

Whisky Advocate Media Kit 2017



Whisky
ADVOCATE

Thank you

Thank you for your interest in *Whisky Advocate* magazine. Enclosed please find the 2017 media kit with complete advertising information.

Published quarterly, *Whisky Advocate* is the world's top source of whisky information, education, and entertainment, informed by the lively words of the world's best whisky writers.

We offer a variety of advertising and promotional options to position your brand in front of our unique audience of upscale whisky enthusiasts and members of the trade. These outlets include advertising in *Whisky Advocate* magazine, exhibiting at WhiskyFest events, and promoting your business online.

We look forward to working with you to get your product exposure to this valuable targeted audience.

Sincerely,
Michael P. McGoldrick
Ad Director of Whisky Advocate
212-684-4987
Fax: 212-481-1540
mmcgoldrick@mshanken.com



Reach the Growing Worldwide Whisky Market

Whisky Advocate magazine

- **World's top source of whisky information**, education, and entertainment, penned by the world's best whisky writers.
- **Published quarterly since 1992** first under the *Malt Advocate* name; magazine name changed to *Whisky Advocate* in 2011.
- **Readership: 255,000**

Demographic highlights:

Age:
32% between 25 and 44 years old

Gender:
96% male

Whisky interest:
81% bourbon/American
79% single malt scotch
52% Irish

Other spirits:
Beer, Wine, Vodka, Rum,
Tequila, Gin, Wine



Whisky Advocate Events

- WhiskyFest events (est. 1998) are the largest, longest running, and most successful whisky events in the U.S.
- All 42 previous events have sold out of booth space and attendee tickets in advance.
- Events attract more than 8,000 affluent consumers, top media, and influential members of the trade and are held annually in New York, Chicago, San Francisco, and for the first time, Washington, DC in 2016.



WhiskyAdvocate.com

- WhiskyAdvocate.com is the gateway to our whisky-related media: beginners' information, over 20 years of our Buying Guide reviews, digital and print subscriptions, and our blog where thousands of visitors stop by daily to read insider information and lively opinions of our top writers.
- 150,000+ unique visitors every month
- 500,000+ page views per month
- Demographics skew younger (more than 60% are between 25 and 44) and a growing female audience (20%+).

Your Target Audience: Focused and Delivered

Leaders

Whisky Advocate readers become just that: whisky advocates. They are learning more about whisky every day, and then they pass that knowledge along to an expanding web of friends, who often base whisky buying decisions on that advice.

Because of our collection of the best writers, and our deep connections in the industry, the trade reads *Whisky Advocate* as well; they look to us for honest reviews and pre-release information. Importers and distillers themselves read the magazine for the unbiased perspective we give them. We watch the whole world of whisky, and that world watches us.

Passionate

Our readers tell us that they read *the whole magazine*, not just one or two parts; they want every bit of information we can give them. We see them at WhiskyFest, asking distillers questions and discussing whiskies, fiercely, intensely, and joyously. They kindle great discussions on the *Whisky Advocate* blog, and they expect a lot from our e-newsletter, Whisky Notes, and our strong social media presence.

Readership

Whisky Advocate's 2016 readership is estimated at more than 295,000 enthusiasts. With the strong support of parent company M. Shanken Communications, the leader in luxury lifestyle publications like *Wine Spectator* and *Cigar Aficionado*, we expect readership to continue to grow year after year from significant investment in promotions and circulation building.



