

Wine Spectator

Thank you for your interest in *Wine Spectator* magazine.

Published 15 times per year, **Wine Spectator** offers an exciting, insider's view of the good life, including fine dining, wine, travel and entertainment. With **2.4 million readers** (MRI), *Wine Spectator* reaches business leaders, trendsetters, epicureans and connoisseurs. Our readership also comprises the multibillion-dollar wine and spirits industry.

Wine Spectator ranked **No. 1** among consumer and business publications for the second year in a row according to Luxury Institute's 2007 survey. **Wine Spectator** finished **first among 34** consumer publications, including the likes of *Vanity Fair*, *Town and Country* and *Robb Report*. The magazine ranked first overall among consumer publications by "executing the fundamentals of subject matter expertise, content relevance and helpfulness, appropriateness of advertising, and superior production quality extraordinarily well," according to the Luxury Institute. www.luxuryinstitute.com

Consumer readers who participated in the recent **Luxury Brand Status Index Survey*** had this to say about *Wine Spectator*:

"It is the industry benchmark."

"I consider it the foremost guide to its subject matter."

"Comprehensive research and findings not found anywhere else."

"... fantastic recipes, articles and photography ..."

"... great recommendations for wines at all price levels, and great travel recommendations too ..."

"Sets the standard worldwide."

Readership Loyalty (Subscriber Study):

- 82% of all subscribers read the last 4 issues, spending at least 1 hour on each
- 89% save back issues
- 93% indicated they would definitely renew

Our readers are influencers and brand ambassadors not only for wine, but for the luxury products they enjoy and consume. To put it simply, those who enjoy wine and spirits, food, travel and the good life read *Wine Spectator*.

The *Wine Spectator* team looks forward to working with you on a cross platform plan, both in print and on WineSpectator.com. To talk with us and execute your strategic marketing plan, please call 212-684-4224.

Best regards,



Miriam Morgenstern / mmorgenstern@mshanken.com

Vice President, Associate Publisher

Tel: 212-684-4224

* The Luxury survey, conducted online, consists of a national sample of wealthy American consumers with an average income of \$293,000 and an average net worth of \$2.9 million.

A PUBLICATION OF M. SHANKEN COMMUNICATIONS, INC.

PUBLISHERS OF WINE SPECTATOR • CIGAR AFICIONADO • CIGAR INSIDER • FOOD ARTS • MARKET WATCH • IMPACT

387 PARK AVENUE SOUTH, NEW YORK, NY 10016 • 212-684-4224 • FAX: 212-684-1540 • WINEspectator.com

***Wine Spectator* is the No. 1 luxury consumer publication in the 2008 Luxury Brand Status Index Survey for the 2nd year in a row.**

***Wine Spectator* ranked No. 1 overall in the categories of**

- Subject matter expertise
- Advertising appropriateness
- Helpful and relevant information
- Production quality

The 34 consumer publications (in alphabetical order) included in the survey were

- Architectural Digest
- Bon Appetit
- Cigar Aficionado
- Coastal Living
- Condé Nast Traveler
- Departures
- Elle Décor
- Esquire
- Food & Wine
- Golf Digest
- Golf Magazine
- Gourmet Magazine
- Islands
- Men's Vogue
- Metropolitan Home
- National Geographic Traveler
- New York Magazine
- Robb Report
- Saveur
- Scientific American
- Southern Accents
- Tennis
- The New York Times
- The New Yorker
- Town & Country
- Traditional Home
- Travel & Leisure
- Travel & Leisure Golf
- Vanity Fair
- Veranda
- Vogue
- W
- Wine Spectator
- Yachting

Consumers who are willing to recommend *Wine Spectator* to others say:

"It is the industry benchmark."

"*Wine Spectator's* reviews of wine, hot spots and wealth of information make it the best in its class."

"... fantastic recipes, articles and photography ..."

"... great recommendations for wines at all prices levels, and great travel recommendations too ..."

