



Modern Drunkard Magazine

Rate Sheet
&
Propaganda
Guide



3 WAYS

Modern Drunkard
Helps Your Business



1. The Print Edition

20,000 full-color issues shipped to subscribers and shops all over the world, and distributed free in the bars, clubs and liquor stores of Denver, CO and surrounding environs.

2. The Interwebs

A linkable ad for your business will be rotated on every page of drunkard.com, our insanely popular website. With nearly 1.5 million unique visitors a year, your ad be seen by enthusiastic drinkers the world over.



3. Our New Digital Edition

Your ad will also appear in our brand spanning new digital version of the magazine, bringing your business to tablets and computer screens throughout the known universe.

Modern Drunkard Magazine is your *direct* link to the drinking community. Why waste your advertising dollars on publications that cater to readers who would never dream of taking a drink or patronizing your business? MDM speaks exclusively to that ever-elusive high-spending super consumer--the recreational drinker. With an ever-expanding circulation, extremely competitive rates and the fastest pick-up rate of any comparable publication, we will put your message precisely where it needs to be.

Contact

MDM Sales Department
303.507.9529
sales@drunkard.com
(Click to email)



“A very funny magazine . . . as refreshing as the first gin and tonic of spring.”—Washington Post

“Chockablock with useful facts and solid information about getting soused.”—NY Post

“Modern Drunkard is that rare bird, a humor magazine that’s actually funny.” —Penthouse

“It is refreshingly well written. The whole publication is infused with a literary sensibility.”
—The Independent (UK)

“For devotees of one of the world's most popular and time-honored pursuits there is but one publication. The hobby is getting hammered. The magazine is Modern Drunkard.” —Media Life

AD RATES

All Ads in Glorious Full Color

Size (in inches)	1x	3x	6x
Full page (7.3 X 10.2)	\$985	\$920	\$860
1/2 page (7.8 X 5.1 or 3.78 X 10.2)	\$615	\$580	\$540
1/4 page (3.78 X 5.1)	\$370	\$345	\$315
1/8 page (3.78 X 2.55)	\$225	\$210	\$195