

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

ADVERTISING INFORMATION 2013

General Information

Frequency: 11x
Annual Subscription Price: \$60
Average Circulation: 52,722
BPA International: 6/30/11

Advertising Rates

Frequency	1X	4X	10X	20X
-----------	----	----	-----	-----

Four Color

Full Page	\$16,865	\$16,520	\$16,010	\$15,160
1/2 Page	\$10,115	\$9,915	\$9,610	\$9,095
1/3 Page	\$6,740	\$6,605	\$6,400	\$6,060

Two Color

Full Page	\$15,425	\$15,105	\$14,660	\$13,880
1/2 Page	\$9,255	\$9,060	\$8,790	\$8,330
1/3 Page	\$6,170	\$6,040	\$5,860	\$5,555

Black & White

Full Page	\$14,595	\$14,305	\$13,855	\$13,115
1/2 Page	\$8,755	\$8,585	\$8,310	\$7,865
1/3 Page	\$5,835	\$5,720	\$5,540	\$5,250

Leaders Ad: \$16,535 Net

\$7,875 Net Regional Rate (minimum)

On- or Off-Premise Ad: \$8,490 Net

- Rates for inserts, outserts and belly-bands available upon request.
- Agency commission: 15%

Special Positioning Premiums:

Bleed	15%
2nd Cover/Page 1 (Spread Only)	20%
3rd Cover	10%
4th Cover	25%

Notes:

- An advertiser may change copy within a single issue. Net production charge: \$1,500
- Regional advertising information available upon request.

Discounts

Discounts apply to space run within one year of first insertion. Advertising from various divisions of the same company may be combined for discount purposes.

Advertisers appearing in *Market Watch*, *Wine Spectator*, *Food Arts*, and *Cigar Aficionado* will earn a frequency discount based upon the total combination of insertions in all publications.

Issuance and Closing Dates

Published 11 times a year, in January/February, March, April, May, June, July/August, September, October, November, December, and our annual Leaders edition.

Closing for insertion orders is approximately 6 weeks prior to cover date. Material is due approximately 5 weeks prior to cover date.

Send space reservations to:

Advertising Department
Market Watch
387 Park Avenue South
New York, NY 10016
Fax: (212) 779-3334

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
TEL: 212-481-8610 x344

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

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

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

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'

MARKET WATCH

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

INSERTION ORDER

Fax To: 212-779-3334

Date: _____ Sales Rep: _____

Advertiser: _____

Brand Name: _____

AdTitle: _____

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

DIGITAL MEDIA: _____

ISSUE DATE(S):

☐ Jan./Feb. 2013 ☐ March 2013 ☐ April 2013 ☐ May 2013 ☐ June 2013
☐ July/Aug. 2013 ☐ Sept. 2013 ☐ Leaders 2013 ☐ Oct. 2013 ☐ Nov. 2013 ☐ Dec. 2013

COMMENTS: _____

BILL TO:

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Fax #: _____

Space Cost Per Insertion: Gross _____ Net: _____

Signature: _____

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

MARKET WATCH

M. Shanken Communications Inc.
387 Park Avenue South
New York, NY 10016
Tel. No.: (212) 684-4224
Fax No.: (212) 684-5424

Official Publication of: None
Established: 1981
Issues Per Year: 10

FIELD SERVED

MARKET WATCH serves on and off premise operators in the alcoholic beverage industry: independent and chain retail stores, independent and chain restaurants; independent and chain hotels/resorts, clubs (country, private, etc.); bars/taverns, distributors (beer, wine, liquor); and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are: owners, presidents, partners, food & beverage directors, general directors/managers, bar/beverage managers, store managers, purchasing agents/buyers, sales/marketing managers and other titled and non-titled personnel including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	500
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	210
Digital _____	-
All Other _____	3,341
TOTAL	4,051

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	53,481	100.0	53,193	99.5	288	0.5
Sponsored Individually Addressed ____	1	-	-	-	1	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	2	-	-	-	2	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	53,484	100.0	53,193	99.5	291	0.5

