

ABOUT BEVERAGE DYNAMICS »

Beverage Dynamics is the largest national magazine solely devoted to the needs of the off-premise beverage alcohol retailer, whether it's the owner of a single liquor store, the general manager of a warehouse store or the buyer for a large supermarket or drug chain.

As the leading magazine covering this market, and the only one with a history of industry leadership dating back to the Repeal, **Beverage Dynamics** is in a unique position to identify the trends and issues most important to its audience.

BUSINESS »

	TOTAL
Liquor Store (Single Unit)	24,623
Chain Liquorstr (2 Or More)	2,987
Chain Liquorstore Headqtrs	311
Supermarket (Single Unit)	2,871
Chain Supermkt (2 Or More)	1,086
Chain Supermkt Headqtrs	538
Drug Store (Single Unit), Chain, Headquarters	345
Convenience Store (Single Unit)	3,527
Chain Convn Store (2 Or More)	2,897
Chain Convn Store Headqtrs	225
Wholesaler/Distributor	2,212
Wine Store/Wine Cellar	547
Other Allied To The Field	101
Total	42,270

TITLE »

Owner, Partner, Company Officer	21,697
VP, District Manger, Regional Mgr, National, Division, General Manager, VP Operations	13,954
Buyer, Purchasing Manger, Director, Vice President	2,578
Merchandising and Marketing, Director VP	
Marketing Manger, Director, Vice President	321
Sales Manager, Director, Vice President	1,937
Chain Manager, Director, Vice President	420
Others related to the field	1,363
Total	42,270

About the Beverage Dynamics Reader and Your Potential Buyer

A recent survey of **Beverage Dynamics** readers have the following to say about **Beverage Dynamics**:

- **93%** say **Beverage Dynamics** magazine reaches the decision maker within their establishment.
- **94%** used the ideas found in the articles of Beverage Dynamics.
- **96%** read the ads in **Beverage Dynamics**.
- **81%** have purchased a product after seeing the ad in **Beverage Dynamics**.
- **91%** have pass their issue of **Beverage Dynamics** to at least 3-4 colleagues.
- **89%** state that **Beverage Dynamics** is extremely informative to their job responsibility.
- **91%** state that **Beverage Dynamics** influences them to try new products and generate new ideas.

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Audience360