



# Wine Spectator

2021 MEDIA KIT



## OUR CORE STRENGTHS

*Wine Spectator* celebrates the good life through the lens of wine. We pursue this through three core strengths:

### INTEGRITY

Our brand is first and foremost known for the integrity of its industry-leading wine ratings and reviews. We set stringent standards for ourselves and rely on the proven ability and experience of our editors as tasters and critics. Our editors review more than 15,000 wines each year in blind tastings, and every issue contains 500 to 700 wine reviews with detailed tasting notes and drink recommendations.

### RICHER EXPERIENCES

Our publication delivers an elevated experience to our readers from the packaging to the content. Expert editorial features educate our readers on the best of travel, culture, home design and entertaining, and fine dining. Vibrant, large-scale photos further enhance the luxe experience of engaging with our publication.

### WINE EXPERTISE, EVERYWHERE:

Across print, digital, social, and events, we offer a unified and multiplatform experience for our audience as the most authoritative source of wine information anywhere. No matter the channel, *Wine Spectator* is the trusted voice for our readers to learn about luxury lifestyle.



## TOTAL BRAND FOOTPRINT

**REACHING 6.3+ MILLION**

**PRINT**

3,100,000

**DIGITAL**

1,100,000

**SOCIAL**

1,152,000

**NEWSLETTERS**

540,000

**VIDEO**

300,000

**APPS**

170,000

**EVENTS**

30,000



## PRINT PRESENCE

3.1 MILLION

AUDIENCE FOOTPRINT

380,912

PAID CIRCULATION

“

Like Cher, like Armani, like the great chateaux of Bordeaux, Wine Spectator is instantly recognizable by uttering just half of its name. The “Spectator” could, at this point in our collective wine lives, mean only one publication.

”

BRIAN FREEDMAN--FORBES

\$59.95

ANNUAL SUBSCRIPTION

15x

ISSUES PUBLISHED A YEAR



## OUR AUDIENCE

Wine Spectator attracts an audience of top influencers, affluent consumers, and key members of the industry/trade. Our readers are leaders in their social and professional worlds and therefore serve as brand ambassadors, not only for the quality wine and spirits they consume but also for the premium brands in which they invest.

AVERAGE HHI	\$377,482
AVERAGE AGE	51
NET WORTH	\$2.4MM
COLLEGE EDUCATED	98%
MILLIONAIRES	64%

### TOTAL YEARLY LUXURY EXPENDITURES **\$196 BILLION**

Home and Garden	\$29 BILLION
Auto	\$24 BILLION
Financial Services	\$23 BILLION
Travel	\$18 BILLION
Apparel + Accessories	\$14 BILLION
Leisure, Dining, Wine & Spirits	\$14 BILLION
Jewelry + Watches	\$6 BILLION

# **CREATIVE CUSTOM BRAND BUILDING**

In addition to premium placements, polybags, inserts and gatefolds, our skilled marketing and design team is able to create customized content that will meet all of your strategic needs for print, mobile, social and video. This customized campaign will drive home your brand's message.

By aligning with Wine Spectator, you will have a unique opportunity to leverage the authority and trust our brand holds while inspiring readers to gain a deeper understanding of your key message.

# Our Abilities

- Category co-ops
  - Custom content programs
  - Digital media design marketing
  - Social media design marketing
  - Custom video production



Co-Op



Custom Advertorial

## WINE SPECTATOR DIGITAL EDITIONS

POWERED BY



amazon kindle eMagazines

The multiplatform digital editions provide users with a unique way to engage with the magazine whether on smart phone, tablet or computer.

