

MARKET WATCH EDITORIAL MISSION:

Market Watch serves the information needs of the on-premise and off-premise markets for spirits, wine and beer. Our readers are America's most successful on-premise operators and retail stores who look to MARKET WATCH for unique industry trends and information.

MARKET WATCH with 25 years experience stands alone as the authoritative source of trends and usable information for our readers and your customers.

MARKET WATCH is the only trade magazine focusing solely on the interests and needs of on-premise operators and off-premise retailers ten times each year. MARKET WATCH offers a balance of editorial that covers every aspect of the business including:

- Detailed industry news coverage of the on-premise and off-premise markets
- Cutting edge market trends to inform on-premise operators and retailers
- The latest and hottest restaurant openings coast to coast
- Nightclub and bar openings
- Covering retail stores and their expansion
- New product introductions
- On-premise and off-premise business profiles
- The new buzz at the bar
- Profiles on cities around the country and their alcohol beverage market
- What's happening in the wine market today
- Beer market coverage

WHAT DOES MARKET WATCH OFFER ME?

CONSIDER...

- MARKET WATCH is the voice of the industry, providing crucial trend and market information to your customers (on-premise and off-premise) so they can aggressively promote and sell alcoholic beverages.
- MARKET WATCH maintains a constant, active presence at all industry functions (including WSWA, NABCA, NRA, ABL, Nightclub & Bar, NBWA and the Wine & Spirits Guild).
- MARKET WATCH gives you 50,000+ buyers (125,000+ with pass along readership, Harvey Research Study) 10 times a year who request and read each issue!
- MARKET WATCH readers offer enormous purchasing power: on-premise beverage sales average \$1.6 million per outlet annually; off-premise average is \$1.8 million!
- MARKET WATCH is the industry's number one source for business information!

WHY MARKET WATCH?

An advertising investment in MARKET WATCH enhances your brand image, introduces your product to decision makers, covers both the on-premise and off-premise markets, and delivers a huge return! Here's how...

MARKET WATCH READERS:

- 100% qualified circulation (BPA)
- 96% purchased or recommended products they've seen in MARKET WATCH (Harvey Research Study)
- 96% are involved in purchasing decisions for wine, 88% for spirits and 90% for beer (Harvey Research Study)
- 86% develop and influence items for drink menus

MARKET WATCH CIRCULATION:

- MARKET WATCH reaches 50,000 off-premise retailers and on-premise operators, presidents/owners, general manager/directors, F&B directors and store managers (BPA).
- MARKET WATCH is the only trade magazine reaching both off-premise retailers and on-premise operators.

MARKET WATCH EDITORIAL:

- MARKET WATCH is the only one stop information source for off-premise retailers and on-premise operators.
- MARKET WATCH delivers useful market trends and analysis for everyday use by retailers.

MARKET WATCH HARVEY RESEARCH:

In response to the question, "If you could receive only one publication which would you choose?" the overwhelming majority of 89% answered: MARKET WATCH.

THE MARKET WATCH READER

MARKET WATCH reaches over 50,000 presidents and owners, F&B directors, store managers, general managers and directors of retail stores and on-premise outlets across the nation. MARKET WATCH is uniquely positioned to reach independent retailers, chain retailers, independent on-premise operators, and on-premise chain operations.

Despite their diverse demographics, MARKET WATCH readers share some “typical” traits which are anything but typical:

- **Power in Purchasing Decisions.** 88% of MARKET WATCH readers are responsible for their establishment’s spirits purchasing decisions, 96% in wine, and 90% in beer (Harvey Research Study).
- **Power in Menu Decisions.** 86% are responsible for developing or influencing the addition of new items to their establishment’s drink menu (Harvey Research Study).
- **Qualified Readers.** MARKET WATCH circulation is 100% qualified readership (BPA). With 50,000+ readers and a passalong of 125,000+
- **Preference for MARKET WATCH over other industry publications.** 100% of our readers have read the last 3 of our 4 issues and they spend an average of 37 minutes with each issue (Harvey Research Study).

