

Exhibit at

Whisky Live London

REACH 3,000+ WHISKY ENTHUSIASTS

**WHISKY
LIVE** & FINE
SPIRITS
LONDON

CELEBRATING **25 YEARS** OF WHISKY LIVE

WHISKY LIVE LONDON

Now in its 25th year this exciting event will be held on the 28th & 29th March 2025 at the Fireworks Factory, Woolwich, London.

Whisky Live & Fine Spirits London is our flagship show in the UK for those passionate about whisky bringing producers, retailers and consumers together on one spectacular weekend.

TESTIMONIALS

FROM PREVIOUS EXHIBITORS

"I thoroughly enjoyed discussing our whiskies with the visitors and all the stock I brought with me was sold."

"To pour samples to the visitors was a real pleasure, a genuine interest in our whiskies."



VIEW OUR LATEST VIDEO

EVENTS DIRECTOR

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KEY FACTS

REACH OVER 250,000+ SPIRIT LOVERS
THROUGH OUR EVENT MARKETING

**WHISKY
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EVENT DETAILS

28 MARCH 2025

Exclusive trade access from 1pm
Consumer session 2 - 8pm

29 MARCH 2025

Consumer session 11 - 5pm

VISITOR PROFILE

LOCATION

London 45%

Rest of UK 29%

Rest of world 26%

AGE PROFILE

The average age of our
audience is between 32 - 44

VISITOR PROPORTIONS

41% of our visitors are new to
the show each year



MARKETING

In addition to
extensive editorial and
advertising coverage
in Whisky Magazine,
marketing includes:

- Stand out with advertising in premium London media
- Reach audiences in leading London hotels and specialist retailers
- Drive UK-wide awareness with campaigns running through February
- Boost your marketing efforts with exhibitor, retailer, and media packages, and promotional assets
- Offer your clients and corporate guests special group pricing
- Pre-show brand highlights on our social platforms
- Pre- and post-event mailings featuring your brand images and links
- Visibility across WhiskyLive.com before, during, and after the event
- Gain exposure to over 75,000 dedicated Whisky Magazine readers



PROMOTIONAL OPPORTUNITIES & RATES

WHISKY LIVE & FINE SPIRITS
LONDON

WE CAN PROVIDE A VARIETY OF STAND SIZES OR SPACE ONLY IF YOU WISH TO BRING YOUR OWN STAND



WHISKY LIVE STAND

3m x 2m, £2,995

Additional space at £495 per m2

Rates includes 2 pallet bars & overhead signage

2m x 2m, £2,195

Additional space at £495 per m2

Rates includes 1 pallet bars & overhead signage



SPACE ONLY

3m x 2m, £2,795

Additional space at £465 per m2

2m x 2m, £2,095

Additional space at £465 per m2

Need help running your stand? Professional bartender available for an additional £385

THE WHISKY LIVE OFFICIAL SHOW GUIDE

Why advertise?

Each exhibitor is invited to book a page in the official Whisky Live London show guide, which is freely distributed to all visitors, both trade and consumer. This high quality, A6 guide will include everything the visitors need to know about the show and is an excellent publication to create additional brand awareness both during and after Whisky Live London.

3000 copies distributed at Whisky Live London.
£735 + VAT per page

AD Specifications

Trim: 105mm (w) x 148mm (h)

Bleed: 111mm (w) x 154mm (h)



Terms & Conditions

Written confirmation is required by email to confirm your booking. Upon booking, you will be invoiced 50% of the cost, with the remaining 50% 3 months prior to the event. A 50% cancellation fee is chargeable after booking confirmation is received for those who cancel with more than 3 months notice. A 100% cancellation fee is chargeable after booking confirmation is received for those who cancel within 3 months notice – this is due to the costs we incur and the marketing benefit you receive prior to the show, as well as the difficulty filling space within 3 months.