The LBSI consists of a national sample of 1,681 wealthy American consumers with an average income of \$293,000 and an average net worth of \$2.9 million who were surveyed online.

a sampling of Wine Spectator's luxury advertisers

AUTOMOTIVE

Acura
Aston Martin
BMW
Cadillac
Chrysler 300 C
Honda
Infiniti
Jaguar
Lexus
Lincoln
Nissan
Porsche
Range Rover
Volvo

WATCHES/JEWELRY

Breitling
Carl F. Bucherer
Cartier
Hublot
IWC
Jaeger Lecoultre
London Jewelers
Mont Blanc
Panerai
Piaget
Van Cleef & Arpels

FINANCIAL

Aletheia
American Express
Barclays iShares
Credit Suisse
Raymond James Financial
Royal Bank of Canada
Visa
Wachovia

SPIRITS

360 Vodka
Bailey's
Balvenie
Belvedere
Bombay Sapphire
Bowmore
Cabo Wabo
Chopin
Ciroc
Cointreau
Crown Royal
Dewars
Don Julio
El Mayor
Glenfiddich
Glenlivet 18 year old
Godiva
Grey Goose
Hendrick's Gin
Imperia Vodka
Jean-Marc XO
Johnnie Walker Blue
Johnnie Walker Gold
Ketel One
Knobs Creek
Patron
Pearl Vodka
Pravda Vodka
Remy Martin –Louis XII
Sauza
Skyy
Stella Artois
SV Supreme
Tanqueray
Ten Cane Rum
Tommy Bahama Rum
Trump Vodka

ELECTRONICS

Bang & Olufsen
Canon USA
Harman Kardon
Pioneer

RESORTS/ TRAVEL

Bellagio
Borgata
The Breakers
Caesars Palace
Four Seasons
Grenada Tourism
Honda Jet
Hyatt Hotels & Resorts
Iberostar
Kahala Hotel & Resort
Kapalua Bay
Lago Mar
Lufthansa
Madrid Tourism Council
MGM City Center
MGM Grand
Monaco Government
Tourism
NetJets
Palm Beach County
Preferred Retreats
Private Residence Club
Punta Cana Tortuga Bay
Hotel
Rendezvous Bay
Residential Cruise Line
Ritz Carlton
Sea Island
St Regis Bal Harbour
Timbers
Ultimate Resorts

Venetian Hotel & Casino
Villas at Royal Lahaina
Villazzo
W Las Vegas
Windstar Cruises
Wynn

FASHION

Chanel
Ermenegildo Zegna
Tommy Bahama

EPICUREAN

America's Beef
Beemster Cheese
Bertolli/Unilever
Brix Chocolate
Buitoni
Cadbury Adams
Cheeses of France
Dove Chocolate
Fiji
General Electric
Ghirardelli
Grana Padano
Hershey's
Liebherr
Lu Cookies
Milk Marketing Board
Nestle Wafers
Prosciutto di Parma
Riedel Crystal
Triscuit
Sub Zero
Uline
Viking Range
Weber
Whirlpool/KitchenAid

5 very good reasons to advertise in Wine Spectator TRADE

“A Triple-Tier Threat,” WINE SPECTATOR reaches all your best customers:

*Retailers, Food & Beverage Directors, Wine Directors
and Consumers. There is no waste circulation. It all counts.*

1. WINE SPECTATOR is read by more than 2 million affluent consumers* plus the billion dollar wine & spirits trade.

Readers boast a median household income of \$163,983; over one-third have a family income of over \$200,000. 59% are either professionals or hold management positions, with 25% holding a chief officer title.**

Source: *MRI Spring 2008 **2008 Mendelsohn Affluent Survey, HHI \$100,000+

2. WINE SPECTATOR reaches top-flight restaurateurs,

as well as food and beverage directors at major hotels and resorts through the country.

3. WINE SPECTATOR is read by the leading independent and chain retailers.

It is sold in over 3,000 top wine and liquor stores in all major cities. The magazine is also distributed at every important wine event.

4. WINE SPECTATOR readers consume alcoholic beverages.

Virtually all drink wine; 64% drink at least 4+ glasses per week. More than half enjoy distilled spirits on a regular basis. No other magazine can make this claim.