Profile of Our Readers

Age

57% of our readers are between 21 and 54 years old

| | |
|----------|------|
| 21+ | 100% |
| 21 to 44 | 32% |
| 45 to 54 | 25% |
| 55 to 65 | 29% |
| 65+ | 15% |

Household Income

Household incomes are high

| | |
|--------------------------|-----------|
| Average Household Income | \$175,000 |
|--------------------------|-----------|

Education

Subscribers are highly educated

| | |
|---------------------|-----|
| College Graduate | 96% |
| Post Graduate Study | 41% |

Employment

Many work in finance, marketing, and technology

| | |
|--|-----|
| Executive, managerial, or professional positions | 40% |
|--|-----|

Monthly Spending on Whisky

Subscribers spend generously on whisky

| | |
|----------------|-----|
| \$50 to \$100 | 46% |
| \$100 to \$200 | 28% |



Reader Lifestyle

Automobile

Many readers drive high-end vehicles

| | |
|---------------------------|-----|
| Own or lease a luxury car | 41% |
|---------------------------|-----|

Cigar Smokers

Based on past 30 days

| | |
|--------------|-----|
| Smoke cigars | 44% |
|--------------|-----|

Golf

Based on past year

| | |
|----------------------|-----|
| Played golf 1+ times | 38% |
|----------------------|-----|

Travel

More than 50% enjoy traveling to Europe while many others travel to Mexico and the Caribbean

| | |
|--------|-----|
| Europe | 55% |
| UK | 2% |
| Mexico | 17% |

Watch Ownership

| | |
|--------------------|-----|
| Own a luxury watch | 46% |
|--------------------|-----|



Editorial Calendar

Spring (March) 2017 — Annual Awards

The highly anticipated *Whisky Advocate* Annual Awards highlight the very best across the world of whisky, with eleven categories including those for Scotch, Irish, American, American Craft and World Whisky. We'll also deliver helpful how-to service that readers want, including how to hunt down rare bourbon, an update on specialty wood finishes for Scotch, and a look at the popularity of peated whisky. Great whiskey gear, gin from Scotland, and snacking with whisky round out the issue.

Bonus distribution: *WhiskyFest Washington, DC, WhiskyFest Chicago, Wine Spectator Grand Tour (New York, Las Vegas, Washington, DC), Impact Seminar, Els for Autism Gold Tournament*

Summer (June) 2017 — Bourbon/Focus on America

It's summertime and the drinking is easy. Time to celebrate America's native spirit and the many ways to enjoy it, as we embrace a summer of fun including travel, American chefs, grilling and all the ways whiskey advocates love to embrace their favorite spirit. We'll romp through one of America's iconic food and drink cities, San Francisco and venture outside the U.S. for a look at new single malts from obscure places.

Bonus distribution: *Tales of the Cocktail, Wine Spectator Magnum Parties in Napa and Sonoma, VinExpo, Market Watch Leaders Dinner*

Fall (September) 2017 — Auctions and Collecting

Five years after our landmark auctions and collecting issue, a lot has changed. Competition is fierce! The platforms are dynamic. Informal trading and social sites rival the big auction houses. And, prices are soaring. More young collectors are entering the fray, and American and Japanese whiskies have joined the big leagues. Filled with practical service on how to collect and surprising facts and figures. Now may be the moment to "Buy, buy, buy!"

Bonus distribution: *WhiskyFest San Francisco, WhiskyFest New York, New York Wine Experience Weekend, Las Vegas Big Smoke Weekend, Market Watch Leaders Dinner*

Winter (December) 2017 — 25th Anniversary Issue

A lot has changed in 25 years. Once a niche pursuit, today everybody loves whisky. It's time to celebrate the past, present, and future of our favorite spirit, with a special issue that brings together a chorus of whisky lovers from all walks of life. We'll take a look back at how the whisky landscape has changed, while eagerly noting the best days for whisky are still to come. Whether a longtime whisky drinker or just getting started, Whisky Advocate is your welcoming source for all things whisky.

Bonus distribution: *New York Big Smoke, South Beach Food & Wine Festival*

Bonus distribution issues offer the opportunity to get your message directly into the hands of motivated consumers who attend tasting events around the United States.

Editors reserve the right to make changes to editorial calendar as necessary.

In Each Issue

Besides seven to ten feature-length articles, each issue delivers these regular columns.

From The Publisher

Publisher John Hansell's forum on what the whisky world needs to know.

