

Mission Statement & Audience Profile

Wine Spectator is the most respected source for wine expertise and wine lifestyle inspiration.

Through every issue, and online, our editors provide unique insights and educate our readers on wine & spirits, food & fine dining, travel, culture, and entertainment.

Wine Spectator is renowned for its integrity and attracts an affluent audience of **5 Million** that invests in quality. These influential readers are brand ambassadors for the luxury products they consume.



Brand Footprint & Offerings



PRINT
3,000,000

DIGITAL
1,000,000



SOCIAL
720,000

eNEWSLETTERS
422,500

EVENTS
30,000



MOBILE APPS
170,000

VIDEO
300,000

Source: 2017 GfK MRI DB, Google Analytics 2017

Wine Spectator

Wine Spectator's Audience Profile

Demographic Profiles

Ipsos*

MRI**

Average Age	50	50
Average HHI	\$322,959	\$116,930
Average Net Worth	\$2.1MM	\$583,969
College Educated	88%	80%
Lead Decision Makers	81%	72%

Total Yearly Expenditures*

\$155 Billion

Top Spending Categories*

Home and Garden

\$21 Billion

Vehicles Bought or Leased

\$20 Billion

Financial Services

\$15 Billion

Travel

\$14 Billion

Apparel + Accessories

\$10 Billion

Leisure, Entertainment, Dining

\$8.6 Billion

Jewelry + Watch

\$4 Billion

All Alcoholic Beverages

\$2.3 Billion

Source*: IPSOS Affluent Survey USA Fall 2017 HHI \$125,000+

Source**: 2017 GfK MRI DB, Total Adults



Print Presence

15x