IMPACT ANNUAL BRAND AWARDS RECOGNIZED IN MARKET WATCH

HOT BRAND AWARDS

Spirits Criteria:

- Established brand with double-digit growth each year for three consecutive years
- Established brand with at least 15% growth for two consecutive years
- Special consideration: top ten brand with at least 5% growth in current year and at least 15% growth in past four years
- Calendar year minimum volume requirements: 200,000 cases

Imported Wine Criteria:

- Established brand with double-digit growth each year for three consecutive years
- Established brand with at least 15% growth for two consecutive years
- Special consideration: top ten brand with at least 5% growth in current year and at least 15% growth over the past three years
- Significant new product introduction
- Calendar year minimum volume requirements: 200,000 cases

Domestic Wine Criteria:

- Established brand with double-digit growth each year for three consecutive years
- Established brand with at least 15% growth for two consecutive years
- Special consideration: top ten brand with at least 5% growth in current year and at least 15% growth over the past three years
- Significant new product introduction
- Calendar year minimum volume requirements: 250,000 cases

Beer Criteria:

- Established brand with double-digit growth each year for three consecutive years
- Established brand with at least 15% growth for two consecutive years
- Special consideration: top ten brand with at least 5% growth in last calendar year and at least 15% growth for three consecutive years
- Significant new product introduction
- Calendar year minimum volume requirements:

Domestic Beer:

Major Brewers = 3 million 2.25 gallon cases

Other Brewers = 1 million 2.25 gallon cases

Imported Beer: 1 million 2.25 gallon cases

RTD's: 300,000 2.25 million gallon cases

Cider: 250,000 2.25 million gallon cases

BLUE CHIP BRANDS

Spirits Criteria:

- At least 10 consecutive years of volume growth
- At least 500,000 nine-liter case depletions
- At least \$25 million in gross margins

Wine Criteria:

- At least 10 consecutive years of volume growth
- At least 500,000 nine-liter case depletions
- At least \$25 million in gross margin

Beer Criteria:

- At least 10 consecutive years of volume growth
- At least 5 million 2.25-gallon cases in volume
- At least \$25 million in gross margin

HOT PROSPECTS

Spirits Criteria:

- Depletions of at least 50,000 nine-liter cases but not over 200,000 cases in previous calendar year
- At least 15% depletions growth in previous calendar year and consistent growth over past three years

Wine Criteria:

- Depletions of at least 50,000 nine-liter cases but not over 200,000 cases in past calendar year
- At least 15% depletions growth in previous calendar year and consistent growth over past three years

Not to be missed...

February/March: On-Premise Player of the Year

- Vodka Category Feature
- Latin Spirits Category Feature
- Off-Premise Profile: Exit 9 (New York)
- On-Premise Player of the Year
- New Industry Stars: Drinks Execs in New Leadership Roles
- Retail Hybrids: Restaurant/Liquor Stores
- CityScope: Washington, D.C.
- Mixology: Tequila's Latest Cocktail Trends
- Winefiles: California
- Beer Watch Column
- **Special Bonus Distribution: American Beverage Licensees and Nightclub & Bar Association shows**

April: Hot Brand Awards

- Gin Category Feature
- On-Premise Profile: SBE Restaurant and Nightlife Group
- Off-Premise Profile: Liquor World (Arkansas)
- Spirits & Wine Hot Brands
- Wine in C-Stores
- First to Market: Retailers Look for Exclusives on New Product Launches
- CityScope: Portland, Oregon
- Mixology: Liqueur's Latest Cocktail Trends
- WineFiles: Australia
- Beer Watch Column
- **Special Bonus Distribution: Wine & Spirits Wholesalers of America**

May: Control States/NABCA

- Rum Category Feature
- On-Premise Profile: Applebee's
- Off-Premise Profile: Wal-Mart
- Off-Premise Profile: Farm Fresh Supermarkets
- Control State Feature
- Impact Seminar Roundup
- CityScope: St. Louis
- Mixology: Cachaça's Latest Cocktail Trends
- Wine Files: France
- Beer Watch Column
- **Special Bonus Distribution: NABCA Control State Convention**