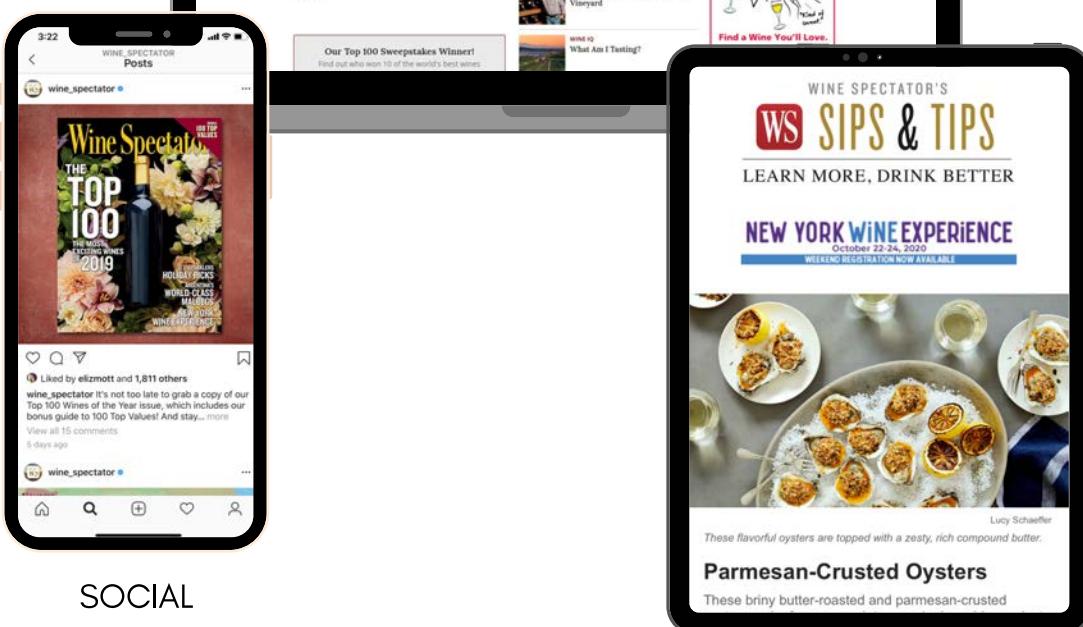


## WINE SPECTATOR DIGITAL PLATFORMS

Wine Spectator has a strong digital presence across our website, social media pages (Facebook, Twitter and Instagram), seven targeted e-newsletters and three mobile apps. Our website (WineSpectator.com) is the preeminent source of wine information on the web, with its industry leading wine ratings and expert editorial content. Our digital audience is targeted and active because they pay (\$59.99) for full-year access to our website. Across all of these digital channels, advertisers can extend brand awareness and engagement with our highly affluent audience.



WEB



SOCIAL



NEWSLETTERS

## WINE SPECTATOR.COM DIGITAL ADVERTISING

### ADVERTISING OPPORTUNITIES

#### AD UNITS:

Industry standard made for display

- Billboard and banners
- Geo-targeting capabilities

#### EDITORIAL WINE 101 VIDEO:

Wine 101 videos educate and inspire our audience by offering informational segments. Opportunity offers turn-key product placement and title card sponsorship for advertisers.

#### CUSTOM CURATED MICROSITES:

A customized microsite created exclusively for your brand. Ads click over to this landing page featuring your products and editorial content.

#### VIDEO SECTION SPONSORSHIP

Video platform to tell your brand's story with supplied video featured on our website's video section. Section takeover also available.

#### QUALITY AUDIENCE

AVERAGE HHI	\$468,885
AVERAGE AGE	45
NET WORTH	\$2.6MM
COLLEGE EDUCATED	98%
PROFESSIONAL/MANAGERIAL	84%
ANNUAL DIGITAL SUBSCRIPTION	\$59.99

**3.1 MM**

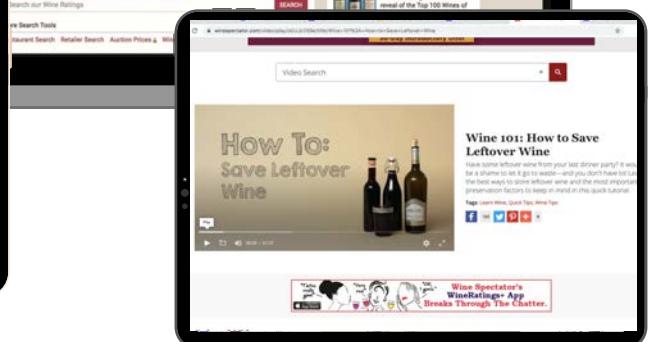
MONTHLY PAGE  
VIEWS

**1.1 MM**

MONTHLY  
VISITS

**715k**

UNIQUE  
MONTHLY VISITS



## DIGITAL NEWSLETTERS

Wine Spectator publishes seven free digital newsletters to reach more targeted segments of our audience on a weekly or biweekly basis. Newsletter topics range from recommendations on dining, travel and wine to tips for healthy living to a report targeted exclusively for the retail trade.

We offer our partners the opportunity to be the **EXCLUSIVE** sponsor. Your image, text and social handles will appear inline with themed features and recommendations curated by our editorial team.

