

Whisky Advocate Media Kit 2016



Whisky
ADVOCATE

Whisky Advocate Media Kit 2016

Thank you

Thank you for your interest in *Whisky Advocate* magazine. Enclosed please find the 2016 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,

Amy Westlake
Senior Vice President, Advertising
484-519-1992
amy@whiskyadvocate.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:

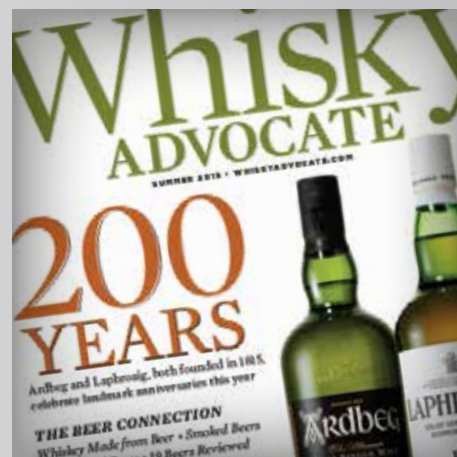
96% male

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 225,000 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	52%
Mexico	17%

Watch Ownership

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



Editorial Calendar

Spring (March) 2016 — Bourbon and Annual Awards

It's been a while since we took a good look at bourbon, and there's a lot to see. Bourbon is exploding, and there's no end in sight: more drinkers, more cocktails, more distillers, more bottlings! We'll check in on innovation (and consistency) at the majors, visit some of the new makers, and investigate the lesser-known "wheated bourbons." Plus our annual Whisky Advocate awards; it's an issue you won't want to miss!

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) 2016 — Appreciating Whisky

Most of what we know about whisky is what we've been told by friends and bartenders; do you trust them? We'll present you with the answers to the most common questions. Is it okay to add water? How about ice? What basic bottles should I keep? What makes a good cocktail? How can I taste whisky like a pro? Does the glass make a difference? How do I store my whisky? We know the questions, we've heard them all, and we'll bring you the best answers from our expert staff writers. You'll be toasting like a champ!

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

Fall (September) 2016 — Islay

The whisky geek's mecca, the peat freak's dream. Some of Scotland's oldest distilleries make Scotland's smokiest whisky here on this small island. Important for blends, prized as single malts, they draw smoky breath from the island's peat fires. What makes Islay so special? We'll show you every distillery on the island, and you'll only want to go there more.

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

Winter (December) 2016 — Auctions & Collecting

Five years after our landmark auctions and collecting issue, we revisit a whisky auction scene transformed by loosely informal online auction sites, a surging interest amid collectors in Japanese and American whiskeys, and producers who are more fully aware of the market value of limited editions. Things have definitely changed. It's a world that sometimes needs reminded that the distillers make it to drink.

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

Spring (March) 2017 — Awards

Our annual Whisky Advocate awards are the focus this issue. Now in its 23rd year our annual whisky awards program is the oldest and longest-running. Eleven whiskies, our Lifetime Achievement, and Distiller of the Year awards generate great excitement among the whisky enthusiasts of the world.

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

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—and sometimes worst—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.

World Whiskies

Dave Broom's views what's going on (and sometimes what should be going on) with Scotch, Japanese, and other whiskies of the world.

American Spirit

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

Add Whisky

Famed cocktail historian and writer David Wondrich 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 — Wednesday, March 2

Chicago — Friday, March 18

San Francisco — Friday, September 23

New York — Tuesday, November 1



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

Size = 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	
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	
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"

2016 Closing Dates

March (Spring)
Space Close: 1/20/16
Materials Due: 1/27/16
On Sale Date: 3/1/16

June (Summer)
Space Close: 4/20/16
Materials Due: 4/27/16
On Sale Date: 6/1/16

September (Fall)
Space Close: 7/20/16
Materials Due: 7/27/16
On Sale Date: 9/1/16

December (Winter)
Space Close: 10/19/16
Materials Due: 10/26/16
On Sale Date: 12/1/16

FOR PRODUCTION QUESTIONS

Email Leigh Aubry:
leigh@whiskyadvocate.com

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, contact,
Whisky Advocate magazine,
167 Main St., Emmaus PA 18049-2705
Telephone: (610) 967-1083