Buying Guide

Whisky Advocate's Buying Guide is the heart of the magazine: pages of reviews of a worldwide range of the best whiskies currently available, honestly appraised by the best palates in the business.

Distillations

Smaller stories: openings, closings, new whiskies and trends. We also have our 48 Hours travel section, a food story, and our valuable Whisky Advocate Auction Index, tracking the hammer prices of collectible whiskies at world auction houses.

American Spirit

Fred Minnick looks at trends, issues, and concerns in the American whiskey industry: bourbon, rye, Canadian, and craft distillation.

Add Whisky

Jeffery Lindenmuth spins great tales of what happens when you take ordinary (and not-so ordinary) ingredients...and add whisky.

The Thoughtful Drinker

Stephen Beaumont pens our longest-running column on how drinking — whisky, spirits, beer, wine — fits into a happy, integrated life.

48 Hours

Travel to the best whisky bars on Earth with a variety of correspondents. Sometimes it's a city guide — New York, Glasgow — sometimes a whole region, but it's always a great two days' worth of travel and whisky.

A Lighter Dram

Humorist Terry Sullivan likes whisky...but he's not as serious about it as the rest of us. It's a laugh, a lark, a lighter dram.

I'm a Whisky Advocate

We wondered, is whisky as important a part of our readers' lives as it is of ours? Judging from the pictures we get for this reader-supplied gallery, the answer is no. It looks like it's even more important.



WhiskyFest™

WhiskyFest is the longest-running and best-attended whisky festival in the U.S. It is unique, offering the finest whiskies from all around the world, poured by the people — the very living legends — who make them. It was created by *Whisky Advocate* magazine and continues to improve and benefit through the extensive knowledge and industry savvy of the magazine's editors and writers.

Your Audience

WhiskyFest attracts a wide range of affluent attendees, from the excited novice to seasoned enthusiasts. What brings them together at WhiskyFest is a desire to learn more, know more, experience more about whisky. That same desire draws large numbers of people from the trade: wholesalers, retailers, importers, and mixologists. WhiskyFest is also well-attended by journalists representing the most influential print and online media.

Top Whisky Markets

These events offer unsurpassed opportunities to reach top, targeted audiences with a significant echo effect in America's most influential cities: New York, Chicago, San Francisco, and Washington, DC. As we like to say: The First, The Best - WhiskyFest!

How Will You Connect?

WhiskyFest has two sides, two opportunities to connect with this audience of influencers. The Grand Tasting is a gala atmosphere of wide-eyed variety, the perfect arena for a stand-out brand with a charismatic ambassador. The Seminars offer a quiet, focused venue for your message to a smaller, self-selected group who are looking to learn much more, to become ambassadors.

Washington DC — Thursday, March 2

Chicago — Friday, April 21

San Francisco — Friday, October 6

New York — Thursday, November 16



GET ON BOARD

REACH TOP U.S. WHISKY MARKETS

WhiskyFest is in all four major U.S. whisky markets: New York, Chicago, San Francisco, and Washington, DC.

SEE NEW FACES

Over half of our attendees are first-time attendees. You reach new audiences in each city, each time you exhibit.

KEY OPINION LEADERS

You will meet and engage with the most influential consumers, retailers, media, and members of the trade.

TOP CONTACT

All this through one company — Whisky Advocate—the company who originated the Whisky Festival concept in the U.S.

GET THE PACKAGE

Receive a discount on your booth space when you sign up for all four 2016 events.

FULL HOUSE

With WhiskyFest, there's never a worry about numbers: sell-out crowds, every time.