To view a sample newsletter [CLICK HERE](#)

To receive our e-newsletters, visit: [newsletters.winespectator.com](http://newsletters.winespectator.com)



E-NEWSLETTER	DESCRIPTION	OPT-IN SUBSCRIBERS
<b>WS SIPS &amp; TIPS</b> LEARN MORE, DRINK BETTER	Recommendations on dining, travel and wine. Emailed weekly on Tuesdays.	175,000
<b>WS HEALTHY LIVING</b> EAT & DRINK WELL	Recipes and tips for a healthy lifestyle. Emailed bi-weekly on Wednesdays.	50,000
<b>WS COLLECTING</b> BUYING, CELLARING, ENJOYING	Valuable information for the in-the-know collector and affluent wine buyer. Emailed bi-weekly on Wednesdays.	44,000
<b>WS PRIVATE GUIDE TO DINING</b> WORLD'S BEST RESTAURANTS FOR WINE	A mix of somm talk, restaurant news, wine lists, celebrity chefs and foodie trends sent to epicurean consumers and on-premise buyers. Emailed bi-weekly on Thursdays.	95,000
<b>WS VIDEO THEATER</b> SEE, SWIRL, SAVOR	Our most recent videos in one convenient delivery. Emailed bi-weekly on Thursdays.	40,000
<b>WS UNFILTERED</b> DRINKS IN POP CULTURE	Current trends at the intersection of wine and spirits, TV and film, music and art, and all things fun and pop cultural. Emailed bi-weekly on Fridays.	100,000
<b>Wine Spectator's RETAILER REPORT</b>	Delivers the latest in wine, spirits, and retail topics, exclusively to retailers and buyers. Emailed bi-weekly on Mondays.	26,000

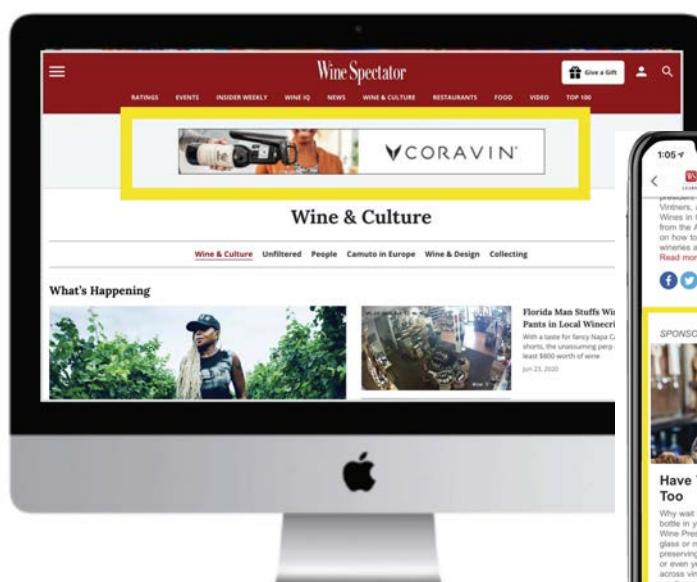
## DEDICATED E-MAIL BLAST PARTNERSHIP PROGRAM

Wine Spectator's **NEW** digital offering includes sending your brand's own dedicated e-mail blast to a selection of our opt-in subscriber database. Content of the dedicated e-blast can be created by you or our in-house marketing and design team to ensure your brands message reaches your target audience.

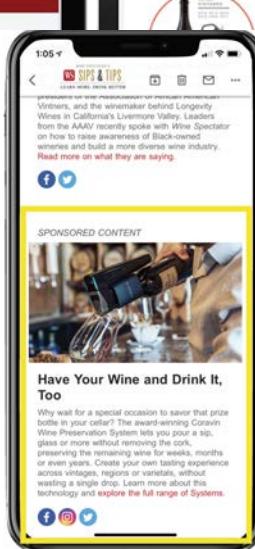
### DEDICATED E-BLAST PACKAGE:

Advertisers interested in sending an e-blast will receive the following as part of the package commitment:

