

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 30 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 53,000+ buyers (135,000+ with pass along readership, Harvey Research Study) 11 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 53,000 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 53,000 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 53,000+ readers and a passalong of 135,000+.
- **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).

Not to be missed...

January/February

- Armagnac Feature
- Mixology: Veggie Cocktails
- On-Premise Profile: Fox Restaurant Concepts
- On-Premise Profile: On Revel Casino in Atlantic City
- Retailer Profile: Berbiglia, Kansas City
- Craft Spirits
- Deschutes Brewery Profile
- Jim Beam American Stillhouse
- Crystal Ball: A Look Ahead In 2013
- City Scope: Atlantic City
- Wine Files: California
- Beer Watch: Craft Beer And The Inflight Channel

March: On Premise Player of the Year

- Vodka Category Feature
- Mixology: Rye And Other American Whiskies
- On-Premise Player of the Year
- On-Premise Profile: Enlightened Hospitality
- Retailer Profile: Lisa's Liquor Barn
- More States Look To Allow Wine Sales In Supermarkets
- Washington State Privatization
- Delivery Web Sites (New companies in markets like Austin and San Francisco that deliver beverage alcohol to people's homes)
- Bar Talk: Cocktail Machines
- City Scope: Pittsburgh
- Wine Files: Argentina
- Beer Watch: Temperature Control for Beer
- **Special Bonus Distribution: Impact Marketing Seminar**

April: Hot Brand Awards

- Gin Category Feature
- On-Premise Profile: EMM Group
- On-Premise Profile: Koi Restaurant Group
- Retailer Feature: Hiller's
- Beer and Running
- Hot Brands Feature
- Bottle Shops Feature
- Wine Files: Cutting-Edge By-The-Glass Programs
- Beer Watch: Local Pours Dominate In Some Markets
- **Special Bonus Distribution: Wine & Spirits Wholesalers of America**

May: Control States/NABCA

- Rum Category Feature
- Mixology: Spirits Outside Traditional Categories (Hybrid liqueurs, etc.)
- On-Premise Profile: Bourbon & Branch
- Retailer Feature: Fresh Market
- Control State Roundup
- Impact Seminar Roundup
- City Scope: Detroit
- Red Robin, Other Chains Take New Approach To Cocktails
- Craft Brewers Tilt To India Pale Ales (IPAs)
- Wine Files: Australia
- Beer Watch: Brewery-Winery Hybrids
- **Special Bonus Distribution: National Alcohol Beverage Control Association and National Restaurant Association**

June

- Cider Category Feature
- Mixology: Vodka
- Moonshine's Renaissance (White Whisky)
- On-Premise Profile: Big Night Entertainment Group
- Retailer Profile: Lund's Supermarkets
- City Scope: Birmingham
- Beach Bars
- Growler Update
- Bar Talk: Alcohol-Based Snow Cones and Slushies
- Wine Files: Rosés and Other Summer Wines
- Beer Watch: Beer and the Cruise Ship Channel
- **Special Bonus Distribution: American Beverages Licensees**

July/August: Summer Cocktails

- Tequila Category Feature
- Sangria Category Feature
- Mixology: Gin
- On-Premise Profile: Zisli's Group
- On-Premise Profile: Changes at Ruth's Chris
- Retailer Profile: Goody Goody
- City Scope: Boston
- Wine Files: Branded Wines Targeting Women
- The Sweet Red Wine Phenomenon
- Beer Watch
- **Special Advertorial Section: Summer Cocktails**
- **Special Bonus Distribution: Texas Package Store Association and Tales of the Cocktail**

September: Whiskey/Beer Hot Brands

- Bourbon Category Feature
- Irish Whiskey Category Feature
- Mixology: Tequila
- On-Premise Profile: Brick House Tavern Plus Tap
- Retailer Profile: DeCicco's, New York State
- Craft Brewer Profile: Bell's Brewery
- Beer Hot Brands
- Beer Wholesaler of the Year Profile
- Craft Beer In Mainstream Retail Accounts
- City Scope: Kansas City, MO
- Wine Files: Spain
- Beer Watch
- **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. The Publication honors the best industry retailers in the country. Leaders awards are presented at the annual Leaders Dinner event attended by retail, wholesale and supplier executives.