RESERVATION PROCEDURES

To reserve space at WhiskyFest, contact Joan McGinley, Events Manager at 484-519-1991 or email joan@whiskyadvocate.com

Production Specifications

Printing

Binding: Perfect Bound
Publication Trim Size: 9.875" x 11.5"

Digital File Specifications

Media Accepted: 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)

Mechanical Specifications

| | Width | x | Height |
|-----------------------|---------|---|---------|
| Publication Trim Size | 9.875" | x | 11.50" |
| Full Page Bleed | 10.125" | x | 11.75" |
| Full Page Safety | 9.375" | x | 11.00" |
| Full Page Non-Bleed | 8.625" | x | 10.375" |

Fractionals

| | Width | x | Height |
|---------------------------|---------|---|---------|
| 2/3 (2 columns) Non-Bleed | 5.625" | x | 10.375" |
| 1/2 Non-Bleed | 8.625" | x | 5.1875" |
| 1/3 (1 column) Bleed | 3.6875" | x | 11.75" |
| 1/3 (1 column) Non-Bleed | 2.875" | x | 10.375" |
| 1/6 (1/2 column) | 2.875" | x | 5.0625" |

Spread

| | Width | x | Height |
|-------------------------------------|--------|---|--------|
| Trim | 19.75" | x | 11.50" |
| Bleed | 20.00" | x | 11.75" |
| Safety (requires .5" safety gutter) | 19.25" | x | 11.00" |
| Non-Bleed | 18.25" | x | 10.25" |

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.

2017 Closing Dates

March (Spring)
Space Close: 1/20/17
Materials Due: 1/24/17
Mail Date: 2/14/17
Newsstand On Sale Date: 3/7/17

June (Summer)
Space Close: 4/21/17
Materials Due: 4/25/17
Mail Date: 5/16/17
Newsstand On Sale Date: 6/6/17

September (Fall)
Space Close: 7/21/17
Materials Due: 7/24/17
Mail Date: 8/15/17
Newsstand On Sale Date: 9/5/17

December (Winter)
Space Close: 10/20/17
Materials Due: 10/24/17
Mail Date: 11/14/17
Newsstand On Sale Date: 12/5/17

FOR PRODUCTION QUESTIONS

Christina Chiaffitella:
cchiaffitella@mshanken.com

Whisky Advocate magazine,
825 Eighth Avenue, 33rd Floor,
New York, NY 10016
Telephone: (212) 684-5147

2015 Advertisers

Whisky

American

Barterhouse
Bird Dog
Blade & Bow
Buffalo Trace
Bulleit
Dickel
The Duke
E.H. Taylor
Eagle Rare
Four Roses
I.W. Harper
Jack Daniels
Jefferson's
MGP
Michter's
Old Blowhard
Orphan Barrel
Parker's Heritage
Collection
Rhetoric
Ron Burgundy
Sam Houston
Stranahan's
TINCUP

Westland
Wild Turkey
Woodford Reserve

Scotch

Aberlour
Ardbeg
Arran
Auchentoshan
Balblair
Balvenie
Bowmore
Bruichladdich
Buchanan's
Chivas
Glen Garioch
Glen Grant
Glenfarclas
Glenfiddich
Glenjoyne
Glenlivet
Glenmorangie
Glenrothes
Gordon & MacPhail
Grand Macnish
Highland Park

Johnnie Walker
Macallan
Oban
Talisker

Irish

Bushmills
Green Spot
The Irishman
Jameson
Midleton
Powers
Redbreast
Tullamore Dew
West Cork

Canadian

Crown Royal
Forty Creek
Lot No. 40
Pike Creek
Taiwanese
Kavalan

Japanese

Nikka

Other Spirits

1,000 Stories wine
Absolut vodka
Belvedere vodka
Botanist gin
Brugal rum

Cazadores
Captain Morgan rum
DeLeon Tequila
Diplomatico rum
Gran Patron Piedra

Hammer & Sickle
New Holland
Zacapa rum

Luxury

Alfa Romeo
Ball watches
Bonhams
Bulova watches
Carl F. Bucherer
Dueber watches
Graham watches
Maurice LaCroixOris
Tag Heuer

Cigars

Asylum
Alec Bradley
AltadisBoutique
BlendsCasa Magna
Cohiba
Davidoff

Drew Estate
Fuente
H. UpmannMatasaMy
Father Cigar
Oliva
Padron



Online Media Kit

WhiskyAdvocate.com

Whisky Advocate's online audience attracts a wide range of engaged readers from the novice to experienced enthusiasts. Connect with this audience through our desktop and mobile-friendly website, and targeted email newsletter opportunities.