June: Beer Season

- Sake Category Feature
- Absinthe Category Feature
- On-Premise Profile: The Yardhouse Restaurant, Specializing in Beer
- Off-Premise Profile: Belmont Station (Portland, Oregon)
- Best Beer Menus: Restaurants with the top beer selections in terms of breadth and matching with food
- Top Beer Brands Rankings
- CityScope: New Orleans
- Mixology: Vodka's Latest Cocktails Trends
- Wine Files: New Zealand
- Beer Watch Column

July/August: Summer Cocktails

- Sangria Category Feature
- Tequila Category Feature
- On-Premise: The Taphouse Grill: Cutting Edge Beer Menu
- Off-Premise Profile: Cellar 70
- WSWA Hot Brands Awards Roundup
- Brewer Profile: DG Yuengling & Sons
- Texas Package Store Meeting
- CityScope: Dallas

- Mixology: Gin's Latest Cocktail Trends
- WineFiles: Chile and Argentina
- Beer Watch Column
- **Special Advertorial Section: Summer Cocktails**
- **Special Bonus Distribution: Texas Package Store Association**

September: Beer Hot Brands

- Irish Whiskey Category Feature
- Bourbon Category Feature
- Liqueurs Category Feature
- On-Premise Profile: BW3 Restaurant Group
- Profile: Gold Coast Beverage beer wholesalers (Florida)
- 2008 Beer Hot Brands
- CityScope: Boston
- Mixology: Rum's Latest Cocktail Trends
- Winefiles: Spain
- Beer Watch Column
- **Special Advertising Section: Perfect Pairings**
- **Special Bonus Distribution: National Beer Wholesalers Association**

Leaders: Annual Retail Awards Publication

Leaders Banquet

Profiles of six Leaders, four Alumni Award Winners and The Retailer of the Year

Leaders is a publication honoring the best industry retailers in the country. Leaders awards are presented at the annual Leaders Dinner event attended by retailers and wholesale and supplier executives.

October: Holiday Preview/Hot Prospect Brands

- Scotch Category Feature
- Cognac Category Feature
- On-Premise Profile: T.G.I. Friday's
- Off-Premise Profile: 20-20 Wine Merchants: Los Angeles
- Hot Prospect Brand Awards
- Holiday Preview
- CityScope: Phoenix
- Mixology: Absinthe's Latest Cocktail Trends
- WineFiles: South Africa
- Beer Watch Column
- **Special Advertising Section: Holiday Gift Giving & Gift Packs**

November: Las Vegas

- Mixers Category Feature
- Canadian Whiskey Category Feature
- Sparkling Wine (inc. Prosecco) Category Story
- On-Premise Profile: Fox Restaurant Group
- Off-Premise Profile: Tesco
- Las Vegas
- Winter Beers/Seasonal Brews
- CityScope: Indianapolis
- Mixology: Whiskey's Latest Cocktail Trends
- Winefiles: Portugal
- Beer Watch Column

December: Blue Chip Brands

- Luxury Spirits Report
- On-Premise Profile: BR Guest
- On-Premise Profile: Clubs Enter Smaller Cities
- 2009 In Review
- Blue Chip Brand Awards
- Leaders Banquet Roundup
- CityScope: Philadelphia
- Mixology: Cognac's Latest Cocktail Trends
- Winefiles: Italy
- Beer Watch Column

Hot Themes for 2009...

On-Premise Player of the Year

The best restaurateur or bar owner is showcased in a feature story. Learn what has made them a success.

Leaders

Recognition of the best industry retailers in the country both in store and online.

Hot Brand Awards, Blue Chip Brands & Hot Prospects

These are the industry's most exciting and valued brands, quantified each year by Impact and published in Market Watch.

On-Premise & Off-Premise Profiles

A look at what your customers are doing with their stores and operations to maintain and enhance the customers' experience.

Appearing in every issue...

MRS Editorial

Letter from Marvin R. Shanken, the Chairman of M. Shanken Communications

Shop Window

News on expansion and innovative marketing from retail stores nationwide

Beer Watch

What's new and happening in the beer category

Through the Glass

News about retailers, on- and off-premise operators, supplier brands and more...