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

Other Spirits

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

Luxury

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

Westland
Wild Turkey
Woodford Reserve

Scotch

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

Cazadores
Captain Morgan rum
DeLeon Tequila
Diplomatico rum
Gran Patron Piedra

Cigars

Asylum
Alec Bradley
Altadis
Boutique Blends
Casa Magna
Cohiba
Davidoff

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

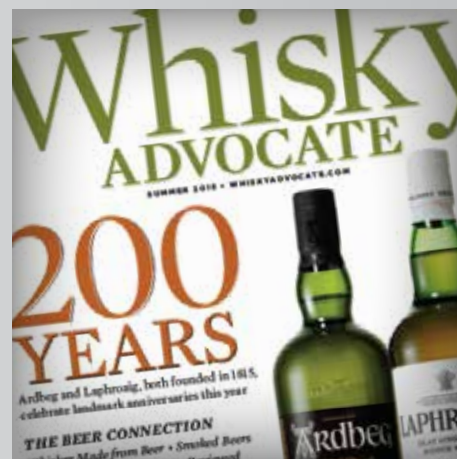
Kavalan

Japanese

Nikka

Hammer & Sickle
New Holland
Zacapa rum

Drew Estate
Fuente
H. Upmann
Matasa
My 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

Amy Westlake,
Senior Vice President,
Advertising
amy@whiskyadvocate.com
484-519-1992

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)
- WhiskyFest tickets on sale date (November)

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. Open rates exceed 45%.

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



Advertising Information Contact

Amy Westlake,
Senior Vice President,
Advertising
amy@whiskyadvocate.com
484-519-1992

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

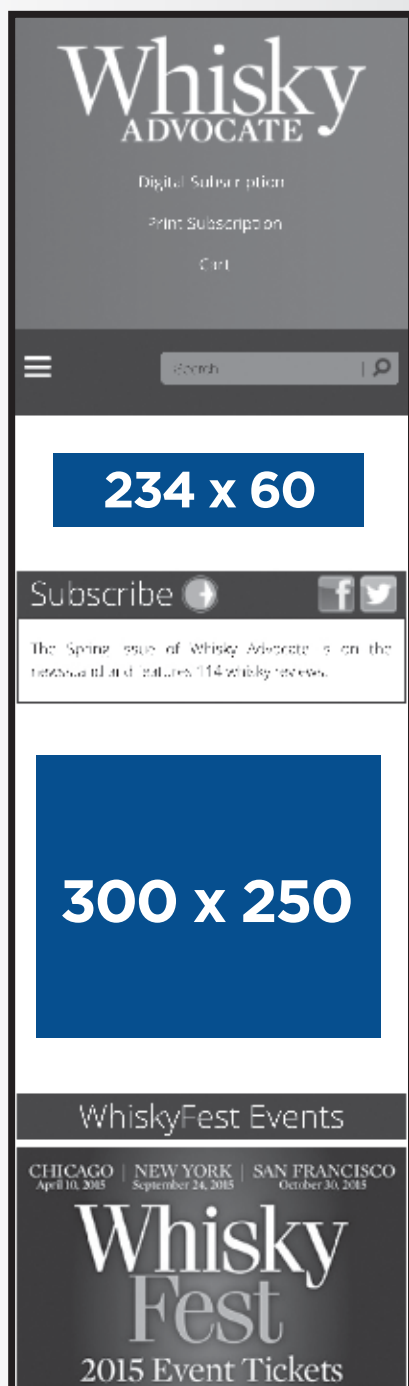
Roadblock
(units run concurrently)

The screenshot displays the Whisky Advocate website layout with several ad units highlighted by blue boxes and arrows indicating a roadblock. The units and their dimensions are:

- Top Header:** Whisky ADVOCATE logo and navigation bar (728 x 90).
- Main Content Area (Left):** A large featured article titled "The State of American Craft Whiskey Distilling by Lew Bryson" with an image of whiskey bottles (234 x 60).
- Main Content Area (Right):** A "Subscribe" section with social media icons and a description of the Fall issue (234 x 60).
- Bottom Left:** A "Whisky Advocate Blog" section with a list of articles and a small image (300 x 250).
- Bottom Right:** A "WhiskyFest Events" section with a "ORDER WHISKYFEST TICKETS" button and the WhiskyFest logo (300 x 250).

Online Media Kit

Mobile Sample



Email Newsletter Sample

