

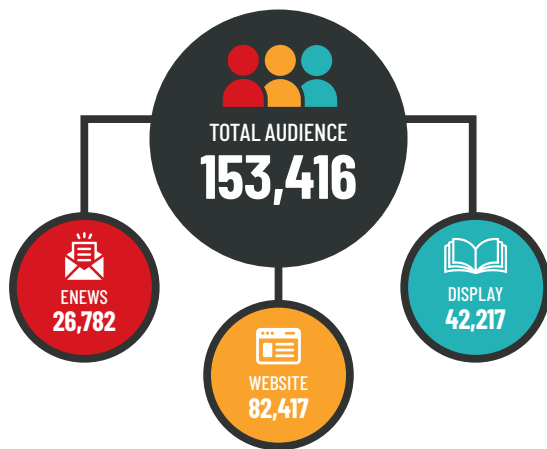
Cheers

AUDIENCE ENGAGEMENT

THE LEADING INFORMATION SOURCE FOR THE BEVERAGE ALCOHOL INDUSTRY

Cheers Magazine is a business publication for full-service restaurants and bars. We serve decision-makers within independent and chain restaurants, hotels, and other on-premise establishments with information to help these operators drive revenue.

TOTAL AUDIENCE »



DEVICE TYPE »



Offering daily touch-points for a well-rounded industry experience.

Events, Awards, Podcasts, Webinars, Custom Content and so much more.



28%
open rates
5.87% CTR



2 minutes 27 seconds
Average time on page



748,617
Total pages viewed
in the past 12 months



61,457
new users in the
past 30 days

OUR READERS MAKE PURCHASING DECISIONS »

On one or more of the following products.



85.2%
Beer



88%
Wine



84.1%
Distilled Spirits



77.2%
Supplies



74%
Equipment



61%
Soft Drinks



71.2%
Mixes



59%
Food



62.1%
Coffee/Tea

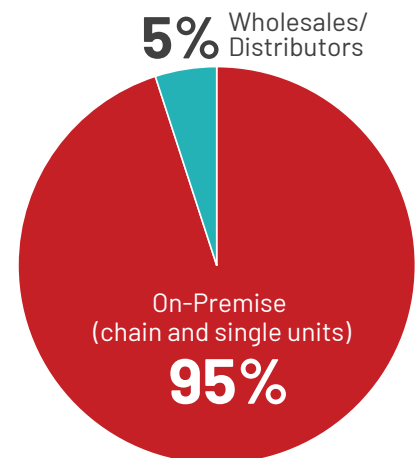


62%
Bottled Water



72%
Glassware

BUSINESS »



Source: Publisher survey July 2023

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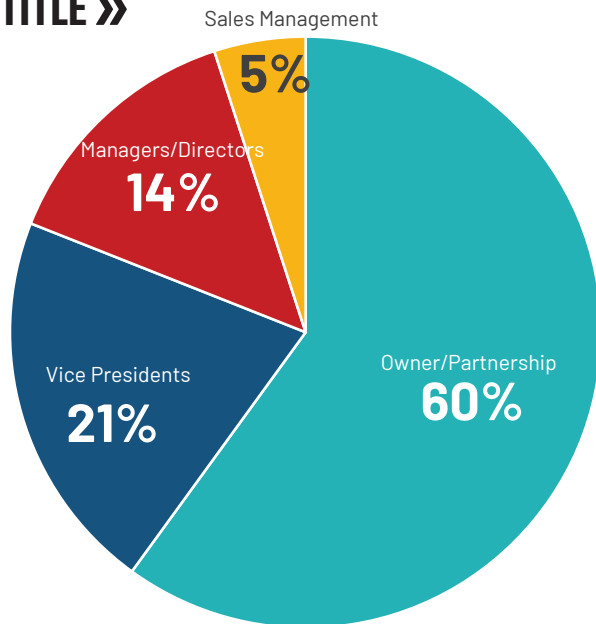
WHAT OUR AUDIENCE SAYS >>

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



Source: Publisher survey July 2023

TITLE >>



Publisher sworn statement June 2024

>> YOUR 360° MARKETING SOLUTION



Audience360

ON-PREMISE CHAIN RESTAURANTS >>

Our audience reaches top restaurants where high-volume alcohol sales take place, ensuring your brand visibility where it matters most. Here are the Top Five:



Cheesecake Factory:

Cheers reaches
225 of 318
locations (70.8%)

Sales Volume:
\$3.4 billion

Outback Steakhouse:

Cheers reaches
405 of 705
locations (57.4%)

Sales Volume:
\$2.64 billion

Applebee's:

Cheers reaches
478 of 1,536
locations (31.1%)

Sales Volume:
\$4.35 billion

Buffalo Wild Wings:

Cheers reaches
678 of 1,300
locations (52.2%)

Sales Volume:
\$3.2 billion

Red Robin:

Cheers reaches
481 of 510
locations (94.3%)

Sales Volume:
\$1.2 billion

Source: 2023 NRN Top 500 Report and Cheers Omeda database