Source: 2008 Mendelsohn Affluent Survey, HHI \$100,000+

5. WINE SPECTATOR, with the largest fully paid circulation of any wine publication,

is audited by ABC and, most importantly, had grown steadily. Since 2000, circulation has grown by 30%!

profile of our readers

Mendelsohn Affluent Study 2010
HHI \$100,000+

Total Audience: 756,000

GENDER / MARITAL STATUS

Male	51%
Female	49%
Married	85%

AGE

21+	100%
25-54	62%
35-64	81%
Median Age	51

HH & ASSET VALUES

Median HHI	\$167,262
HHI \$100,000+	100%
HHI \$150,000+	58%
Median HH Total Net Worth	\$870,465
Median: Value of Financial Accounts Plus Real Estate	\$1,170,300

EDUCATION & OCCUPATION

Any Top Management/Chief Officer Title	27%
College Degree+	69%

DIGITAL

Computers/Mobiles Owned In Home	99%
Any Smart Phone/Other Mobile	92%

PROPERTY & REAL ESTATE

Own Home	94%
Own 2+ Homes	36%
Value of Principal Residence \$250,000+	75%
Value of Principal Residence \$500,000+	41%

PASSIONS, HOBBIES & INTERESTS

Own a Valid Passport	82%
Average Vacations per Year	5
Average Business Trips per Year	12
Flies First Class or Business Class	33%
Travel Outside the U.S. in Past 3 Years	70%
\$5,000+ on Leisure, Entertainment, and Dining	43%
Purchased Wine by the Case	55%
Have Wine Cellar / Refrigerator	57%
Willing to Spend More on Gourmet Food	62%
Entertains At Home 1+ Times Per Month	59%
Spent \$3K+ on Apparel in the Past Year	68%
Attends Live Theater	62%
Visits Museums	67%
Attends Art Auctions / Gallery Exhibits	50%
Attends Wine/Food Tastings/Festivals	77%
Always Looking to Try New Restaurants	77%
Owns / Leases 2+ Vehicles	83%

MRI Fall 2010 Survey

snapshot of our readers

Total Audience 2,989,000

Readers Per Copy 8.17

GENDER / MARITAL STATUS

Male 59%

Female 41%

Married 68%

AGE

21+ 100%

25-54 63%

35-64 77%

Median Age 50

HOUSEHOLD INCOME

Median HHI \$146,310

HHI \$150,000+ 46%

PROPERTY & REAL ESTATE

Owns Home 84%

Own Home \$200,000+ 73%

EDUCATION & OCCUPATION

Attended College+ 90%

College Degree+ 63%

General Management/Professional/
Financial/Eng 40%

C-Suite/Top Mgmt/President/CEO/CFO 17%

All numbers HHI \$100,000+ except total audience and RPC (no income)



CELLAR PROMOTIONS

PROMOTIONS & EVENTS WITH OUR PARTNERS



SONOMA WINE WEEKEND

SEPTEMBER 3-6, 2009, SONOMA, CALIF.

A three-day wine, food and auction extravaganza. *Wine Spectator* sponsored the Sonoma Valley Harvest Wine Auction at Cline Cellars on Sunday. While *Wine Spectator* hosted the tent and auction, *Cigar Aficionado* threw a party for all winning bidders. Our sponsors included **Brix Chocolate**, **A. Turrent Cigars**, **Premium Port**, **Ana Tzarev Gallery**, **Crushpad** and **Cardinal Mendoza**.

LUFTHANSA & MOËT HENNESSY EVENT

SEPTEMBER 2009, WASHINGTON, D.C.

Wine Spectator and **The Park Hyatt** hotel hosted a wine tasting led by the Director of Wine Education, Seth Box, from **Moët Hennessy USA**. This event was for **Lufthansa's** most elite fliers. The wines tasted were: Cloudy Bay Sauvignon Blanc, Livio Felluga Pinot Grigio, Newton The Puzzle, Terrazas de los Andes and Cheval des Andes.



FEAST WITH FAMOUS FACES

OCTOBER 2009, NEW YORK CITY

Celebrity chefs created a culinary experience where soap opera stars and New York newscasters mingled all night. The event, highlights of which made the 11pm news, benefited the Center for Hearing and Communication in New York City. Sponsors from *Wine Spectator* included **Stella Artois**, **Sud de France**, **Sandeman Port** and **American Airlines**.