New Product Watch

Information on new products and how to get them

Second Tier

Keeping up with the changing distributor landscape

Nightclub & Bar Openings

The hottest openings of clubs and bars from around the country

First Birthdays

A look at brands after their first year on the market

Mixology

The latest cocktail trends

Restaurant Openings

The latest culinary openings, and what their beverage offerings look like

Bar Buzz

The latest bar trends, promotion, technology and more

News Watch

All the news that's fit to print

Events

Photographs and captions from the latest industry and celebrity events

Wine Sense

A look at trends and innovation in the wine category

Cocktail Hour

A bar/bartender profile and the venue's signature drinks

2009 CLOSING DATES

Feb/March

Space Closing: Jan 23
Materials Due: Jan 28

April

Space Closing: Feb 27
Materials Due: Mar 2

May

Space Closing: Mar 27
Materials Due: Apr 1

June

Space Closing: Apr 28
Materials Due: May 1

July/August

Space Closing: Jun 1
Materials Due: Jun 4

September

Space Closing: Jul 28
Materials Due: Jul 31

Leaders

Space Closing: Aug 20
Materials Due: Aug 24

October

Space Closing: Aug 28
Materials Due: Sept 2

November

Space Closing: Sept 30
Materials Due: Oct 2

December

Space Closing: Oct 28
Materials Due: Oct 30

INSERTION ORDER

Fax To: 212-779-3334

Date: _____ Sales Rep: _____

Advertiser: _____

Brand Name: _____

Ad Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Fax #: _____

AD MATERIALS:

☐ New ☐ Pick-up _____

DELIVERY OF AD MATERIALS: Digital files uploaded to our ad portal: <http://mshanken.SendMyAd.com>
(uploading information available on site)

AD SIZE /SPACE:

☐ Spread ☐ Full Page ☐ 1/2 Page ☐ 1/3 Page Vertical ☐ 1/3 Page Square

COLOR:

☐ 4 Color ☐ 2 Color ☐ B&W

ISSUE DATE(S):

☐ Special Economic Report ☐ Feb./March '09 ☐ April '09 ☐ May '09 ☐ June '09
☐ July/Aug. '09 ☐ Sept. '09 ☐ Leaders '09 ☐ Oct. '09 ☐ Nov. '09 ☐ Dec. '09

AD POSITION: _____

BILL TO:

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Fax #: _____

Cost: Gross _____ Net: _____

Signature: _____

PRODUCTION SPECIFICATIONS

Printing

Web Offset (SWOP)

Binding: Perfect Bound

Publication Trim Size: 8 1/4" x 11"

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 Material

Digital files uploaded to our ad portal
<http://mshanken.SendMyAd.com>
(uploading information 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

Full Page:

Trim	8 1/4" x 11"
Bleed Size	8 1/2" x 11 1/4"
Safety	8" x 10 3/4"
Non-Bleed Size	7" x 10"

**All live matter must be 1/8" from trim on all sides*

Spread:

Trim	16 1/2" x 11"
Bleed	17" x 11 1/4"
Safety	16" x 10 3/4"
Non-Bleed	14" x 10"

**1/4" gutter safety for spreads*

Fractionals:

2/3 Vertical Non-Bleed	4 1/4" x 9 3/4"
2/3 Vertical Bleed	5 1/8" x 11 1/4"
1/2 pg. Vertical Bleed	4 3/8" x 11 1/4"
1/2 pg. Vertical Non-Bleed	3 3/4" x 9 3/4"
1/2 pg. Horizontal Bleed	8 1/2" x 5 3/4"
1/2 pg. Horizontal Non-Bleed	7 1/4" x 5"
1/3 pg. Square Bleed	5 1/8" x 5 1/2"
1/3 pg. Square Non-Bleed	4 1/2" x 4 1/2"
1/3 pg. Vertical Bleed	3" x 11 1/4"
1/3 pg. Vertical Non-Bleed	2 1/4" x 9 3/4"

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, or contact:

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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.
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.