

# IMPACT

## **IMPACT MISSION STATEMENT:**

IMPACT Newsletter is the industry's #1 source for data, trends, and analysis. Recognized worldwide, IMPACT delivers exclusive data, analysis and news to industry subscribers.

- Global distribution to executives in all sectors of the drinks industry
- Readership of 25,000
- Frequency rate of 16 issues annually
- Content includes:
  - Ranking and analysis of suppliers, brands, and distributors
  - Coverage of global markets and trends
  - Interviews with key industry executives
  - Global spirits, wine and beer news
  - Impact Seminar Coverage
  - Impact Hot Brand Awards
  - Impact Blue Chip Brand Awards
  - Impact Hot Prospects Awards
  - Company, brand and market profiles

## 2015 EDITORIAL CALENDAR

ISSUE DATE	EDITORIAL FOCUS	SPACE CLOSE	MATERIALS DUE
<i>January 1 &amp; 15</i>	• <i>Top 25 U.S. Spirits</i>	<i>December 31</i>	<i>January 2</i>
<i>February 1 &amp; 15</i>	• <i>Top 100 Spirit Brands Worldwide</i>	<i>February 4</i>	<i>February 6</i>
<b>March 1 &amp; 15</b> (IM Seminar-3/19)	• <b>Hot Brands</b> • <b>Top 100 By Value</b>	<b>February 27</b>	<b>March 3</b>
<b>April 1 &amp; 15</b> (WSWA - 4/12-15)	• <b>Top 10 Spirits &amp; Wine Distributors</b> • <b>Imported vodka</b>	<b>March 20</b>	<b>March 24</b>
May 1	• Imported wine report • U.S. on-premise overview	April 8	April 10
<b>May 15</b> (NABCA-5/18-21)	• <b>Tequila report</b> • <b>Control State update</b>	<b>April 28</b>	<b>May 1</b>
<b>June 1 &amp; 15</b> (Vinexpo-6/14-18)	• <b>Champagne</b> • <b>Sparkling wine</b> • <b>New product update</b>	<b>May 19</b>	<b>May 22</b>
July 1	• Rum • U.S. Beer	June 15	June 18
July 15	• Global vodka market • Brazil overview	July 1	July 3
<i>August 1 &amp; 15</i>	• <i>China overview</i> • <i>Top 20 premium wines in U.S. market</i>	<i>July 27</i>	<i>July 30</i>
<i>September 1 &amp; 15</i>	• <i>Top Spirits Companies</i> • <i>Hot Prospects</i>	<i>August 17</i>	<i>August 19</i>
October 1	• Bourbon • Irish whiskey • Russia overview	September 1	September 4
<b>October 15</b> (NBWA-10/11-14)	• <b>World Beer Report</b> • <b>Beer Wholesaler Update</b> • <b>Blue Chip Brands</b>	<b>September 14</b>	<b>September 17</b>
<b>November 1</b> (TFWA-10/19-23)	• <b>Travel Retail report</b> • <b>Scotch/Single Malt</b> • <b>Cognac update</b>	<b>September 25</b>	<b>September 29</b>
November 15	• Gin • Japan overview	October 26	October 28
<i>December 1 &amp; 15</i>	• <i>Liqueurs Market</i> • <i>India overview</i>	<i>November 20</i>	<i>November 25</i>

- Issues in italics are double-issues
- Issues in bold feature bonus distribution at trade shows

# IMPACT

## **ADVERTISING RATE CARD**

Effective January 1, 2015

<b>FREQUENCY</b>	<b>1X</b>	<b>6X</b>	<b>12X</b>	<b>18X</b>
<b>FOUR COLOR</b>				
FULL PAGE	\$8,350	\$8,100	\$7,765	\$7,355
2/3 PAGE VERTICAL	\$6,260	\$6,070	\$5,820	\$5,505
1/2 PAGE	\$5,430	\$5,265	\$5,045	\$4,780
1/3 PAGE VERTICAL	\$3,760	\$3,645	\$3,495	\$3,310

### **BLACK & WHITE**

FULL PAGE	\$6,260	\$6,075	\$5,825	\$5,510
2/3 PAGE VERTICAL	\$4,695	\$4,560	\$4,365	\$4,130
1/2 PAGE	\$4,075	\$3,945	\$3,780	\$3,580
1/3 PAGE VERTICAL	\$2,815	\$2,730	\$2,615	\$2,475

### **SPECIAL POSITIONING PREMIUMS**

2ND COVER/PAGE ONE SPREAD	20%
2ND COVER	20%
3RD COVER	10%
4TH COVER	25%

### **NOTES**

- Agency Commission – 15%; 2% Cash Discount – Not Available
- 2 Color – 20% premium above earned black and white rate.

## **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, or in the printing or insertion of numbers for inserted material.
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- 18.** As used in this section, the term "Publisher" shall refer to M. Shanken Communications, Inc.