American Airlines & PALM BAY INTERNATIONAL EVENT

SEPTEMBER 2009, BOSTON

Wine Spectator and the Liberty Hotel created a "one of a kind" food and wine pairing for **American Airlines** platinum passengers. Guests were treated to wines from **Palm Bay International** in the Presidential Suite, overlooking Boston. The chef created a memorable and outstanding array of dishes to complement Ferrari Brut Sparkling, Santa Rita Medalla Real Sauvignon Blanc, Planeta Chardonnay, Salentein Reserve Malbec and Jean-Luc Colombo Cornas Les Ruchets.





Wine Spectator's

WINE

EXPERIENCE

A **3-day weekend extravaganza** of tasting, eating and meeting, for both consumers and trade, THE WINE EXPERIENCE is held annually in a major U.S. city. The largest event of its kind, which is sold out every year, consists of extensive tastings, including vertical tastings of extremely rare vintage wines, lectures by noted authorities, special lunches hosted by wine growing regions from around the world, plus a black tie banquet with star-studded entertainment at which the Restaurant Grand Awards are presented.



FRANK PRIAL, noted wine columnist for The New York Times, wrote... "In size and numbers, The Wine Experience resembles a Hollywood production: some 1,700 guests and exhibitors attend; more than 200 wineries took part; 20,000 bottles of wine were consumed, some of them priceless rarities, and about 30,000 glasses were used."

tweetable truths about magazines

12 facts that showcase magazine vitality, in 140 characters or less

1. Magazine readership remains steady in an increasingly crowded and noisy media landscape.

Source: MRI Fall Study 2008, Page 7 of MPA 2009 Magazine Handbook

2. 92% of U.S. adults read magazines.

Experian Simmons, 2009

3. Magazine readers pay attention to magazine ads. They don't pay to avoid the advertising as they do with other media.

Source: BIGResearch Simultaneous Media Usage Study, 2008 Page 30 of MPA 2009 Magazine Handbook

4. Consumers spend more than \$86 million each week on single-copy magazines.

Nielsen 2006

5. Subscriptions to magazines are on the rise. 2007: 322 million paid subscriptions. 2008: 325 million paid subscriptions.

Source: MPA; A.B.C.. Page 14 of MPA 2009 Magazine Handbook

6. Magazine subscriptions increased in the first half of 2009.

Source: MPA Info Center analysis of ABC First Half 2009 Fas Fax

7. Magazines love the Internet. Almost a quarter of all new subscriptions come from the Internet.

Source: MPA Internet Subscription Surveys 2009 edition

8. Magazines build buzz. They excel in reaching people who shape attitudes and behavior.

Source: MRI Omnibus Recontact Study, 2008; Page 73 of MPA 2009 Magazine Handbook

9. Circulation generates more than 40% of all magazine revenue.

Source: PriceWaterhouseCoopers Financial Survey for MPA, 2008, 2007, Page 20 of MPA 2009 Magazine Handbook

10. The number of consumer magazine websites grew 78% between 2005 and 2009.

Source: Mediafinder.com, 2009, Page 9 of MPA 2009 Magazine Handbook

11. Magazines excel at long-form journalism, superb photography, eye-catching design.

12. Magazines drive web search more than any other medium. More than double Internet advertising and social media.

Source: BIGResearch Simultaneous Media Usage Study (SIMM13), December 2008, Page 70 of MPA 2009 Magazine Handbook

engagement with Wine Spectator

Action taken in response to ads in Wine Spectator:

	Index
Send for info on the product in the ad	206
Send for product advertised	152
Cut out an ad(s)	321
Cut out an article(s)	231
Cut out or used a recipe	158
Visited the WS website	157
Visited another website	251

According to our MMR 2009, we stand far above our competitors with the number of issues read:

4 out of 4 issues	48%
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Wine Spectator:

Is a good source of learning	63%
Makes me think	56%
Keeps me informed	36%
Is a good escape	43%
Gives me good ideas	67%
Keeps me up to date/latest trends	73%

Attitudes/Opinions of our readers

	Index
People seek my advice on artwork/collectibles	189
I influence others on investing	145
I influence others on travel	192
I consider myself an opinion leader	142
I like trying new restaurants	191
I am the first of my friends to try new products	197
Traveling internationally helps me learn other cultures	167
I prefer to buy luxury/designer brands	196
I spend more on gourmet food	315
I look for ways to improve my home	153
I keep up with financial news	154



