

Wine Spectator.com

ONLINE MEDIA KIT

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OVERVIEW

Launched in October 1996, WineSpectator.com is the most authoritative source of wine information in the world. This definitive Web site is for individuals who wish to expand their knowledge and appreciation of wine, fine dining, cooking and entertaining, and world travel.

America's most popular wine Web site, redesigned in October 2006, WineSpectator.com provides wine ratings and original content you won't find anywhere else. Our site provides an exciting opportunity to reach an educated, sophisticated and affluent professional who enjoys what life has to offer.

Online Subscribers have access to:

- More than **200,000 wine ratings**, searchable by score, varietal, vintage and price
- More than **1,000 new wine ratings** each month
- **Detailed Vintage Charts** for all the major growing regions
- Advance wine ratings through our two newsletters, the *Insider* (hot new wines) and the *Advance* (a preview of new ratings from *Wine Spectator* magazine), exclusive to *Wine Spectator* Online
- **Editors' Blogs:** Exclusive opinions and commentary from our senior editors and guest bloggers
- **Videos:** Join the editors at *Wine Spectator* as they talk with winemakers, chefs and sommeliers
- **Auction Database** that tracks the most current prices for collectible wines
- **Personal Wine List/My Cellar:** Allows members to track their wine collections online and make their own shopping lists
- **Wine Spectator Mobile**
- **Plus:** News & Features, Tasting Reports, exclusive Barrel Tastings, Daily Wine Picks, Value Wines and much more

A SAMPLE OF PREVIOUS ADVERTISERS

Wine Industry

Acker Merrall & Condit
Bonny Doon
Chateau Ducru-Beaucaillou
Chateau Haut-Brion
Curran and Connors
D. Sokolin Company
Gallo
Hart Davis Hart
J.P. King Auction
Pasternak Wine Imports
Rioja
Terlato Wines
Sterling Winery
Vineyard Brands
Vinality
Wines from Spain
Wines of Germany

Travel/Tourism

Air New Zealand
California Tourism
Delta Airlines
Government of France
Hyatt
Monaco Tourism Board
Pinehurst Resorts
Ritz-Carlton
The Luxury Collection
Three Forks Ranch
Tourism BC
Tourism New Zealand
Tourism of Ontario
Vail Resorts

Financial/Automotive

American Express
Aetna/AARP
Acura
Porsche

Fashion/Misc.

Callaway Golf
Christies
Gucci
Riedel
Sothebys
Triscuit
Vinturi
WinePod

AUDIENCE

TRAFFIC

- 6 million+ monthly page views
- 800,000+ monthly visits
- 500,000+ monthly unique visitors
- Time on site: 8:00

DEMOGRAPHIC

- Male/Female: 81% / 19%
- Median Age Range: 40–44
- Median HHI Range: \$150,000–\$200,000
- College Degree or Higher: 83%
- Executive, Managerial, Professional: 77%

AD SIZES

- 300 x 600
- 300 x 250
- 728 x 90
- 234 x 60

We will tailor the proposal based on advertiser goals and objectives.
Our minimum buy is \$5,000 net per month.

WineSpectator.com is open to “out of the box” ideas and will create packages that suit the needs of our clients.

LUXURY INSTITUTE CONSUMER WEBSITE STUDY, 2008

The Luxury Institute has conducted research on leading Consumer Websites among wealthy consumers with a minimum annual income of \$150,000.