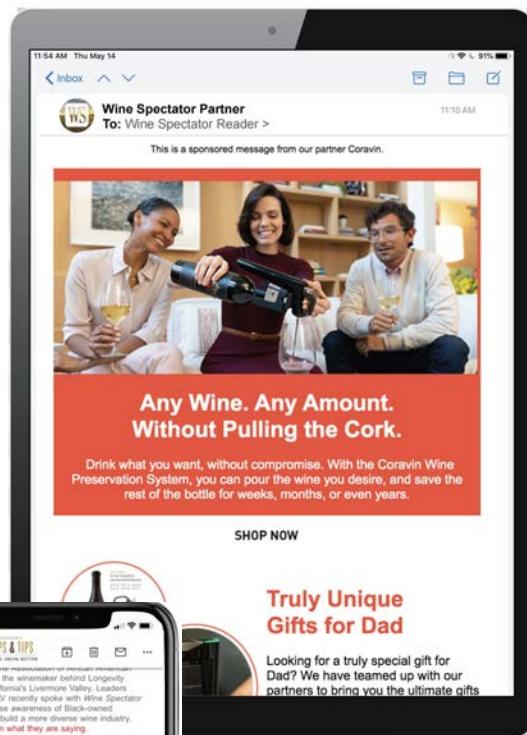
- 1x dedicated e-blast
- 1x exclusive e-newsletter ad sponsorship
- Run-of-site presence on winespectator.com



Presence on winespectator.com



WS e-newsletter

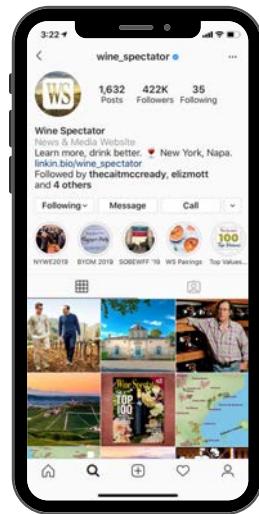


Exclusive, dedicated e-blast

# SOCIAL MEDIA

## SPONSORED SOCIAL MEDIA POSTS:

Our Facebook and Instagram pages spotlight articles, video content and photos from recent events. We offer sponsored posts on both channels to allow your brand to leverage our social media handles and reach a hyper-targeted segment of our audience (e.g., by geography, behavior, age, lifestyle and interests).



## FOLLOWERS

### Sponsored Posts

#### Social Sponsored Posts

Industry standard for Facebook and Instagram; can include photo and video and audience targeting.

- Leverage our social media handles
- Geo-targeting, behavioral-targeting, age-targeting, lifestyle & interest targeting

#### 90+ Rating Sponsored Promotion

Highlight your wine brand's score and review from WS Editorial Tasting Panel Division delivered from the Wine Spectator handle.

- Includes photo with score overlay
- Link to your choice of destination (e.g. your website)

available on:

#### Direct Paid Partnership Instagram Post

Post placed directly on our Instagram page.

- Post will live on the Wine Spectator Instagram page for a minimum of one year
- Post will be seen by our highly engaged social audience

available on:

### SAMPLE CONTENT

The original cult wine movie is coming to the stage, including a pre-show tasting of the much-maligned grape.

As rated in Wine Spectator

Review Header Goes Here

Promote your score and drive to sales.

WINE SPECTATOR Posts

8,360 likes

wine\_spectator For Martin Scorsese's latest mafia saga, @TheLrishmanFilm, the prop team carefully curated wine labels to mark the different eras... more

View all 127 comments



## WINE SPECTATOR EVENTS

### Sponsored Events

*Wine Spectator* proudly sponsors a variety of notable events throughout key U.S. markets. Our advertisers benefit from these long-standing partnership events such as South Beach Wine & Food Festival and Taste Washington. Our team will partner with you to develop a custom event marketing strategy to ensure that your brand receives maximum exposure through opportunities such as gift bags, booth space and on-site brand representatives.

### DEDICATED FOOTPRINT:

Partners will work with *Wine Spectator* to curate custom on-site activation from product displays to interactive experiences.

### GIFT BAG CONTRIBUTION:

Branded premiums and key takeaways provided by partners will be placed in the hands of event attendees.

### GIVEAWAYS/DONATIONS:

Providing raffle or auction prizes/items is an impactful way to draw-up excitement at events and support good causes.

