



# Whisky

ADVOCATE

2020 Print and Digital  
Media Kit



# MISSION STATEMENT

*Whisky Advocate* is the informative voice that speaks to its passionate consumer audience about the intelligent, responsible, and joyful consumption of the world's finest whiskies.

With whisky enjoyment on the rise, *Whisky Advocate* inspires whisky lovers from around world, by delivering top sourced information, education, and entertainment.



# TOTAL BRAND FOOTPRINT



PRINT

**850,000**  
Readership



DIGITAL

**110,000**  
Unique Visitors



EVENTS

**8,000**  
Attendees



NEWSLETTER

**43,000**  
Subscribers



SOCIAL

**50,000**  
Followers



# WHISKY ADVOCATE'S AUDIENCE PROFILE

	<i>WHISKY ADVOCATE</i>	<i>WHISKYADVOCATE.COM</i>
Male	94%	78%
Female	6%	22%
Average Age	55	39
Average HHI	\$181,000	\$100,000

## LOYAL + ENGAGED

Purchased an edit rated whisky	85%
Save at least one issue per year	80%

## PASSIONS + HOBBIES

Entertain 2x a month at home	83%
Have traveled in the past year	78%
Dine out on a monthly basis	6x



# EDITORIAL COVERAGE



WHISKY  
REVIEWS



INDUSTRY  
NEWS/INSIGHTS



WHISKY  
EXPERIENCES



COCKTAILS &  
RECIPES



TRAVEL



STYLE &  
LUXURY



# 2020 CALENDAR

## SPRING (MARCH)

Space Close: 2/26/20

Material Due: 2/28/20

Subscriber Mail Date: 3/24/20

Newsstand On-Sale Date: 4/14/20

### BONUS DISTRIBUTION

- Big Smoke Meets WhiskyFest, Hollywood, Florida.
- WhiskyFest, Chicago
- Wine Spectator Grand Tours (Chicago, Las Vegas, Washington D.C.)

## SUMMER (MAY)

Space Close: 4/29/20

Material Due: 5/1/20

Subscriber Mail Date: 5/26/20

Newsstand On-Sale Date: 6/16/20

### BONUS DISTRIBUTION

- Tales of the Cocktail
- Wine Spectator Magnum Party, Napa Valley
- Taste of Hope

## FALL (SEPTEMBER)

Space Close: 9/1/20

Material Due: 9/3/20

Subscriber Mail Date: 9/29/20

Newsstand On-Sale Date: 10/20/20

### BONUS DISTRIBUTION

- WhiskyFest, New York
- Wine Spectator New York Wine Experience
- Cigar Aficionado Big Smoke, Las Vegas
- Market Watch Leaders Dinner

## WINTER (DECEMBER)

Space Close: 11/17/20

Material Due: 11/19/20

Subscriber Mail Date: 12/15/20

Newsstand On-Sale Date: 1/5/21

### BONUS DISTRIBUTION

- WhiskyFest, San Francisco
- South Beach Wine & Food Festival

APPROX.  
**100**  
WHISKIES RATED  
PER ISSUE



# PRODUCTION SPECIFICATIONS

## FOR PRODUCTION INFORMATION CONTACT:

Jennifer Arcella

[jarcella@mshanken.com](mailto:jarcella@mshanken.com)

*Whisky Advocate Magazine*

825 Eighth Avenue, 33rd Floor

New York, NY 10019

Tel: (212) 684-5147

## 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.

# WHISKYADVOCATE.COM



## PERFORMANCE (Monthly Averages)

- Monthly Page Views: 301,917
- Monthly Visits: 112,065
- Monthly Unique Visitors: 73,623

## AUDIENCE

- Male/Female: 78% | 22%
- Average Age: 47
- Average HHI: \$100,000
- Average Net Worth: \$140,500
- Bachelor's Degree or Higher: 86%

## WHAT'S NEW

- Site Re-Design
- High-Impact Ad Unit Offerings
- Restructured Nav Bar
- More Video Content



# DIGITAL OFFERINGS



## WHISKY NOTES

Tile Banner (300x250)

Sponsored Content (580x326)

Available on Desktop + Mobile



## WHISKYADVOCATE.COM

Billboard Unit (1320x330)

### RUN-OF-SITE

Leaderboard (728x90)

Square (300x250)

### MULTI-PLATFORM

Zinio Desktop + Mobile App

### VIDEO

Pre-roll (:07)



## MOBILE

Billboard (450x450)

Square (300x250)

**FOR ADVERTISING INFORMATION CONTACT:**

**Hilary Chalson** | [hchalson@mshanken.com](mailto:hchalson@mshanken.com) | 212-481-8610 ext. 553

# WHISKYNOTES E-NEWSLETTER



Our WhiskyNotes e-newsletter reaches a targeted opt-in audience of more than 30,000 enthusiasts. Editorial features include the latest news in the world of whisky as well as events, trends, and the lifestyle surrounding whisky.

