose Wine and Spirits
Mr. Whiskers Wine and Spirits | Mt. Juliet Market | Nashville | Predators Beer Festival | Painted Can | Providence Wine and Spirits | RoadtripHuntsville.com
Straight to Ale | Tennessee Craft Brewers Guild | Village Brewhouse and Marketplace | Wine2Go