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2012 Issue	Print (A)	Digital (B)	Unique Total Qualified*
July/August _____	53,873	4,279	53,873
September _____	53,997	4,060	53,997
October _____	54,004	4,085	54,004
November _____	52,776	4,580	52,776
December _____	52,771	4,932	52,771

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012**This issue is 1.6% or 885 copies below the average of the other 4 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print (A)	Digital (B)	CLASSIFICATION BY TITLE							
					Owners, Presidents, Partners	Food & Beverage Directors	General Directors/ Managers	Bar/ Beverage Managers	Store Managers	Purchasing Agents/ Buyers	Sales/ Marketing Managers	Other Titled and Non- Titled Personnel including Company Copies
Independent Retail Stores ____	22,662	42.9	22,662	1,042	17,980	91	2,000	96	2,004	163	297	31
Chain Retail Stores_____	1,771	3.4	1,771	168	352	45	525	31	599	101	96	22
Chain Restaurants _____	1,561	3.0	1,561	188	463	160	613	61	188	33	27	16
Chain Hotels/Resorts _____	5,029	9.5	5,029	181	103	1,349	1,020	973	90	519	67	908
Independent Restaurants _____	12,744	24.1	12,744	1,390	8,659	653	2,324	399	423	107	128	51
Independent Hotels/ Resorts _	2,197	4.2	2,197	246	605	619	620	105	72	91	74	11
Clubs (Country, Private, etc.) _	1,685	3.2	1,685	191	476	336	583	98	72	61	51	8
Bars/Taverns _____	1,652	3.1	1,652	221	1,150	39	221	140	46	13	39	4
Distributors (beer, wine, liquor)	2,773	5.3	2,773	804	802	22	358	5	47	54	1,426	59
Others Allied to the Field ____	702	1.3	702	149	213	23	57	9	29	7	46	318
UNIQUE TOTAL QUALIFIED CIRCULATION*	52,776	100.0	52,776	4,580	30,803	3,337	8,321	1,917	3,570	1,149	2,251	1,428
PERCENT	100.0		100.0	8.7	58.3	6.3	15.8	3.6	6.8	2.2	4.3	2.7

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012

QUALIFICATION SOURCE	Qualified Within			Print (A)	Digital (B)	Unique Total Qualified**	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	24,937	8,356	3,799	37,092	4,501	37,092	70.3
II. Request from recipient's company: _____	3,744	114	-	3,858	1	3,858	7.3
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	11,700	126	-	11,826	78	11,826	22.4
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	7,916	-	-	7,916	-	7,916	15.0
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	3,784	126	-	3,910	78	3,910	7.4
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	40,381	8,596	3,799	52,776	4,580	52,776	100.0
PERCENT	76.5	16.3	7.2	100.0	8.7	100.0	

*See Additional Data

**Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012

MAILING ADDRESS	Print (A)	Digital (B)	Unique Total Qualified*	Percent
Individuals by name and title and/or function _____	48,936	4,573	48,936	92.7
Individuals by name only _____	169	5	169	0.3
Titles or functions only _____	3,561	-	3,561	6.8
Company names only _____	110	2	110	0.2
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	52,776	4,580	52,776	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012

