

IN A RECENT SURVEY, HERE'S WHAT OUR READERS HAD TO SAY:

- Cutting-edge information, keep up the good news!
- Getting timely news that is impactful to my business is the main reason I read Shanken News Daily.
- Continue the great job, very informative. I read it daily.



SHANKEN NEWS *Daily*

2026

TRUST THE EXPERTS:

Shanken News Daily is a mobile-friendly, daily email news service covering the spirits, wine and beer business. Each morning, the editors of Impact, the most trusted source for expert intelligence, releases important industry data on trends in the worldwide drinks market, including up-to-the-minute global news, essential data and trend information, interviews with key executives, in-depth new stories, and much more.

TARGETED, ENGAGED AUDIENCE:

Targeted Audience: Shanken News Daily is read by the multi-billion-dollar beverage alcohol industry: Chain and Independent Retailers, Restaurateurs, Distributors and Sales Representatives, Suppliers, Media and other allied fields.

Engaged Audience: 46,000+ 100% opt-in subscribers who rely on Shanken News Daily each morning to keep current with industry news.

ADVERTISEMENT CAN INCLUDE:

- Brand Messages
- Brand Accolades
- New Product Launches
- Industry News
- Company and Event Announcements
- Retailer/Restaurant Programs

DIGITAL FILE SPECIFICATIONS:

- Size: 600 x 500px
- All creative files can be up to 200KB
- JPG or GIF (if animated must endlessly loop)

Please note that animated GIFs work in all webmail clients and most desktop and mobile clients. The main exceptions are Microsoft Outlook 2007, 2010, 2013 and 2016 which do not animate the GIF and instead display only the first frame of the animation. If you choose to use an animated GIF, please ensure the call to action is in the first frame.
- URL
- File Size: Compress the file to be 5MB or smaller.

*Competitor logos and/or ratings are subject to publisher approval. Inquire for more information.

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