15 CONSUMER WEBSITES INCLUDED IN THE SURVEY WERE (ALPHABETICAL ORDER)

- | | | | |
|------------------------|-----------------------|-----------------------|----------------------|
| ■ Architectural Digest | ■ Food and Wine | ■ New York Magazine | ■ Travel and Leisure |
| ■ Bon Appetit | ■ Gourmet | ■ Scientific American | ■ Vanity Fair |
| ■ Conde Nast Traveler | ■ National Geographic | ■ The New York Times | ■ Vogue |
| ■ Esquire | ■ Traveler | ■ The New Yorker | ■ Wine Spectator |

CONSUMERS WERE SURVEYED IN DEPTH ON HOW THE FOLLOWING CATEGORIES RELATE “TO ME”:

- | | |
|-------------------------------|------------------------------------|
| ■ Subject Matter Expert | ■ Helpful and Relevant Information |
| ■ Advertising Appropriateness | ■ Production Quality |

TWO IMPORTANT QUESTIONS WERE ASKED:

- Is this website worthy of a price premium
- Would you be willing to recommend the Website to people you care about

WINESPECTATOR.COM RESULTS

WINESPECTATOR.COM RANKED SIXTH OVERALL IN THE SURVEY BUT SCORED WELL ABOVE AVERAGE FOR “WORTHINESS OF A PRICE PREMIUM” AND “WILLINGNESS TO RECOMMEND”

- #1 in the category “is this consumer website worthy of a significant price premium with”
- #3 in the category “would you recommend this consumer website”

Those that would recommend winespectator.com cited its’ expert advice and product relevant information, as well as appropriate ads. The website had an 80% willingness to recommend score.

CONSUMERS WHO WERE WILLING TO RECOMMEND WINESPECTATOR.COM TO OTHERS SAID:

“Great addition to the printed magazine”

“Definitive source for information”

“If people want access to wine reviews, winespectator.com is the best place to get them”

“Totally relevant to my lifestyle and interests, well done”

“Great reviews and recommendations for wine and food”

“Just about the best in the business”

“Best resource for wine fans”

“Expert advice and current knowledge”

E-MAIL NEWSLETTER SPONSORSHIPS

SIPS & TIPS

- Features a great-value wine selected by our editors along with dining, travel and other wine-related tips
- Sent weekly to Sips & Tips opt-in database
- Sponsorship is exclusive and includes three placements: skyscraper, tile and 50 words of text

VIDEO THEATER

- Features our most recent videos in one convenient delivery
- Sent twice monthly to Video Theater opt-in database
- Sponsorship is exclusive and includes three placements: skyscraper, tile and 50 words of text

WINE & HEALTHY LIVING

- Features ideas and advice for a healthy and satisfying lifestyle
- Sent twice monthly to Wine & Healthy Living opt-in database
- Sponsorship is exclusive and includes three placements: skyscraper, tile and 50 words of text

COLLECTING & AUCTIONS

- Provides information on upcoming auctions, results from recent auctions and other valuable information for the in-the-know collector
- Sent twice monthly to Collection & Auctions opt-in database
- Sponsorship is exclusive and includes three placements: skyscraper, tile and 50 words of text

SPONSORSHIP OPPORTUNITIES

Throughout the year, WineSpectator.com offers sponsorship opportunities of both special features and recurring content. Some sponsorship opportunities may include:

- Wine Ratings
- Top 100
- Daily Wine Picks
- For the Trade
- Dining & Travel
- Wine Spectator Mobile

ADDITIONAL OPPORTUNITIES

GEO-TARGETING

WineSpectator.com offers geo-targeting abilities by country, region, state and/or Designated Market Area (DMA) on select placements.

FREQUENCY CAPPING

WineSpectator.com advertisers can limit the number of times their ad is displayed to an individual browser through frequency capping.

VIDEO & RICH MEDIA

WineSpectator.com can support a wide variety of Rich Media including Flash and In-Unit Video :07 pre-rolls also available in limited quantities

ADVERTISING SPECS

TECHNICAL AD SPECS

- Format: We accept GIF, JPG, HTML, Flash, IFrame, Javascript, and all other pre-approved, DART-compatible Rich Media files. All ads must have a border.
- Linking URL: Each creative should be accompanied by a click through URL.
- Due Dates: All creative(s) must be delivered a minimum of 5 business days prior to launch.
- All ads must have a border.