AUDIENCE

Traffic

- 500,000+ monthly page views
- 200,000+ monthly visits
- 150,000+ monthly unique visitors

DEMOGRAPHICS

- Male/Female: 78%/22%
- 40%: 25-34; 20% are 35-44.
- Average HHI: \$175,000
- College Degree/Post Graduate: 92%
- 45% access via mobile device

AD SIZES (width x height)

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

We offer home page, blog and run of site road blocks (300 x 250 combined with 728 x 90 leaderboard for desktop, 300 x 250 combined with 234 x 60 for mobile) as well as running these ad sizes individually.



Advertising Information Contact

Michael P. McGoldrick
Ad Director of Whisky Advocate
212-684-4987
Fax: 212-481-1540
mmcgoldrick@mshanken.com

Online Media Kit

PRICING OPTIONS

We can tailor a digital program that meets your marketing goals and budget. Our minimum buy is \$2,000 net per program.

PREVIOUS ADVERTISERS

- Distillers
- Retailers
- Publishers
- Auction houses

SPONSORSHIP OPPORTUNITIES

Throughout the year, WhiskyAdvocate.com offers sponsorship opportunities of special features. Some sponsorship opportunities may include:

- Whisky Advocate Annual Whisky Awards (December)
- Top 10 Whiskies rated per issue (March, June, September, December)

EMAIL NEWSLETTER SPONSORSHIP

Advertise in our bi-weekly newsletter WhiskyNotes and reach our targeted opt-in audience of more than 16,000 enthusiasts. The newsletter features current whisky news and other targeted content. Newsletter open rate exceeds 45%.

- Exclusive sponsorship: \$2,500 net per edition



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Online Media Kit

TECHNICAL AD SPECS

- Format: We accept GIF and JPG.
- Creative must be accompanied by a URL.
- Due date: 5 business days prior to launch.
- All ads must have a border.

| Ad Type | Dimensions | Max File Size | Animation |
|-------------|--------------------------|---------------|---------------|
| Half Banner | 234x60 | 30K | up to 15 sec. |
| Rectangle | 300x250 | 30K | up to 15 sec. |
| Leaderboard | 728x90 | 30K | up to 15 sec. |
| Roadblock | 728x90, 300x250 & 234x60 | 30K | up to 15 sec. |
| Mobile | 234x60 & 300x250 | 30K | up to 15 sec. |
| Newsletter | 728x90 & 300x250 | 30K | up to 15 sec. |

Online Media Kit

Ad Samples

Roadblock
(units run
concurrently)

The screenshot displays the Whisky Advocate website layout with several ad placements highlighted by blue boxes and arrows. The dimensions for each placement are as follows:

- Top Header:** 728 x 90
- Right Sidebar (Top):** 234 x 60
- Right Sidebar (Middle):** 300 x 250
- Main Content Area (Top):** A large banner for "The State of American Craft Whiskey Distilling by Lew Bryson" with a background image of whiskey bottles.
- Main Content Area (Bottom):** A "Whisky Advocate Blog" section featuring a list of articles and a small image of a landscape.
- Right Sidebar (Bottom):** A "WhiskyFest Events" section with a "ORDER WHISKYFEST TICKETS" button and the "Whisky Fest" logo.

Navigation links at the top include: EVENTS, MAGAZINE, BUYING GUIDE, BLOG, SHOP, WHISKY 101. A search bar is also present.

Online Media Kit

Mobile Sample



Email Newsletter Sample