**FREQUENCY: Bi-Weekly/2x per month**

Native (Sponsored) Post Format Available!  
580x326px JPG or GIF sponsored image, short photo caption, headline and 50 words of copy.





**WhiskyFest** is the longest-running whisky festival in the U.S. Its success is rooted in offering the finest whiskeys from all around the world, poured by the people—the very living legends—which make them.

For 22 years, **WhiskyFest** has attracted eager beginners to seasoned enthusiasts, all with the same desire to learn and experience more about whisky.

Attendees also include trade members that are wholesalers, retailers, importers, and mixologists, as well as journalists from the most influential print and online media including *The Washington Post*, *The New York Times*, *Chicago Tribune*, *Men's Health*, *CBS News* and more.

## 2020 WHISKYFEST DATES

Chicago | March 27  
New York City | October 29  
San Francisco | December 4

### **NEW! Big Smoke Meets WhiskyFest**

Hollywood, Florida | April 3-4

## GRAND TASTINGS

Over 200 whisky booths are set-up in a gala atmosphere where attendees taste and interact with brand ambassadors

## SEMINARS

Educational programming presented by top industry figures

## SPONSORSHIP OPPORTUNITIES

- Dedicated table area within a grand tasting
- Seminar integration
- Brand ad in printed booklet distributed at each event
- Gift bag inclusion to 1,000 VIPs
- On-site prizing and delivery of opt-ins
- Social media extensions
- And more

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**8,000 Total Attendees**

# 2020 ADVERTISING RATES

## WHISKYFEST PROGRAM BOOKLET

<b>COVER 4</b>	\$3,999
<b>COVER 2</b>	\$2,999
<b>COVER 3</b>	\$2,400
<b>FULL PAGE</b>	\$1,999

\* All Rates are NET

### FOR ADVERTISING INFORMATION CONTACT:

Michael P. McGoldrick  
VP, Ad Director, *Whisky Advocate*

M. Shanken Communications  
825 Eighth Ave., 33rd FL.  
New York, NY 10019

Tel: 212-684-4987

Fax: 212-481-1540

[mmcgoldrick@mshanken.com](mailto:mmcgoldrick@mshanken.com)





# CONTACTS FOR MEDIA INQUIRIES

## NEW YORK

825 Eighth Avenue, 33rd Floor New York, NY 10019  
Phone: 212-684-4224 • Fax: 212-481-1540

### Advertising Contacts:

**Michael McGoldrick — Vice President/Advertising Director**  
212-684-4987 • e-mail: mmcgoldrick@mshanken.com

**Miriam Morgenstern — Corporate Advertising**  
e-mail: mmorgenstern@mshanken.com  
cc: Maggie Kotraba at mkotraba@mshanken.com

**Barry Abrams — Cigars and Luxury**  
212-684-4896 • e-mail: babrams@mshanken.com

**Michael DiChiara — Account Director**  
212-481-1521 • e-mail: mdichiara@mshanken.com

## West Coast Representatives

**Cheryl Lewis — San Francisco**  
Phone: 415-673-2040 ext. 1 • Fax: 415-673-0103  
e-mail: clewis@mshanken.com

**Marissa Barker — West Coast Advertising Coordinator**  
Phone: 415-673-2040 ext. 2 • e-mail: mbarker@mshanken.com

## Restaurants/Arizona Representative

**Steve Bliman**  
424-208-3150 • e-mail: bliman@twc.com

## Southeast Representative

**Wheeler Morrison**  
770-391-9905 • e-mail: wheeler@greenleavesmedia.com



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### Jennifer Arcella — Advertising Services Manager

212-684-5147 • e-mail: jarcella@mshanken.com

### Hilary Chalson — New Media/Digital Production Manager

212-481-8610 ext. 553 • e-mail: hchalson@mshanken.com



# 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.