October: Hot Prospect Brand Awards

- Scotch Whisky Category Feature
- Single Malt Category Feature
- Mixology: Trends At Tales of the Cocktail
- On-Premise Profile: Public House gastropub chain
- Retailer Feature: Jubilation Wines & Spirits, Albuquerque NM
- Spirits and Wine "Hot Prospect" Brands
- City Scope: Tampa/St. Pete
- Wine Files: Italy
- Beer Watch
- **Special Advertising Section: Hot Prospect Brands and Holiday Gift Giving**
- **Special Bonus Distribution: Wine Spectator Wine Experience**

November: Sparkling Wine, Prosecco & Champagne

- Canadian Whisky Category Feature
- Sparkling Wine (including Prosecco and Champagne)
- Mixology: Liqueurs
- Las Vegas Feature
- On-Premise Profile: Sage Restaurant Group
- Retailer Feature: Bottle Bargains, Northport, NY
- Leaders Banquet Roundup
- Philadelphia-Area Casinos
- Beer Watch

December: Blue Chip Brand Awards

- Imported Vodka Feature
- Cognac Category Feature
- Mixology: Top Trends Among Star Mixologists
- Blue Chip Brands
- On-Premise Profile: Fleming's
- Retailer Feature: Tower, Atlanta, GA
- Wine Files: Chile
- Beer Watch

Hot Themes for 2013...

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 Files

A look at trends and innovation in the wine category

Cocktail Hour

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

2013 CLOSING DATES

January/February

Space Closing: Jan 2
Materials Due: Jan 4

March

Space Closing: Jan 28
Materials Due: Jan 30

April

Space Closing: March 7
Materials Due: March 11

May

Space Closing: April 4
Materials Due: April 8

June

Space Closing: May 3
Materials Due: May 8

July/August

Space Closing: June 11
Materials Due: June 17

September

Space Closing: Aug 9
Materials Due: Aug 15

Leaders

Space Closing: Aug 15
Materials Due: Aug 19

October

Space Closing: Sept 6
Materials Due: Sept 12

November

Space Closing: Oct 4
Materials Due: Oct 8

December

Space Closing: Nov 1
Materials Due: Nov 5

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

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:

Connie McGilvray
cmcgilvray@mshanken.com
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MARKET WATCH

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

DIGITAL EDITION

2013 CALENDAR DATES

ISSUE DATE	SPACE CLOSE	MATERIALS CLOSE	ISSUE LIVE DATE
Jan/Feb	January 4, 2013	January 10, 2013	January 28, 2013
March	January 28, 2013	February 1, 2013	February 25, 2013
April	March 11, 2013	March 15, 2013	April 1, 2013
May	April 8, 2013	April 12, 2013	April 29, 2013
June	May 8, 2013	May 14, 2013	June 3, 2013
July/Aug	June 14, 2013	June 20, 2013	July 8, 2013
September	July 26, 2013	August 1, 2013	August 16, 2013
Leaders	August 15, 2013	August 21, 2013	September 11, 2013
October	September 12, 2013	September 18, 2013	October 3, 2013
November	October 5, 2013	October 11, 2013	October 28, 2013
December	November 2, 2013	November 8, 2013	November 25, 2013

DIGITAL MEDIA RATES*

Front Cover Video	\$6,000 net
Run a Book Video	\$3,100 net
Pop-Up Text	\$900 net

*Digital Media needs to run in conjunction with print advertising

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RICH MEDIA FOR MARKET WATCH

Available formats

Animated GIF

Maximum file size: 250KB

Flash Animation

Format: Flash v5 – other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 2MB

Audio Files

Format: MP3 64-128kbps only – other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 1 MB

Video Files

Format: MPEG (MPG) only encoded using H264 compression mp4 codec at 640 x 380. No streaming.

Other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 3MB

Pop-Up Text Requirements

Flash Animation

Format: Flash v5 – other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 2MB

Submission

When submitting your files, please specify the following:

- Media type.
- Play option (auto-play or on-click).
- Dimension (H x W).
- Description of where media should be positioned.

For further information of file specifications, please consult <http://www.zinio.com/specs>

M. SHANKEN COMMUNICATIONS, INC. SECURE FTP INSTRUCTIONS

1. Download the FileZilla 3.3.3 setup file from here: <http://filezilla-project.org/download.php>
2. Choose Windows, Mac, or Linux. Run the install, leave the default settings and click 'next' until you get to 'finish'. Then click 'finish' to launch FileZilla.
3. Click on 'File' then select 'Site Manager'.
4. Click on 'New Site' and name the site 'MShanken FTP', then fill out the following:
Host - ftp.mshanken.com
Port - 990
Server Type - FTPS - FTP over implicit TLS / SSL
Logon Type - Normal
User - 'ftpuser'
Password - 'mshanken123!'
Then click on 'Connect'
A certificate window will appear, check the box at the bottom that states 'always trust certificate in future sessions' then click on 'ok'
5. The FTP directories assigned to you will be located on the right and your desktop will be highlighted on the left.
To download a file do the following:
Right click the file on the right hand side, then choose 'Download'. This will download the file to your desktop, if you are not sure where the file is you can double check by clicking on the 'Successful Transfers' tab at the bottom. You can also simply drag an item from the right hand side and drop it on the left hand side.
To upload a file do the following:
Right click the file on the left hand side, then choose 'Upload'. This will upload the file to the directory you are in on the right hand side. You can also upload a file by dragging it from the left hand side and drop it on the right hand side.

You can select multiple files to upload or download by choosing 'Add files to queue'

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.