NUMBER OF ISSUES PUBLISHED IN A YEAR

\$59.95

COST OF ONE-YEAR SUBSCRIPTION

57 Minutes

AVERAGE TIME SPENT PER ISSUE

380,000

PAID CIRCULATION

8.1

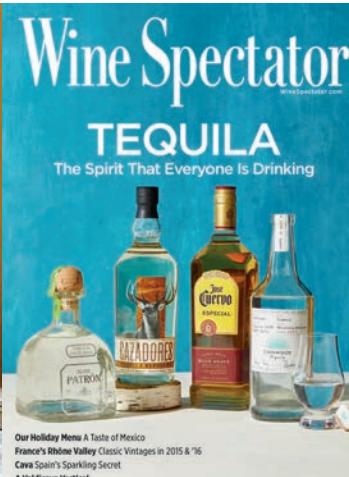
READERS PER COPY

3 Million

AUDIENCE FOOTPRINT

Multi-Platform

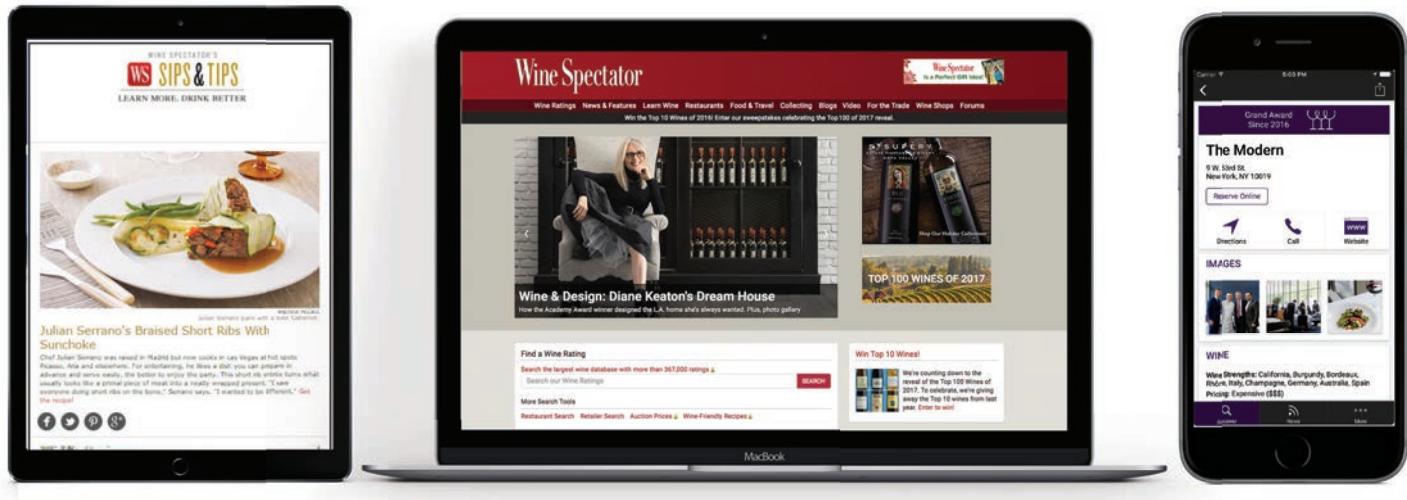
ZINIO DESKTOP + MOBILE APP



Source: 2017 GfK MRI & MRI DB

Wine Spectator

WS Digital Offerings



NEWSLETTERS

Sips & Tips

Collecting & Auctions

Wine & Healthy Living

Unfiltered

Video Theatre

Private Guide to Dining

Retailer Trade Report

Ratings Flash

WEBSITES

WineSpectator.com

Top100.WineSpectator.com

Restaurants.WineSpectator.com

Custom Curated Microsites
Available

MOBILE APPS

[Wine Ratings+](#)

[Restaurant Awards](#)

[XValues](#)

SOCIAL

[Sponsored Facebook Posts](#)

M. Shanken Events at a Glance



SIGNATURE EVENTS

The New York Wine Experience

Wine Spectator Grand Tours
New York, Las Vegas, Washington D.C.

Bring Your Own Magnum Party

KEY MARKET CO-SPONSORED EVENTS

Beaver Creek

California

Charleston

Chicago

Miami

New York

TRADE

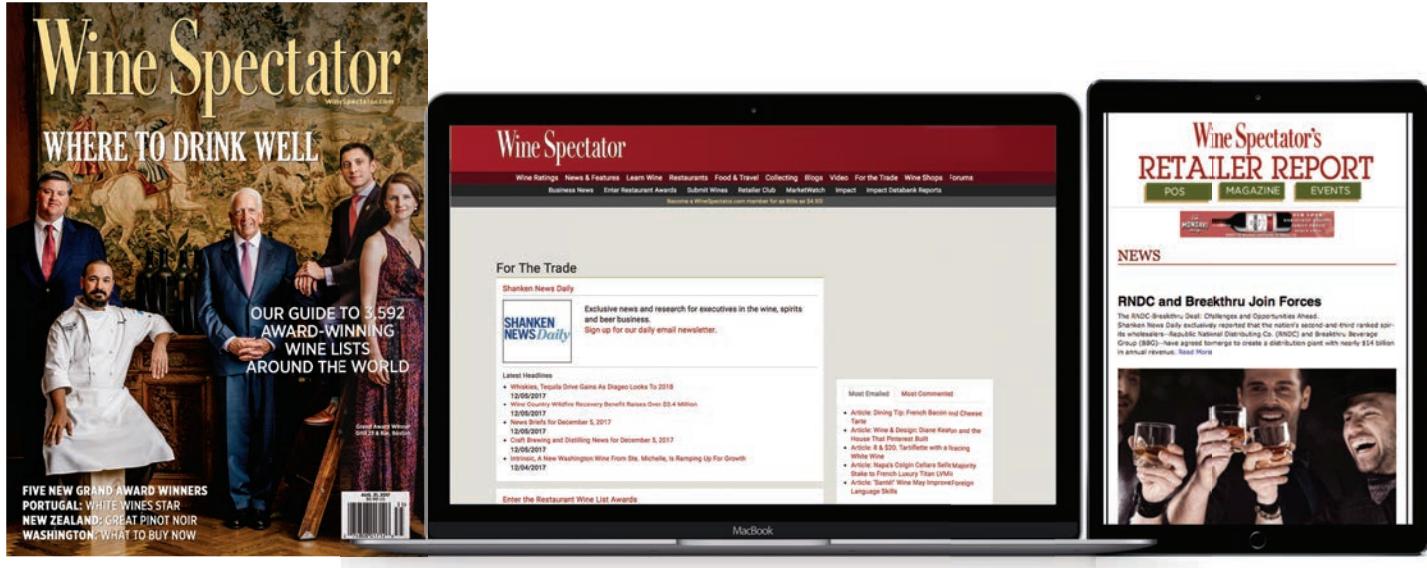
Impact Annual Marketing Seminar

Market Watch Leaders Dinner

Market Watch Hot Brands

Reaching the Trade

In addition to reaching influential consumers, Wine Spectator attracts trade decision makers including Retailers, Food & Beverage Directors, Wine & Spirits Buyers, and more. There is no wasted circulation. It all counts.