RICH MEDIA AD SPECS

■ Flash Files:

- Flash files are accepted in .swf format only.
- To ensure proper tracking, files should contain an action script inserted in this fashion:

```
on (release) {  
  getURL (_level0.clickTag, "_blank");  
}
```

(This action script will replace the click-through url within the file but urls must still be provided)

- All Flash files also require a default .gif or .jpeg with a max file size of 30k.
- Flash 6 or higher

■ Expandable Units:

- 728x90; max expansion 728x270
- 300x250; max expansion 500x500
- Expansion must be user-initiated

■ Other Rich Media:

- All Rich Media files require a default .gif or .jpeg with a max file size of 30k.
- Sound is permitted but must be user initiated.
- Please contact us for additional Rich Media-specific requirements.

ADVERTISING SPECS

Ad Type	Dimensions	Max File Size	Animation	Loops	Notes
Rectangle	300x250	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Tile	234x60	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Leaderboard	728x90	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Half-Page	300x600	40K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Roadblocks	300x250 and 728x90 (run concurrently)	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
E-Mail Newsletter Sponsorships	160x600, 120x90 & 50 words of text	30K	Up to 15 sec.	3 loops max	GIF or JPEG Only. Text max of 50 words.

SAMPLE WEEKLY EMAIL NEWSLETTERS



Wine Spectator.com

AD SAMPLES

The image displays two screenshots of the Wine Spectator website, highlighting various advertisement placements with their dimensions.

Top Screenshot:

- Header:** "Wine Spectator" logo, navigation links (Wine Ratings, News & Features, Collecting, Learn Wine, Dining & Travel, Blogs, Video, For the Trade, Shop), and a search bar.
- Member Quick Links:** A sidebar with links like "Personal Wine List", "My Library", "Value Wines", "Recall Last Search", "Top 100 of 2008", and "Customer Care".
- Breaking News:** A section titled "Welcome to our new website! Read more about the changes here."
- Find a Wine Rating:** A search bar with the text "200,000+ Wine Spectator reviews!" and a "Search" button.
- Other Search Tools:** Links for "Restaurant Search", "Auction Prices", and "Wine-Friendly Recipes".
- Daily Wine Picks:** A section dated "08.31.09" featuring a list of wine recommendations with prices.
- Quick Wine Lists:** A list of wine recommendations including "14 Northern Rhine Values", "Cali Chardonnay, \$25 or less", "Bright French Whites", and "26 Napa Cabernet Values".
- Our New Website:** A section titled "Welcome to WineSpectator.com's new, redesigned website! Try the streamlined Personal Wine List. Comment on news and features. Learn more about the changes here." with links to "Contact us" and "Customer Care".

Bottom Screenshot:

- Header:** Similar to the top screenshot, but with additional links like "New Videos", "By Region", "Editor's Tastings", "Wine People", "Learn Wine", "Food Pairing", "Dining & Travel", "Special Reports", "Vault", and "Video Search".
- Video Theater:** A section titled "video theater: new videos" with a search bar and a "search" button.
- New Videos:** A grid of video thumbnails with titles like "Emeril on Julia", "Keller on Julia", "Julia Julia", "Julia+Emeril+Coq", "Julia+Keller+Borel", "Say P-I-A-N-O", "White Burg Values", "How To: Wine Serv", and "WA Blessing".

Ad Dimensions:

- 234 x 60:** Located in the top right corner of both screenshots.
- 300 x 250:** Located in the middle right section of the top screenshot.
- 728 x 90:** Located in the middle left section of the bottom screenshot.

Wine Spectator.com

AD SAMPLES

Welcome, Edison Leon [logout]
Online Membership
Online Gift Membership
Magazine Subscription
Magazine Gift Subscription

234 x 60

Wine Ratings | News & Features | Collecting | Learn Wine | Dining & Travel | Blogs | Video | For the Trade | Shop

Wine Country Travel | Restaurant Search | Winery Search | Hotel Search | Recipe Search | Wine & Food Pairing | Recent Articles

728 x 90

dining & travel

Wine Country Travel

Our experts' guide to great wine regions, with tips on where to stay, eat and visit.