2011 issue dates and deadlines

COVER DATE	SPACE CLOSE	MATERIAL DUE	SUBSCRIBER MAIL DATE	NEWSSTAND ON SALE DATE
■ Jan/Feb 2011	■ December 20, 2010	■ December 29, 2010	■ January 12, 2011	■ February 1, 2011
■ March 31, 2011	■ January 18, 2011	■ January 21, 2011	■ February 9, 2011	■ March 1, 2011
■ April 30,, 2011	■ February 14, 2011	■ February 21, 2011	■ March 9, 2011	■ March 29, 2011
■ May 31, 2011	■ March 14, 2011	■ March 21, 2011	■ April 6, 2011	■ April 26, 2011
■ June 15, 2011	■ April 11, 2011	■ April 18, 2011	■ May 4, 2011	■ May 24, 2011
■ June 30, 2011	■ April 25, 2011	■ May 2, 2011	■ May 18, 2011	■ June 7, 2011
■ July 31, 2011	■ May 16, 2011	■ May 23, 2011	■ June 8, 2011	■ June 28, 2011
■ August 31, 2011	■ June 13, 2011	■ June 20, 2011	■ July 6, 2011	■ July 26, 2011
■ September 30, 2011	■ July 11, 2011	■ July 18, 2011	■ August 3, 2011	■ August 23, 2011
■ October 15, 2011	■ August 8, 2011	■ August 15, 2011	■ August 30,2011	■ September 20, 2011
■ October 31, 2011	■ August 22, 2011	■ August 29, 2011	■ September 14, 2011	■ October 4, 2011
■ November 15, 2011	■ September 12, 2011	■ September 19, 2011	■ October 5, 2011	■ October 25, 2011
■ November 30, 2011	■ September 26, 2011	■ October 3, 2011	■ October 19, 2011	■ November 8, 2011
■ December 15, 2011	■ October 10, 2011	■ October 17, 2011	■ November 2, 2011	■ November 22, 2011
■ December 31, 2011	■ October 24, 2011	■ October 31, 2011	■ November 15, 2011	■ December 6, 2011

Please contact the advertising department with any questions: (212) 684-4224.

Space extension: lcassar@mshanken.com

Material extension: cplouffe@mshanken.com

Date: _____ SalesRep: _____

Advertiser / Company Name: _____

Brand Name: _____

Contact: _____ E-mail: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Fax #: _____ E-mail: _____

AD MATERIALS:

☐ New ☐ Pick-up _____

Ad Caption (if applicable): _____

AD SIZE/ SPACE: _____

☐ Vertical ☐ Horizontal

COLOR:

☐ 5 Color ☐ 4 Color ☐ 2 Color ☐ B&W

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

ISSUE DATE(S):

☐ Jan./Feb. '11 ☐ March '11 ☐ April '11 ☐ May '11 ☐ June 15, '11 ☐ June 30, '11 ☐ July '11 ☐ August '11
☐ Sept. '11 ☐ Oct. 15, '11 ☐ Oct. 31, '11 ☐ Nov. 15, '11 ☐ Nov. 30, '11 ☐ Dec. 15, '11 ☐ Dec. 31, '11 ☐ Jan./Feb. '12

COMMENTS/POSITIONS: _____

BILL TO:

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Fax #: _____

Cost Per Insert: Gross _____ Net: _____

Signature: _____

Title: _____ Date: _____

Please sign and fax back to (212) 481-1540

Questions? Call 212-684-4224, or e-mail Advertising Services Manager Carolyn Plouffé at cplouffe@mshanken.com

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
Trim	9.875"	13"
Spread Bleed	20"	13.25"
Spread Trim	19.75"	13"
Spread Safety	19.25"	12.5"
Full Page Bleed	10.125"	13.25"
Full Page Safety	9.375"	12.5"
Full Page Non-Bleed	8.875"	12"
2/3 Page Vertical	6"	11.25"
Junior Page Vertical	6"	7.5"
1/2 Page Horizontal	9"	5.625"
1/3 Page Vertical	3"	11.25"
1/3 Page Horizontal	6"	5.625"
1/6 Page Vertical	3"	5.625"
1/6 Page Horizontal	6"	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: 212-481-8610 x344

Carolyn Plouffé
cplouffe@mshanken.com
tel: 212-481-8610 x365

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.