### Key Markets

- California
- Chicago
- Miami
- New York
- Santa Fe, N.M.
- Washington State

## 2021 ISSUE DATES & DEADLINES\*



### JANUARY / FEBRUARY

Space Close: Dec. 15, 2020  
Material Due: Dec. 17, 2020

### MARCH 2021

Space Close: January 5  
Material Due: January 7

### APRIL 2021

Space Close: February 2  
Material Due: February 4

### MAY 2021

Space Close: March 2  
Material Due: March 4

### JUNE 15, 2021

Space Close: March 30  
Material Due: April 1

### JUNE 30, 2021

Space Close: April 13  
Material Due: April 15

### JULY 2021

Space Close: May 11  
Material Due: May 13

### AUGUST 2021

Space Close: June 1  
Material Due: June 3

### SEPTEMBER 2021

Space Close: June 29  
Material Due: July 1

### OCTOBER 15, 2021

Space Close: July 27  
Material Due: July 29

### OCTOBER 31, 2021

Space Close: August 10  
Material Due: August 12

### NOVEMBER 15, 2021

Space Close: August 31  
Material Due: September 2

### NOVEMBER 30, 2021

Space Close: September 14  
Material Due: September 16

### DECEMBER 15, 2021

Space Close: September 28  
Material Due: September 30

### DECEMBER 31, 2021

Space Close: October 12  
Material Due: October 14

\*Please note we can offer extensions on space and art.

Contact: Jennifer Arcella • 212-684-5147 • [jarcella@mshanken.com](mailto:jarcella@mshanken.com)

## PRINT PRODUCTION SPECIFICATIONS

### PRINTING

Web Offset (SWOP)  
Binding: Perfect Bound  
Publication Trim Size: 9.875" x 13"

### DIGITAL FILE SPECIFICATIONS

#### PDF/X-1a

- PDF/X1a file (Only one ad per file)
- Images must be CMYK or Grayscale TIFF or EPS prepared for the SWOP3 color environment
- Total Area Coverage for CMYK color builds should not exceed 300% (minimum: 260%)

### DELIVERY OF AD MATERIAL

Digital files uploaded to our ad portal  
<http://mshanken.SendMyAd.com>  
 (uploading tutorial available on site)

Advertising material will be retained for one year, unless return is specifically requested. M. Shanken Communications is not responsible for keeping material beyond one year.

### MECHANICAL SPECIFICATIONS

Ad Size:	Width	Depth
Full Page Trim	9.875"	x 13"
Full Page Bleed	10.125"	x 13.25"
Full Page Safety	8.875"	x 12.5"
Full Page Non-Bleed	8.875"	x 12"
Spread Trim	19.75"	x 13"
Spread Bleed	20"	x 13.25"
Spread Safety*	19.25"	x 12.5"
*For spreads, allow .5" safety on each side of the gutter		
2/3 Page Vertical	6"	x 11.25"
1/2 Page Junior	6"	x 7.5"
1/2 Page Horizontal	9"	x 5.625"
1/3 Page Vertical	3"	x 11.25"
1/3 Page Horizontal	6"	x 5.625"
1/6 Page Vertical	3"	x 5.625"
1/6 Page Horizontal	6"	x 3.75"

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

### Insert Specifications:

#### Tipped Inserts

Mailable Minimum Size	3.5" x 5"
Non-Mailable Minimum Size	3.5" x 3.5"
Maximum Size	9" x 12"

#### Blow-In Inserts

Minimum Size	3.5" x 4.25"
Maximum Size	5.5" x 6.25"
Minimum Paper Stock	60#

#### Bind-In Inserts

Minimum Size	4" x 6"
Maximum Size:	10.125" x 13.375"
Jogs To Foot	.1875" Trim
Scuff	.375"
Perf	.625" (Scuff + .25" To Perf)

#### Multi-Page Inserts

Minimum Size	4" x 5"
Maximum Size:	10.125" x 13.375"
Head/Foot Trim	.1875"
Magna Strip	Required for 8 Pgs or More

Visit [www.mshanken.SendMyAd.com](http://www.mshanken.SendMyAd.com), "Ad Sizes" for mechanical specification with template.

Note: All inserts must be delivered cartoned and identified with name of advertiser, publication and issue date.

Any ad less than a full page size that is not bordered may be enclosed with a hairline or 1 point rule at the discretion of the production department.