PRINT ISSUES

Bonus Distribution

Sent to global, wine and spirit trade events throughout the year

DIGITAL

For the Trade

Dedicated Trade section on
[WineSpectator.com](#)

E-NEWSLETTER

Retailer Trade Report

Reaches independent and chain retail partners

Private Guide to Dining

Reaches sommeliers, chefs, wine directors and restaurant & hospitality staff

Wine Spectator

2018 issue dates and deadlines

COVER DATE	SPACE CLOSE	MATERIAL DUE
■ Jan/Feb Double Issue	■ December 15, 2017	■ December 19, 2017
■ March 2018	■ January 9	■ January 11
■ April 2018	■ February 6	■ February 8
■ May 2018	■ March 6	■ March 8
■ June 15, 2018	■ April 3	■ April 5
■ June 30, 2018	■ April 17	■ April 19
■ July 2018	■ May 15	■ May 17
■ August 2018	■ June 5	■ June 7
■ September 2018	■ July 3	■ July 5
■ October 15, 2018	■ July 31	■ August 2
■ October 31, 2018	■ August 14	■ August 16
■ November 15, 2018	■ September 4	■ September 6
■ November 30, 2018	■ September 18	■ September 20
■ December 15, 2018	■ October 2	■ October 4
■ December 31, 2018	■ October 16	■ October 18

Please note we can offer extensions:

Space extension: mkotraba@mshanken.com

Material extension: cchiaffitella@mshanken.com

Wine Spectator

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
Full Page Trim	9.875"	x 13"
Full Page Bleed	10.125"	x 13.25"
Full Page Safety	8.875"	x 12.5"
Full Page Non-Bleed	8.875"	x 12"
Spread Trim	19.75"	x 13"
Spread Bleed	20"	x 13.25"
Spread Safety*	19.25"	x 12.5"
*For spreads, allow .5" safety on each side of the gutter		
2/3 Page Vertical	6"	x 11.25"
1/2 Junior Page	6"	x 7.5"
1/2 Page Horizontal	9"	x 5.625"
1/3 Page Vertical	3"	x 11.25"
1/3 Page Horizontal	6"	x 5.625"
1/6 Page Vertical	3"	x 5.625"
1/6 Page Horizontal	6"	x 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:

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WineSpectator.com

ADVERTISING SPECS

Ad Type	Dimensions	Max Size	Animation	Loops
Rectangle	300x250	75kb	Up to 15 sec.	Unlimited only
Tile	234x60	75kb	Up to 15 sec.	Unlimited only
Leaderboard	728x90	75kb	Up to 15 sec.	Unlimited only
Roadblock	300x250, 234x60 and 728x90 (run concurrently)	75kb	Up to 15 sec.	Unlimited only
E-mail Newsletter Sponsorship	<p>Classic: 300x50 and 300x250</p> <p>Sponsored Post: 540x304 GIF or JPG 72 DPI image Short photo caption/photo credit</p> <p>URL</p> <p>Headline: Up to about 5 words or 42 characters.</p> <p>Text: Up to about 70 words or 400 characters</p> <p>Suggested Tweet text (optional)</p> <p>Suggested Pinterest caption (optional)</p>	75kb 150kb	Up to 15 sec. Up to 15 sec.	Unlimited only Unlimited only

VIDEO SECTION SPONSORSHIP:

- Video Format and Size: .mov or .mp4; 2GB max
- Video Aspect Ratio: 16x9
- Large Still: 848x477px JPG file, without text
- Video Title (appears under the Large Still image): up to 65 characters, with spaces
- Short Description of the video (short + punchy is best): up to 220 characters, with spaces
- Link (to your website, promotional materials, etc.): text up to 50 characters; URL
- Banner ads: 234x60px, 728x90px; GIF or JPG format under 75kb

TECHNICAL AD SPECS

- Format: We accept GIF, JPG, HTML, IFrame, Javascript, and all other pre-approved, DFP-compatible Rich Media files. All ads must have a border.
- Linking URL: Each creative must be accompanied by a click through URL.
- Due Dates: All creative(s) must be delivered a minimum of 7-10 business days prior to launch.

RICH MEDIA AD SPECS

- **Other Rich Media:**
- All Rich Media files require a default .gif or .jpeg with a max file size of 75kb.
- Sound is permitted but must be user initiated.
- Please contact us for additional Rich Media-specific requirements.

Contacts for Media Inquiries

CONTACT INFORMATION:

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