Wine Spectator

Where influencers go to be influenced

Mission Statement & Audience Profile

Wine Spectator is known for its intelligent and trustworthy editorial content and the integrity of its ratings and reviews.

Across media platforms, our editors celebrate the "good life" through the lens of wine. Features consistently educate our readers on travel, culture, home design & entertaining, and fine dining.

Wine Spectator attracts an affluent, epicurean audience of buyers and influencers. Our readers are brand ambassadors, not only for the quality wine & spirits they consume but also for the premium brands they invest in.

WS Brand Footprint & Offerings

PRINT
3,000,000

DIGITAL
1,100,000

SOCIAL
830,000

eNEWSLETTERS
430,000

EVENTS
30,000

MOBILE APPS
170,000

VIDEO
300,000

Wine Spectator's Audience Profile

Demographic Profiles	MRI**	IPSOS* AFFLUENT
Average Age	51	51
Average HHI	$127,000	$345,000
Average Net Worth	$520,000	$2.2MM
College Educated	80%	78%
Lead Decision Makers	72%	81%

Total Yearly Luxury Expenditures*

$167 Billion

Top Spending Categories At A Glance*

Home and Garden
$25 Billion

Vehicles Bought or Leased
$21 Billion

Travel
$16 Billion

Financial Services
$15 Billion

Apparel + Accessories
$11 Billion

Leisure, Entertainment, Dining
$9 Billion

Jewelry + Watch
$4 Billion

Print Presence

15x
NUMBER OF ISSUES PUBLISHED IN A YEAR

$59.95
COST OF ONE-YEAR SUBSCRIPTION

60 Minutes
AVERAGE TIME SPENT PER ISSUE
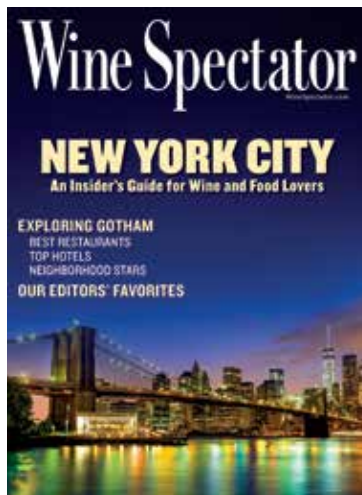
390,000
PAID CIRCULATION

8.1
READERS PER COPY

3 Million
AUDIENCE FOOTPRINT

Multi-Platform
ZINIO DESKTOP + MOBILE APP
LIVELINK

Source: All numbers are estimated. 2017 GfK MRI & MRI DB

WS Digital Offerings

NEWSLETTERS

Collecting & Auctions

Private Insider
Guide to Dining

Retailer Trade Report

Ratings Flash

Sips & Tips

UNFILTERED:
Pop Culture and
Wine/Spirits

Video Highlights

Wine & Healthy Living

WEBSITES

Custom Curated Microsites
Available

Top100.WineSpectator.com

Restaurants.WineSpectator.com

WineSpectator.com

MOBILE APPS

Restaurant Awards

Wine Ratings+

XValues

Monthly Page Views	3.1MM
Monthly Visits	1.1MM
Unique Monthly Visitors	675,000
Annual Subscription Rate	$59.95

WS Social Media Offerings

Leverage Wine Spectator Authority to share and promote your brand's messaging and reach your target customer on Facebook and/or Instagram. Content can be developed and executed by Wine Spectator on behalf of your brand.

SHANKEN SOCIAL

Extend brand awareness and prompt brand loyalty from the Wine Spectator handle

90+ RATING PROMOTION

Highlight your score and review from WS Editorial Tasting Panel Delivered from the Wine Spectator Handle

Monthly Page Views — 3.1MM

Monthly Visits — 1.1MM

Unique Monthly Visitors — 675,000

Annual Subscription Rate — $59.95

Wine Spectator and M. Shanken Events at a Glance

SIGNATURE EVENTS

Bring Your Own Magnum Party

The New York Wine Experience and Grand Tastings

Wine Spectator Grand Tours: Chicago, Las Vegas, Miami

CO-SPONSORED EVENTS IN PREMIUM MARKETS

California

Charleston

Chicago

Miami

New York

Santa Fe

Texas

TRADE

IMPACT Annual Global Marketing Seminar

LEADERS Retail Awards Dinner (sponsored by Impact and Market Watch)

Wine Spectator

Reaching the Trade

In addition to reaching influential consumers, Wine Spectator attracts trade decision makers including Retailers, Food & Beverage Directors, Wine & Spirits Buyers, and more. There is no wasted circulation. It all counts.

