

ABOUT CHEERS »

Cheers magazine is dedicated to delivering hospitality professionals the information, insights and data necessary to drive their beverage business by covering trends and innovations in operations, merchandising, service and training, as well as new developments in beverage product segments.

Each issue showcases the people, concepts and products driving the on-premise beverage business. Every story focuses on ideas and best practices to help our readers drive beverage sales, provide quality drinks and services, reduce costs, improve efficiencies and optimize beverage profits. Articles covering various aspects of the alcohol and alcohol free beverage business, food pairings, case studies of successful full-service bar, hotel restaurant operations, columns by recognized experts and research-based reports provide essential and insightful information to the reader.

BUSINESS »

Chain Headquarters

Chain Hotels/Resorts, Casino	521
Chain Restaurants	447
Sub-total	968

Hotels

Chain Hotels, Resorts, Casino	3,299
Independent Hotels, Resorts, Casino	2,701
Sub-total	6,000

Restaurants

Chain Restaurants	7,110
Independent Restaurants	16,578
Sub-total	23,688

Bars, Nightclubs, Lounges, Dance Clubs, Theaters	4,199
Distributors/Wholesales	722
Beverage Alcohol Licensee	7,781
Other on premise licensees	212
Others related to the field	647
Total	44,217

TITLE »

Owner Company Officer	14,869
General/Business Manager	13,103
Beverage Director/Manager	8,701
Food Beverage Buyer/Director	801
Bar Manager	2,421
Restaurant/Banquet Manager Exc Chef	1718
Bartender	1387
Other related to the field	1,217
Total	44,217

ABOUT THE CHEERS READER AND YOUR POTENTIAL BUYER »

A recent survey of **Cheers** readership have the following to say about **Cheers**:

Cheers readers strongly agree that **Cheers** helps them...

- Generate ideas on profitability **81%**
- Information on trends **94%**
- Ideas generation to aid in growing their beverage business **83%**
- Product knowledge and training **77%**
- Merchandising and promotion **72%**
- **92%** pass their issue of **Cheers** to at least 3-4 colleagues



Audience**360**