State	Print (A)	Digital (B)	Unique Total Qualified*	Percent	State	Print (A)	Digital (B)	Unique Total Qualified*	Percent
Maine _____	196	16	196		Kentucky _____	594	51	594	
New Hampshire _____	233	16	233		Tennessee _____	809	63	809	
Vermont _____	178	21	178		Alabama _____	417	25	417	
Massachusetts _____	2,190	182	2,190		Mississippi _____	331	21	331	
Rhode Island _____	388	37	388		EAST SO. CENTRAL	2,151	160	2,151	4.1
Connecticut _____	1,189	83	1,189		Arkansas _____	440	18	440	
NEW ENGLAND	4,374	355	4,374	8.3	Louisiana _____	366	37	366	
New York _____	4,716	479	4,716		Oklahoma _____	518	30	518	
New Jersey _____	2,129	172	2,129		Texas _____	2,660	243	2,660	
Pennsylvania _____	2,365	159	2,365		WEST SO. CENTRAL	3,984	328	3,984	7.5
MIDDLE ATLANTIC	9,210	810	9,210	17.4	Montana _____	169	13	169	
Ohio _____	1,525	137	1,525		Idaho _____	136	13	136	
Indiana _____	1,053	90	1,053		Wyoming _____	149	6	149	
Illinois _____	2,533	259	2,533		Colorado _____	1,584	103	1,584	
Michigan _____	2,263	121	2,263		New Mexico _____	178	15	178	
Wisconsin _____	1,105	100	1,105		Arizona _____	762	75	762	
EAST NO. CENTRAL	8,479	707	8,479	16.1	Utah _____	166	14	166	
Minnesota _____	1,282	81	1,282		Nevada _____	379	52	379	
Iowa _____	307	32	307		MOUNTAIN	3,523	291	3,523	6.7
Missouri _____	770	70	770		Alaska _____	137	11	137	
North Dakota _____	176	15	176		Washington _____	614	72	614	
South Dakota _____	119	5	119		Oregon _____	488	43	488	
Nebraska _____	268	17	268		California _____	6,126	553	6,126	
Kansas _____	633	31	633		Hawaii _____	315	40	315	
WEST NO. CENTRAL	3,555	251	3,555	6.7	PACIFIC	7,680	719	7,680	14.6
Delaware _____	255	24	255		UNITED STATES	52,521	4,530	52,521	99.5
Maryland _____	1,452	113	1,452		U.S. Territories _____	199	45	199	
Washington, DC _____	330	23	330		Canada _____	21	-	21	
Virginia _____	1,029	102	1,029		Mexico _____	4	1	4	
West Virginia _____	133	10	133		Other International _____	31	4	31	
North Carolina _____	969	95	969		APO/FPO _____	-	-	-	
South Carolina _____	757	57	757		UNIQUE TOTAL QUALIFIED CIRCULATION*	52,776	4,580	52,776	100.0
Georgia _____	1,423	130	1,423						
Florida _____	3,217	355	3,217						
SOUTH ATLANTIC	9,565	909	9,565	18.1					

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	January - June 2010	July - December 2010	January - June 2011	July - December 2011	January - June 2012*	July - December 2012*
Unique Total Audit Average Qualified***	52,880	53,652	52,722	53,118	53,324	53,484
Unique Qualified Non-Paid Total***	52,583	53,322	52,377	52,802	53,015	53,193
Print Version	52,583	53,322	52,377	52,802	53,015	53,193
Digital Version	-	-	-	-	-	4,378
Unique Qualified Paid Total***	297	330	345	316	309	291
Print Version	297	330	345	316	309	291
Digital Version	-	-	-	-	-	9
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	\$51.10	\$62.60	\$60.70	\$60.20	\$60.80	\$60.70

***NOTE: January-December 2012 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Business Directories includes one source of circulation for a quantity of 7,916 or 15.0%, including Dunn & Bradstreet. Other Sources includes one source of circulation for a quantity of 3,910 or 7.4%.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	53,481	100.0	53,193	99.5	288	0.5
Sponsored Individually Addressed	1	-	-	-	1	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2	-	-	-	2	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	53,484	100.0	53,193	99.5	291	0.5

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	4,387	100.0	4,378	99.8	9	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,387	100.0	4,378	99.8	9	0.2

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – BOTH PRINT & DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	4,387	100.0	4,378	99.8	9	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,387	100.0	4,378	99.8	9	0.2

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Marvin R. Shanken, President

Laura Zandi, Senior Vice President/Circulation

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed February 23, 2013

State New York

County New York

Received by BPA Worldwide February 23, 2013

Type PD

ID Number M170P0D2