Featured Destination: **Napa Valley**
Come for the wine. Stay for the food. Live the wine country life. No matter what you think about America's most famous wine region—critics claim it's crowded, expensive or ostentatious—this is still a fantasyland for wine lovers.

Richard Pfeiffer

FREE Restaurant Search

Search more than 3,600 restaurants around the world that earned one of Wine Spectator's 2009 Restaurant Wine List Awards.

Winery Search

Profiles and listings for thousands of wineries around the globe.

Wine Spectator Monthly Pick: Castello di Borghese Vineyard & Winery, Long Island, Cutchogue, NY

Recipe Search

Hundreds of delicious recipes — searchable by ingredient, food type and matching wine type — plus wine-pairing tips.

Hotel Search

Find hundreds of recommended hotels in top wine and food destinations.

Wine Spectator Weekly Pick: The Rancho Hills Hotel and Spa, Rancho Hills, CO

Member Quick Links

Personal Wine List | Wine Ratings Search | Recall Last Search | Vintage Charts | My Library | Value Wines | Top 100 of 2008 | Logout | Customer Care

300 x 250

Our New Website

Welcome to WineSpectator.com's new, redesigned website! Try the streamlined Personal Wine List. Comment on news and features. [Learn more about the changes here.](#)

- Contact us and let us know what you think!
- To access your account, visit Customer Care.

Welcome, Edison Leon [logout]
Online Membership
Online Gift Membership
Magazine Subscription
Magazine Gift Subscription

234 x 60

Wine Ratings | News & Features | Collecting | Learn Wine | Dining & Travel | Blogs | Video | For the Trade | Shop

Wine Ratings Search | Daily Picks | Value Wines | Insider | Advance | Vintage Charts | Top 100 | Personal Wine List | Mobile | Our Tastings

728 x 90

wine ratings

Wine Ratings Search

Full access to our 218,000 wine ratings. Search by name or use any combination of winery, wine name, wine region, varietal, vintage, price, score and more.

Current Buying Guide: September 30, 2009

New: Check other users' tasting notes.
About Our Tastings: Our guidelines explained.

Daily Wine Picks for 09.31.09

Less than \$15 : RIBBERRY Shiraz-Cabernet Central
Napa Valley Estate 2007

\$15 to \$30 : PROVENANCE: Sauvignon Blanc
Rutherford 2009

More than \$30 : DOMAINE GRUAUD Châteauneuf-
du-Pape Tondion 2007

Value Wines

Browse our exclusive lists of the world's top wine values, top value producers and easy-to-find wines.

Featured: Easy Finds: California Whites for \$9 to \$25

Member Quick Links

Personal Wine List | Wine Ratings Search | Recall Last Search | Vintage Charts | My Library | Value Wines | Top 100 of 2008 | Logout | Customer Care

300 x 250

Our New Website

Welcome to WineSpectator.com's new, redesigned website! Try the streamlined Personal Wine List.

WINE SPECTATOR MOBILE

A new way to reach WineSpectator.com members — sponsor *Wine Spectator Mobile* today!

ABOUT WINE SPECTATOR MOBILE

Launched in October 2008, *Wine Spectator Mobile* is for everyone who has ever wanted more information when buying wine on the go.

- Search *Wine Spectator's* database of more than 200,000 wine ratings
- View our vintage charts
- Reference your shopping lists and current cellar inventory via Personal Wine List/My Cellar



MOBILE BANNER AD SPECS

Dimension	Max File Size	Accepted Formats
216x36	3K	Static GIF or JPEG only

ADDITIONAL INFORMATION

- Third party serving and tracking not accepted.
- Click through URL must link to a mobile web site specifically optimized for mobile phones. If you do not have a mobile web site, your ad must click through to a landing page that is optimized for mobile phones.

mobile.winespectator.com