PRINT ISSUES

Bonus Distribution

Sent to key global wine, spirits, and trade buyers and influencers throughout the year

DIGITAL

For the Trade

Dedicated Trade section on WineSpectator.com

Wine Ratings

Unbiased editorial reviews on WineSpectator.com

E-NEWSLETTER

Retailer Trade Report

Reaches independent and chain retail buyers

Private Insider Guide to Dining

Reaches sommeliers, chefs, foodies, wine directors and restaurant & hospitality teams

Wine Spectator

2019 issue dates and deadlines

COVER DATE	SPACE CLOSE	MATERIAL DUE
Jan/Feb Double Issue	December 14, 2018	December 18, 2018
March 2019	January 8	January 10
April 2019	February 5	February 7
May 2019	March 5	March 7
June 15, 2019	April 2	April 4
June 30, 2019	April 16	April 18
July 2019	May 14	May 16
August 2019	June 4	June 6
September 2019	June 28	July 2
October 15, 2019	July 30	August 1
October 31, 2019	August 13	August 15
November 15, 2019	September 3	September 5
November 30, 2019	September 17	September 19
December 15, 2019	October 1	October 3
December 31, 2019	October 22	October 24

Please note we can offer extensions on space and art.
Contact: Christina Chiaffitella • 212.684.5147 • cchiaffitella@mshanken.com

Wine Spectator

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%

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 Junior Page	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"

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 Pages or More

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

FOR FURTHER INFORMATION

Go to mshanken.com, or contact:

Connie McGilvray
cmcgilvray@mshanken.com
tel: 212-684-4224 x344

Christina Chiaffitella
cchiaffitella@mshanken.com
tel: 212-684-4224 x321

WineSpectator.com

ADVERTISING SPECS

Ad Type	Dimensions	Max Size	Animation	Loops
Rectangle	300x250	75kb	Up to 15 sec.	Unlimited only
Tile	234x60	75kb	Up to 15 sec.	Unlimited only
Leaderboard	728x90	75kb	Up to 15 sec.	Unlimited only
Roadblock	300x250, 234x60 and 728x90 (run concurrently)	75kb	Up to 15 sec.	Unlimited only
E-mail Newsletter Sponsorship	**Classic:** 300x50 and 300x250	75kb	Up to 15 sec.	Unlimited only
	Sponsored Post: 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 Suggested Tweet text (optional) Suggested Pinterest caption (optional)	150kb	Up to 15 sec.	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: 234x60px, 728x90px; GIF or JPG format under 75kb

RICH MEDIA AD SPECS

- **Other Rich Media:**
- All Rich Media files require a default .gif or .jpeg with a max file size of 75kb.
- 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

Contacts for Media Inquiries

CONTACT INFORMATION:

NEW YORK:

825 Eighth Avenue, 33rd Floor New York, NY 10019
Phone: 212-684-4224 ■ Fax: 212-481-1540

Advertising contacts:

Miriam Morgenstern - Vice President, Associate Publisher
e-mail: mmorgenstern@mshanken.com
cc: Kate Hogan at khogan@mshanken.com

Barry Abrams - Corporate Advertising
212-684-4896 ■ e-mail: babrams@mshanken.com
Michael McGoldrick - Beverage & Alcohol Advertising
212-684-4987 ■ e-mail: mmcgoldrick@mshanken.com
Geoff Madden - New Business Advertising
212.481.1521 ■ e-mail: gmadden@mshanken.com

West Coast Representatives

Cheryl Lewis - West Coast Sales Director
Phone: 415-673-2040 ext. 1 ■ Fax: 415-673-0103
e-mail: clewis@mshanken.com
Paula Cochrane - San Francisco
Phone: 415-673-2040 ext. 3 ■ Fax: 415-673-0103
e-mail: pcochrane@mshanken.com
Lindsey Ronald - Los Angeles
Phone: 310-399-4247 ■ e-mail: lronald@mshanken.com
Marisa Barker - West Coast Advertising Coordinator
Phone: 415-673-2040 ext. 2 ■ e-mail: mbarker@mshanken.com

Restaurants/Arizona Representative

Steve Bliman
424-208-3150 ■ e-mail: bliman@twc.com

Automotive/Detroit Representative

Christine Anderson
248-613-7022 ■ e-mail: motormedia@aol.com

Southeast Representative

Wheeler Morrison
770-391-9905 ■ e-mail: wheeler@greenleavesmedia.com

Christina Chiaffitella - Advertising Services Manager
212-684-5147 ■ e-mail: cchiaffitella@mshanken.com
Hilary Chalson - New Media/Digital Production Manager
212-481-8610 ext. 553 ■ e-mail: hchalson@mshanken.com

To speak with a global representative in your area, please contact the NY Corporate office