

media kit

2023

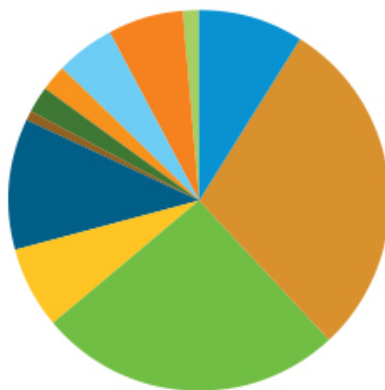
THE
BUZZ

a digital publication of ASBC



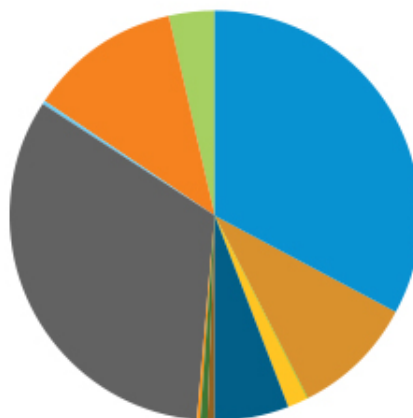
who we are

The **American Society of Brewing Chemists** was founded in 1934 to improve and bring uniformity to the brewing industry on a technical level. Today, ASBC is comprised of individual and corporate members worldwide representing breweries of all sizes, the allied industries that supply the brewing industry, academic researchers, government agencies, and organizations associated with regulation of the brewing industry.



TITLE

- 8.90% President, Vice President, Other Corporate Official
- 29.27% Director, Manager, Dept. Head, Supervisor of R&D or Quality Assurance/Control
- 25.97% Chemists, Technologists, Biologists, Microbiologists, Lab Assistants, Technicians
- 6.74% Plant Manager, Superintendent Engineer, Other with Production or Process Responsibilities
- 11.12% Professor, Post Doctorate, Graduate Student, Student, Scientist of University/College
- .86% Director, Executive of Professional Association, Publisher, Patent Lawyer, Staff Member
- 2.37% Technical Sales/Service
- 2.22% Independent Consultant
- 4.80% Retired
- 6.60% Other
- 1.15% None



AREA OF RESPONSIBILITY

- 33.03% Brewing
- 9.58% Education
- .07% Environment, Health and Safety
- 1.66% None
- 5.73% Other
- .60% Packaging
- .53% Plant Engineering
- .23% Purchasing
- 32.88% Quality Assurance
- .23% Regulatory
- 12.07% Research and Development
- 3.39% Sales and Marketing

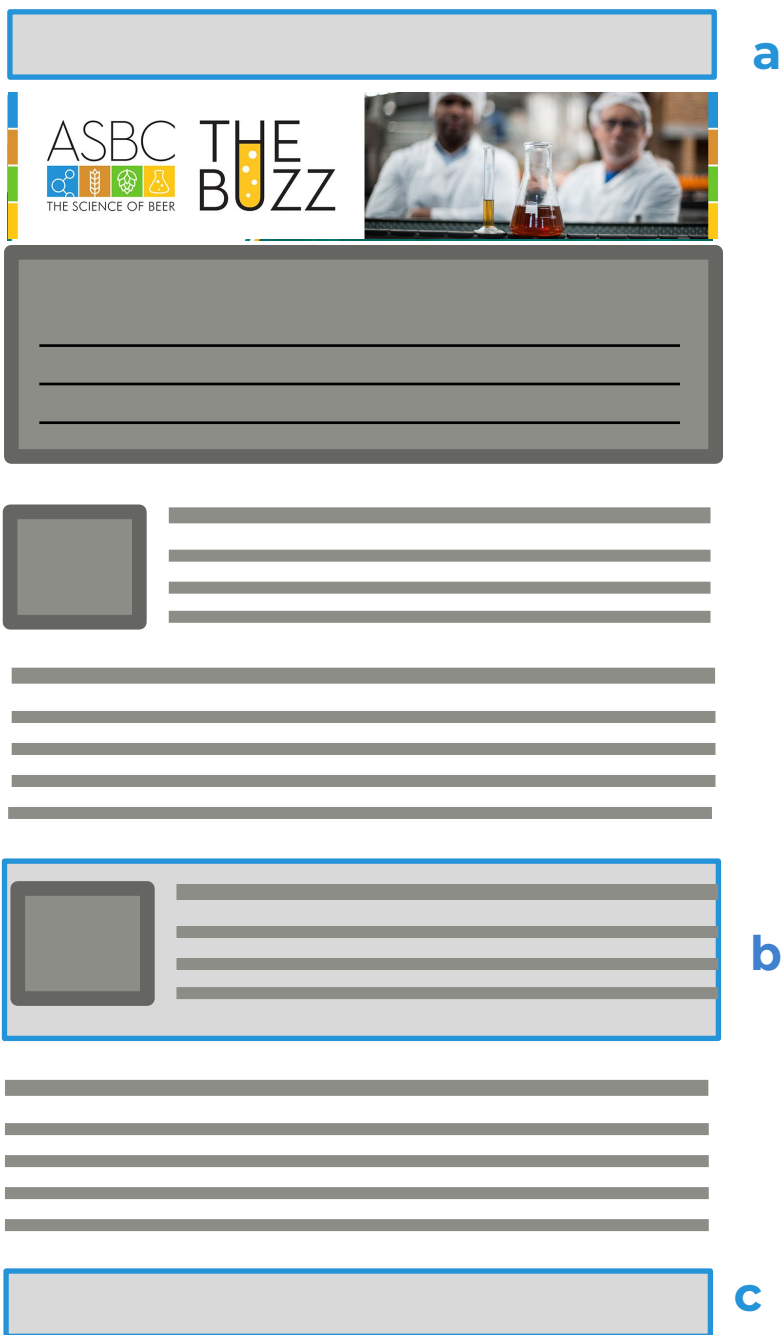
the pub

The Buzz is the brewing community's most comprehensive news source when it comes to the science of beer. Customized to the individual subscribers' preferences, content focuses on news and trends affecting the brewing industry. The end results is a highly-engaging publication sent to **1,500 subscribers** made up of members representing breweries, academic researchers, and government agencies.

The Buzz is published monthly as a benefit to ASBC members and other industry professionals.

asbcnet.org





units + specs + rates

One sponsorship opportunity is available in each issue of The Buzz. Sponsors receive multiple placements within the reserved publication.

Exclusive placement in one monthly publication can be reserved for \$2,000.

All images must be submitted as a JPEG, GIF or PNG and 72 dpi.
Animations are acceptable but should not exceed 5 seconds in length.

a: leaderboard

Prominent banner placement positioned directly above the newsletter's masthead.
Image: 728 pixels x 90 pixels

b: sponsored content

Showcase your company, product or service with an engaging graphic and text.

c: display banner

Banner placements integrated throughout the newsletter.
Image: 728 pixels x 90 pixels



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