

FOOD & WINE

2014

SHOPPING À LA CARTE



FOOD & WINE is the ultimate authority on the best of what's new in food, drink, travel, design and entertaining. Each month, Shopping à la Carte's direct-response in-book and online section provides readers with the go-to guide for purchasing everything from products and services to trips and excursions.

REACH NEARLY 8.3 MILLION READERS

FOOD & WINE readers each spent an average of \$522 on web, phone and mail-order purchases in the past year.

In 2013, FOOD & WINE American Express Card Member subscribers spent \$492 million on mail-order merchandise, and \$1.3 billion on internet shopping, a 12 percent increase over 2012.

ADDED VALUE EACH SHOPPING À LA CARTE ADVERTISER RECEIVES:

IN-BOOK AND ONLINE EXPOSURE

The section runs both in the magazine and online, at foodandwine.com/shopnow, where our readers can view your ad and connect directly to your site. It is also promoted on All You Can Eat!, FOOD & WINE's promotional page at foodandwine.com/promo.

BONUS FRESH FINDS IN-BOOK LISTING FOR SHOPPING À LA CARTE ADVERTISERS THAT RUN ONE CUMULATIVE PAGE

FOOD & WINE's Fresh Finds provides bonus exposure to nearly 8.3 million readers and delivers significant results. This listing may be used to promote your product, service or website.

FOR ADVERTISING INFORMATION, PLEASE CONTACT SYDNEY MARSHALL AT 770.667.9500 OR SYDNEY@DICARLOGROUP.COM.

SOURCES: MRI SPRING 2014, MRI FALL 2013, 2013 AMERICAN EXPRESS U.S. CARD MEMBER DATA

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SHOPPING À LA CARTE

2014 SHOPPING À LA CARTE RATES

	1x	3x	6x	9x	12x
FOUR COLOR					
1/3 page	\$26,900	\$25,200	\$24,100	\$23,300	\$22,900
1/2 page	\$20,600	\$19,500	\$18,600	\$18,100	\$17,600
1/6 page	\$13,900	\$13,100	\$12,500	\$12,000	\$11,900
1/12 page	\$7,020	\$6,680	\$6,060	\$5,960	\$5,840
1 inch	\$3,170	\$3,030	\$2,890	\$2,780	\$2,720

BLACK&WHITE

1/3 page	\$18,700	\$17,900	\$16,900	\$16,400	\$15,900
1/6 page	\$9,600	\$9,200	\$8,700	\$8,400	\$8,300
1/12 page	\$4,770	\$4,490	\$4,380	\$4,270	\$4,150
1 inch	\$2,160	\$2,080	\$1,940	\$1,910	\$1,850

PUBLICATION AND CLOSING DATES

ISSUE	INSERTION ORDER	AD MATERIAL CLOSE	NEWSSTAND ON-SALE DATES
January	10.29.13	10.29.13	12.20.13
February	11.25.13	11.25.13	1.17.14
March	12.23.13	12.23.13	2.14.14
April	1.24.14	1.24.14	3.14.14
May	2.24.14	2.24.14	4.11.14
June	3.24.14	3.24.14	5.9.14
July	4.24.14	4.24.14	6.13.14
August	5.29.14	5.29.14	7.18.14
September	6.26.14	6.26.14	8.15.14
October	7.24.14	7.24.14	9.12.14
November	8.22.14	8.22.14	10.10.14
December	9.25.14	9.25.14	11.14.14

SPECS

UNIT	SIZE
1/3 page (square)	4 1/2 x 4 3/4"
1/3 page (vertical)	2 1/8 x 9 1/2"
1/6 page	2 1/4 x 4 3/4"
1/12 page	2 1/4 x 2 1/4"
1 inch	2 1/4 x 1"

* Insertion orders must arrive by the closing dates to the left, due to holidays. Please note: All materials must be received in PDF/ X-1a format on a disc, accompanied by a digital color proof.

TESTIMONIALS

"We have had great success by advertising in the Shopping à la Carte section. Our guests often specifically say they saw our ad in Shopping à La Carte. That level of efficiency and instant measurability is invaluable—especially with print advertising."

—Trish Lorino, director of marketing, *The Colony Beach & Tennis Resort*

"As America's leading independent wine club, we consider FOOD & WINE magazine a major contributor to our success over the last 18 years."

—Bradley Mansfield, marketing director, *Gold Medal Wine Club*

"Kudos to FOOD & WINE editors! Their readers are passionate about bringing pleasures to the table and recognizing the quality of artisan products from the mom and pop wineries we feature each month. It's a win-win partnership for us!"

—Bruce F. Boring, proprietor, *The California Wine Club*

"We've had an overwhelming response from FOOD & WINE readers. We've sold hundreds of bags in the past week and picked up several wholesale accounts."

—Susanne Maddux, founder/designer, *Hero Bags*