### FOR FURTHER INFORMATION

Go to [mshanken.com](http://mshanken.com), or contact:

Jennifer Arcella  
[jarcella@mshanken.com](mailto:jarcella@mshanken.com)  
 tel:212-481-8610

Connie McGilvray  
[cmcgilvray@mshanken.com](mailto:cmcgilvray@mshanken.com)  
 tel:212-684-4224 x344

## WINE SPECTATOR.COM DIGITAL SPECS

Ad Type	Dimensions	Max Size	Animation	Loop
Billboard	970x250	300kb	Up to 15 sec.	Unlimited Only
Rectangle	300x250	250kb	Up to 15 sec.	Unlimited Only
Portrait	300x600	300kb	Up to 15 sec.	Unlimited Only
Leaderboard	Desktop: 728x90, Mobile: 300x50	300kb	Up to 15 sec.	Unlimited Only
E-mail Newsletter Sponsorship	<b>Classic:</b> 300x50 and 300x250  <b>Sponsored Post:</b> 540x304 GIF or JPG 72 DPI image Short photo caption/photo credit  URL  Headline: Up to about 5 words or 42 characters.  Text: Up to about 70 words or 400 characters  Social Media Pages / Handles	100kb  200kb	Up to 15 sec.  Up to 15 sec.	Unlimited Only  Unlimited Only

### VIDEO SECTION SPONSORSHIP:

- Video Format and Size: .mov or .mp4; 2GB max
- Video Aspect Ratio: 16x9
- Large Still: 848x477px JPG file, without text
- Video Title (appears under the Large Still image): up to 65 characters, with spaces
- Short Description of the video (short + punchy is best): up to 220 characters, with spaces
- Link (to your website, promotional materials, etc.): text up to 50 characters; URL
- Banner ads: 970x250px, 728x90px, 300x50px; GIF or JPG format under 300kb

### RICH MEDIA AD SPECS:

- **Other Rich Media:**
- All Rich Media files require a default .gif or .jpeg with a max file size of 200kb.
- Sound is permitted but must be user initiated.
- Please contact us for additional Rich Media-specific requirements.

### TECHNICAL AD SPECS:

- Format: We accept GIF, JPG, HTML, IFrame, Javascript, and all other pre-approved, DFP-compatible Rich Media files. All ads must have a border.
- Linking URL: Each creative must be accompanied by a click through URL.
- Due Dates: All creative(s) must be delivered a minimum of 7-10 business days prior to launch

### DIGITAL PRODUCTION CONTACT

Hilary Chalson

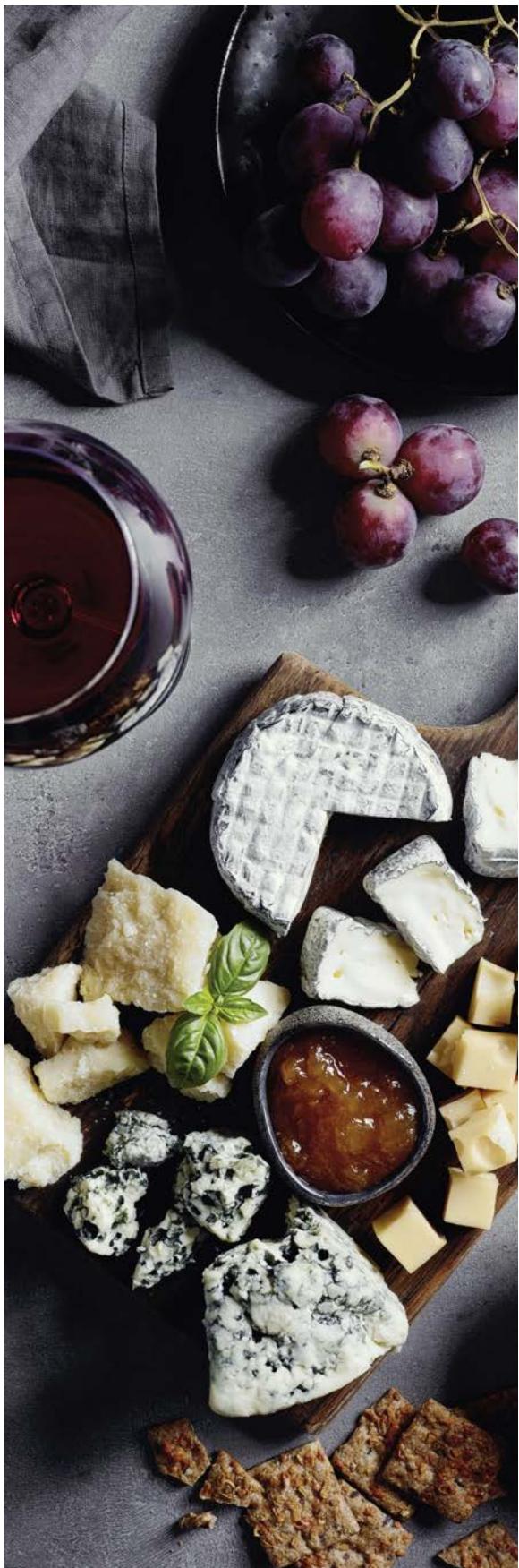
Digital Ad Manager

212-684-4224 ext. 553

[hchalson@mshanken.com](mailto:hchalson@mshanken.com)

## COPY AND CONTRACT REQUIREMENTS

1. The acceptance or execution of an order is subject to Publisher's approval of copy, text, display and illustration.
2. All copy, text, display and illustration are published on the representation that the advertiser and the advertising agency are fully authorized and have secured proper written consent. The advertiser and the advertising agency agree to indemnify and save harmless the Publisher from any and all liability, loss and expense of any nature arising from such publication.
3. Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and conditions of the rate card applicable to the issue in which such insertion is to be published.
4. All rates and units of space are subject to change on 30 days' notice.
5. Orders for specific units of space and dates of insertions are necessary.
6. Orders specifying positions are accepted on request basis only.
7. The Publisher assumes no responsibility for errors in key numbers or telephone numbers for in the printing or insertion of numbers for inserted material.
8. Orders that contain incorrect rates or conditions will be inserted and charged for at regular-schedule rates. Such errors will be regarded as clerical.
9. Conditional orders are not accepted by the Publisher.
10. Cancellation or changes in orders not accepted after closing date.
11. All orders accepted by the Publisher are contingent upon acts of God, fires, accidents, strikes or other interruptions to production and/or distribution of the same or different nature beyond his control.
12. Rates charged and discounts allowed are subject to short rate at expiration of ad schedule.
13. Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable.
14. Publisher reserves the right to reject, exclude or cancel any advertisement, insertion order, space reservation or position commitment at any time, for any reason, without liability, even if previously acknowledged or accepted.
15. All advertisements must be clearly identified by the trademark or signature of the advertiser. Those which, in the judgment of the Publisher, look like editorial pages will be marked "Advertisement."
16. The liability of the Publisher for any error for which he may be held legally responsible will not exceed the cost of the space occupied by the error. The Publisher will not, in any event, be liable for loss of income or profits or any consequential damages.
17. No conditions, printed or otherwise, appearing on contract orders or copy instructions that conflict with the Publisher's policies, listed on this rate card, will be binding on the Publisher.
18. As used in this section, the term "Publisher" shall refer to M. Shanken Communications, Inc.



## CONTACTS FOR MEDIA INQUIRIES

### NEW YORK:

825 Eighth Avenue, 33rd Floor, New York, NY 10019

Phone: 212-684-4224 – Fax: 212-481-1540

### Advertising contacts:

**Miriam Morgenstern – SVP, Associate Publisher**

email: mmorgenstern@mshanken.com

cc: Bridget Liddy at bliddy@mshanken.com

Maggie Kotraba at mkotraba@mshanken.com

### Barry Abrams – Corporate Advertising

212-684-4896 – email: babrams@mshanken.com

**Michael McGoldrick – Beverage & Alcohol Advertising**

212-684-4987 – email: mmcgoldrick@mshanken.com

**Michael DiChiara – Account Director**

212.481.1521 – email: mdichiara@mshanken.com

### West Coast

**Cheryl Lewis – Vice President, West Coast Sales Director**

Phone: 415-673-2040 ext. 1 – Fax: 415-673-0103

email: clewis@mshanken.com

**Marissa Barker – West Coast Advertising Coordinator**

Phone: 415-673-2040 ext. 2 – email: mbarker@mshanken.com

### Texas Representative

**Lucinda Weikel**

214-566-3531 – email: lucinda@wnpmmedia.com

### Restaurants/Special Accounts Representative

**Steve Bliman**

760-994-0285 – email: bliman@cox.net

### Southeast Representative

**Wheeler Morrison**

770-391-9905 – email: wheeler@greenleavesmedia.com

### European Representatives

**Delphine Rouget-Marquézy (France)**

+33 787 49 36 27 – email: drm@espacequadri.com

**Monica van der Eb (Portugal & Spain)**

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email: m.vandereb@alcalamedia.com

### Jennifer Arcella – Advertising Services Manager

212-684-5147 – email: jarcella@mshanken.com

**Hilary Chalson – New Media/Digital Production Manager**

212-481-8610 ext. 553 – email: hchalson@mshanken.com